



Giving Montenegro

2020

ANNUAL REPORT ON THE STATE OF PHILANTHROPY



Contents

General Overview	1
Donors	5
Themes	11
Recipients	14
· Non-Profit Organizations as Recipients	17
· State as Recipient	21
Final Beneficiaries	26
Effects of Giving	31
Media Coverage of Giving	35
Overview of the Methodology	37
Annex: Comparative Giving Trends Unrelated to Covid-19	38

General Overview

For eight years in a row, Catalyst Balkans has been monitoring the state of philanthropy in Montenegro, as in the entire Western Balkans region. Each year we have managed to present comparable data, using a standard methodology, which serves us to assess the development of philanthropy in the region. However, the outbreak of the Covid-19 crisis has made reporting on philanthropic giving particularly challenging.

For philanthropy in Montenegro and worldwide, the Covid-19 crisis has had a huge impact by increasing the need for support. On March 17th, the National Coordination Body for Communicable Diseases imposed measures to mitigate the effects of Covid-19, such as the closing of borders, closing of schools, and businesses not engaged in essential functions. To better understand how the pandemic affected philanthropic giving, we have adapted our methodology and separately collected data on giving related and giving unrelated to Covid-19. The report on the state of philanthropy in Montenegro during 2020 is specific because we are not focusing on trends as in the previous reports. Instead, we are interpreting data in the context of the pandemic. Nevertheless, for those interested in trends, we have provided an annex which compares all giving in previous years with the giving unrelated to Covid-19 in 2020.

It is important to note that we monitor the level of philanthropic giving based on two main indicators: the number of instances and the donated amount. An instance represents a unique event, which can include a single donation or multiple donations (e.g., a campaign in which citizens collect contributions for a medical treatment). Each instance can have a value of donation associated with it if there is available data on the value. Therefore, it should not confuse the reader if a certain type of donor or recipient participated in a high share of instances but collected a low share of the donated amount, and vice versa.

During the pandemic year, the donors significantly increased their activity. In 2020 we recorded more than 12.4 million euros, which is three times higher than in the previous year. Moreover, relying on available data, we have estimated that more than 18.5 million euros was donated in total. Subsequently, the donated amount per capita significantly increased in only one year – from 10.7 euros to 29.8 euros – which makes the Montenegrin society the most charitable in the region.



18,523,870.2 €
Estimated Value of
Donations



12,428,441.2 €
Recorded Amount



1,446
Number of
Instances



29.8 €
Donated Amount
per Capita

The Covid-19 crisis generated more donations than all other themes taken together. Through 878 instances, donators collected more than 9.6 million euros to mitigate the negative consequences of the Covid-19 pandemic, thus making the amount donated for Covid-19 more than 3.4 times larger than for purposes unrelated to the pandemic. Most of the instances related to Covid-19 included donations in the form of supplies, while donations in the form of equipment generated the largest share of the amount.

Number of Instances



Recorded Amounts



- COVID-19
- Giving Unrelated to Covid-19

In the pandemic year, the corporate sector was the most active and most generous donor type. More precisely, companies had a share of 43.1% of all instances and 39.0% of the donated amount. They are closely followed by citizens, as the second most active donor type, with a share of around a quarter of all instances. Out of all donors' actions, the largest percentage was directed toward the population from local communities. Furthermore, the donors' support was most frequently short-term, even though strategic giving generated a higher share of the amount. Regarding the type of donation, out of all instances related to the pandemic, 77.5% consisted of cash donations. Moreover, donations in the form of money were even more common for purposes unrelated to the pandemic (83.6%).

The state (institutions and local/national governments) and the non-profit sector are the main channels for redistributing the donations toward beneficiaries in need; therefore, we have devoted special sections in the report to these two types of recipients. The high frequency of Covid-19-related support toward local/national governments made this recipient the most important one. In contrast with previous years, almost a third of all philanthropic actions were directed toward local and national governments, while almost all of these actions were intended for mitigating the effects of the Covid-19 crisis. On the other hand, the donors' support toward the non-profit sector was less focused on the pandemic when compared to the giving to the state, with around half of the donations for themes unrelated to the pandemic. This fact shows us that the local and national governments were recognized by donors as the main channel for Covid-19 relief, while the non-profit sector was seen as an equally important channel of giving for other themes unrelated to the pandemic.

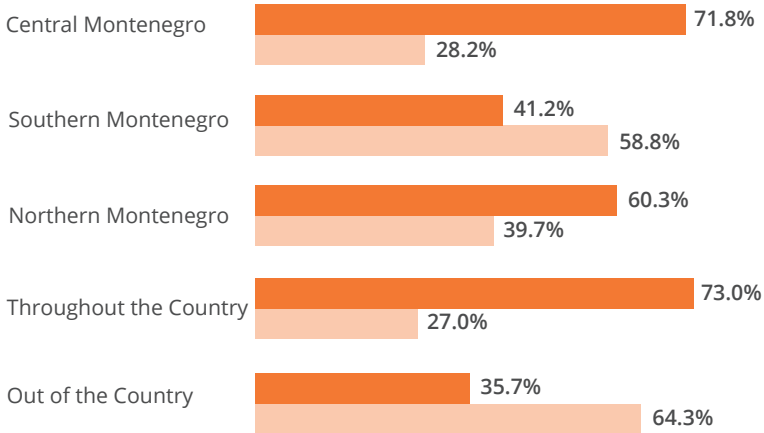
The giving was more centralized during the pandemic. Although the most populated municipalities are in Central Montenegro, which represents the administrative base of the country, as many as 47.9% of instances were directed to this region. Southern Montenegro had a share of more than a quarter of all instances, which is a decrease compared to the previous year. Nevertheless, this level of giving is in line with the area and population size of the region. Northern Montenegro had a share of 21.6% of all instances, which is a decline compared to 2019. Considering that the Northern Region is larger in size and is more populated than the Southern Region, the giving distribution would be more proportionate if this percentage was higher. The philanthropic actions directed to other areas throughout the country had a share of 2.6% of all instances, and focused more on the pandemic, while donations directed out of the country were more focused on themes unrelated to Covid-19.

Map - Percentage of instances per region (%)

- **47.9%** Central Montenegro
- **27.0%** Southern Montenegro
- **21.6%** Northern Montenegro
- **2.6%** Throughout the Country
- **0.9%** Out of the Country



Total Giving



- Covid-19
- Giving Unrelated to Covid-19

Donors

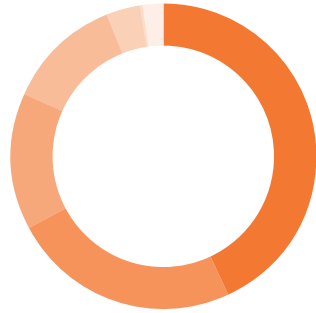
The corporate sector demonstrated a high degree of readiness to help society in times of crisis. In 2020, it remained the most active type of donor both in the frequency of giving and the size of donations. Of all the funds donated by corporations, 79.0% were intended to mitigate the negative consequences of the Covid-19 crisis. The help of businesses turned out to be especially important in the procurement of expensive medical equipment that corporations donated to hospitals and health centers.

The Covid-19 crisis has not only encouraged higher corporate donations but also a greater degree of cooperation between different types of donors. Although there were few instances in which different types of donors (mixed donors) participated, they collected almost a third of the total donated amount. The reason for this discrepancy is a high value but a low number of donations given for the construction of the Infectious Diseases Clinic in Podgorica, as well as a high value of donations in the form of medical equipment, supplies, and other necessities during the pandemic.

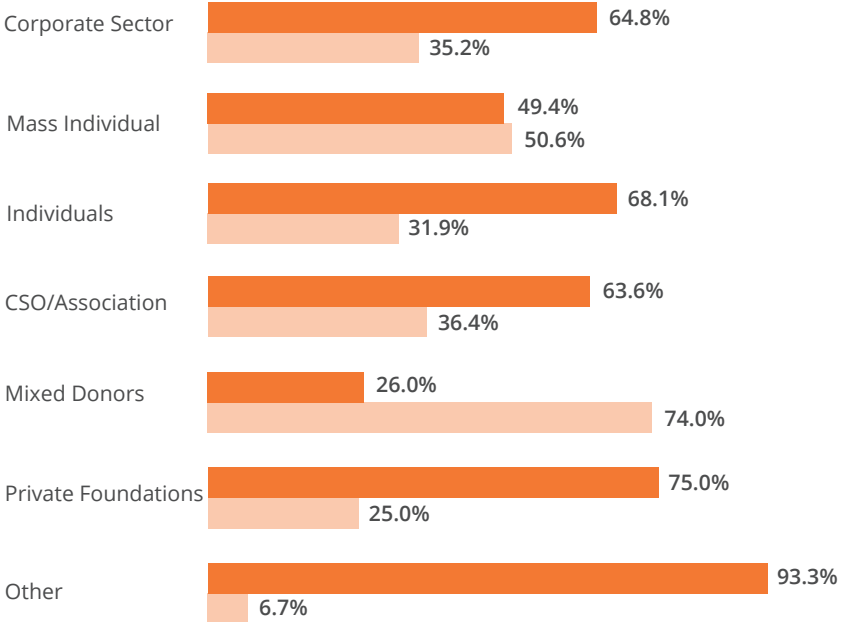
Another donor type that stood out this year were citizens, who participated in almost a quarter of all philanthropic actions. These instances had a fifty-fifty ratio for Covid-19 and other themes unrelated to Covid-19. However, as regards the donated amount, a larger share of mass individual donations was focused on the pandemic – slightly less than two-thirds of the total amount. Compared to the previous year, citizens had a smaller share of the total amount (15.4% in 2020 vs 36.9% in 2019), while an increase in the number of philanthropic actions was noted (350 instances in 2020 vs 292 instances in 2019).

Instances (%)

- **43.1%** Corporate Sector
- **24.2%** Mass Individual
- **14.7%** Individuals
- **12.2%** CSO/Association
- **3.5%** Mixed Donors
- **0.3%** Private Foundations
- **2.1%** Other



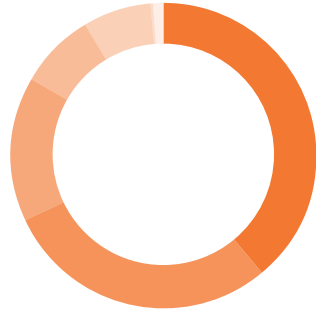
Total Giving



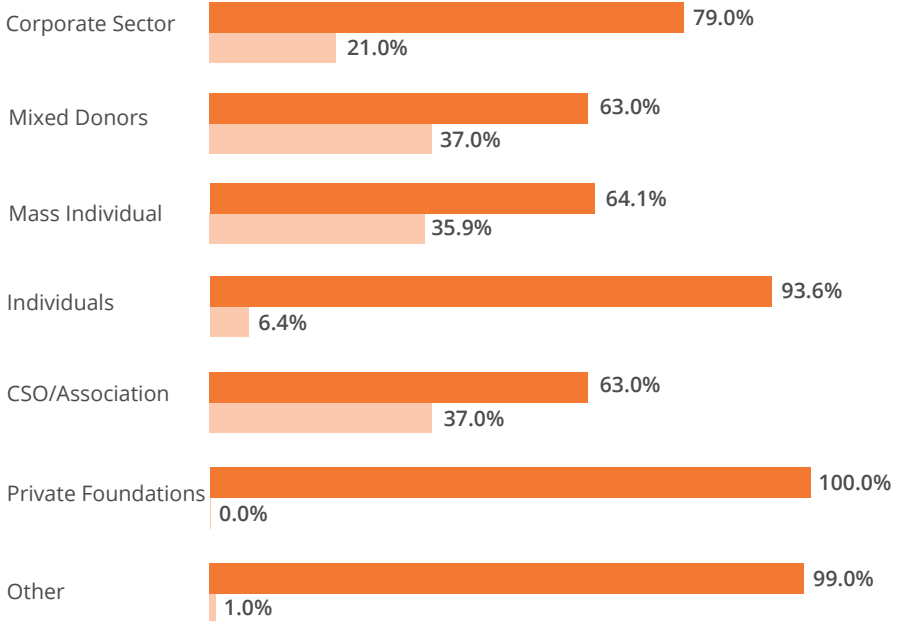
- Covid-19
- Giving Unrelated to Covid-19

Amounts (%)

- **39.0%** Corporate Sector
- **29.1%** Mixed Donors
- **15.4%** Mass Individual
- **8.1%** Individuals
- **7.1%** CSO/Association
- **0.4%** Private Foundations
- **0.9%** Other

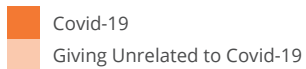
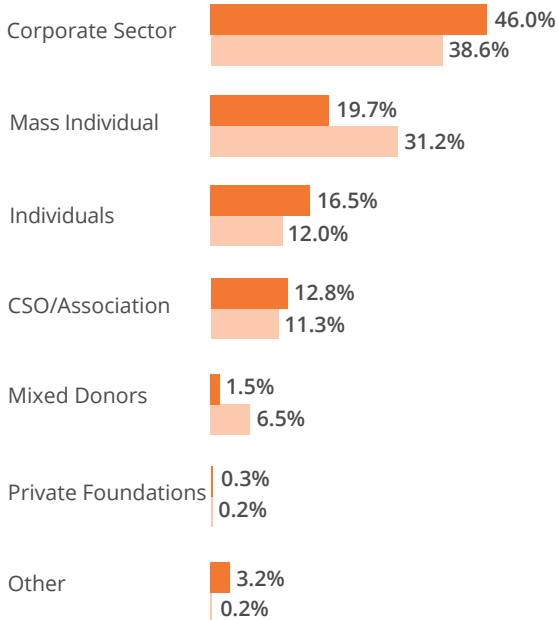


Total Giving

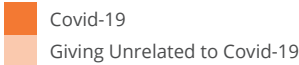
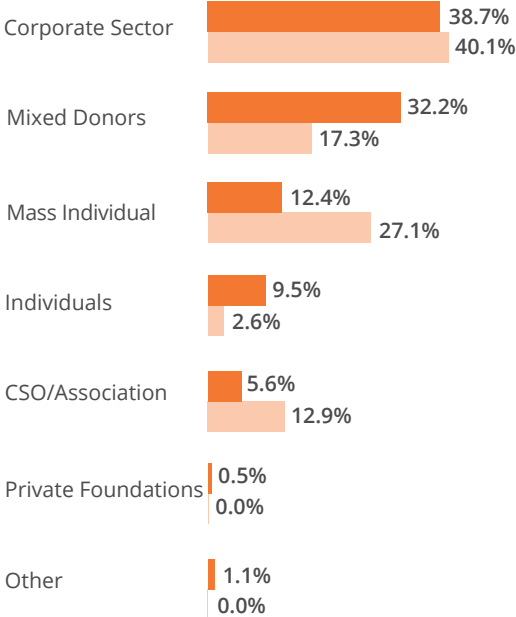


- Covid-19
- Giving Unrelated to Covid-19

Instances (%)



Amounts (%)



Company Jugopetrol AD donated respirators and school equipment

In 2020, the company Jugopetrol AD organized many socially responsible activities. Here we highlight two examples of strategic giving to health and education. First, during the first wave of the Covid-19 pandemic, Jugopetrol donated 40,000 euros to purchase two respirators. Then, to facilitate the monitoring of online classes, they donated school supplies and eight TV devices to the Mladost Children's Home in Bijela, worth over 8,000 euros. Due to this and other assistance, they provided during 2020, Jugopetrol AD became the recipient of the ISKRA award for contribution at the national level.

A philanthropist from the diaspora supported the fight against Covid-19

One of the most generous individual donors from the diaspora in 2020 was **Hajriz Brčvak**, the chairman of the Hemias Foundation. On March 20th, Hajriz supported the fight against the Covid-19 pandemic with a donation of 100,000 euros to the National Coordination Body for Communicable Diseases. In addition, on March 25th the philanthropist donated medical equipment worth around 170,000 euros intended for the General Hospital Bijelo Polje, General Hospital Bar, and the Clinical Center of Montenegro. The donated equipment included 250,000 masks, 1 million gloves, 100 thermometers, 1,000 protective suits, and 4 ventilators. As a result, the Hemias Foundation became the recipient of the ISKRA Philanthropy Award.

Sportsmen donated for Covid-19 relief

On March 19th, Montenegrin football player **Stefan Savić** donated two ventilators worth 40,000 euros to General Hospital Berane and General Hospital Bijelo Polje. In addition, during the pandemic year we recorded his donation of 5,000 euros to the Health Center Mojkovac. Similarly, on March 24th, in response to the Covid-19 crisis, Montenegrin basketball player **Nikola Vučević** donated 100,000 euros to the National Coordination Body for Communicable Diseases.

Traditional humanitarian swimming marathon helped raise funds for medical treatments

For the third year in a row, **Luka Vučković** and **Petar Antonijoli** from Budva, with the support of their team which included the media outlet TV Budva, trainer Luka Zenović, medical professionals, and others, organized the traditional humanitarian swimming marathon called "Boje jutra" ("Colors of the Morning"). This year's goal of the event was to raise funds for the treatment of two children, as well as for the adaptation of the Retirement Home "Sveti Vid" in Petrovac. The marathon, held on August 23rd in Budva, covered a route of 12 kilometers. Luka and Petar also participated in the marathon.

Fund Marko Miljanov assisted in the fight against the pandemic

On March 23rd, a previous recipient of the 2015 ISKRA Philanthropy Award, **Fund for the Development of Kuči "Marko Miljanov**, donated 20,000 euros to the National Coordination Body for Communicable Diseases, intended for the purchase of ventilators for the Clinical Center of Montenegro. Additionally, on March 30th, the association donated 5,000 euros to Tuzi Municipality, for the provision of food supplies during the Covid-19 crisis.

Themes

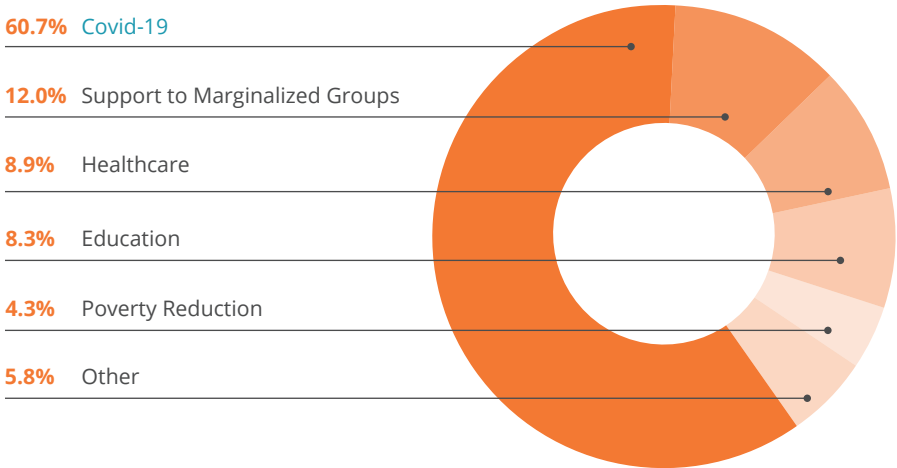
Most of the philanthropic activities and donated amounts were directed towards mitigating the negative effects of Covid-19. More precisely, 60.7% of all donation instances were directed only to the support related to the Covid-19 pandemic. Moreover, the total number of instances intended merely for Covid-19 donations exceeds the total giving in the previous year. As the outbreak of the pandemic drew the special attention of the philanthropic community, we have isolated all the giving that was related to this cause and presented it as an independent theme. Consequently, other main themes received a lower share of support when compared to the previous year.

Due to the change of the recording scheme, all the giving formerly recorded as related to healthcare and education was now recorded as Covid-19 if the purpose of the donation was to mitigate the negative consequences of the pandemic. As a result, only 8.9% of the donated amount and instances were recorded as giving toward healthcare. More than half of these actions were intended for medical treatments. As one of the crisis measures of the Montenegrin government was the closure of schools and the shift to online education, we recorded support for online education as Covid-19 giving. The donors' support to education in 2020 was mainly through donations in the form of IT equipment for at-home lectures for children from disadvantaged families. Thus, conventional education has received support from merely 8.3% of all instances.

The support to marginalized groups had a share of 12% of all donors' actions. Most of these actions were in the form of social services (such as support for public kitchens). When excluding the data for Covid-19 giving, slightly less than a third of all instances were directed to the support for marginalized groups. Beside the main themes, seasonal giving stood out in terms of the frequency of giving, while sport was notable when considering the donated value.

Key Themes

Instances (%)



Other Themes

Instances (%)

3.3%	seasonal giving
0%–1%	public Infrastructure, emergency management, sport, culture and arts, animal welfare, environment, religious activities, economic development

Association Roditelji and Vocational School “Sergije Stanić” provided meals for children

Around 1,300 primary school children in Podgorica are receiving social assistance. Therefore, in order to provide lunch to primary school children from socially disadvantaged families in Podgorica, the **Association Roditelji** and the Vocational School “Sergije Stanić”, initiated the campaign called “I ja želim užitinu” (“I Too Want Lunch”). Some of the companies that supported the campaign were Komercijalna banka AD Podgorica, Nemesis d.o.o., **Domen-me**, **Crnogorska komercijalna banka**, **Union of Employers of Montenegro**, and **Insurance Supervision Agency of Montenegro**. From the start of the campaign to March 4th, 2020, more than 700 children were provided with free meals, and we have recorded that 29,100 euros was raised. The campaign was put on hold due to the pandemic, and the amount of 20,500 euros was intended to be directed to the Public Kitchen in Podgorica.

Studio Fleka and Hipotekarna banka launched the online platform AplauzMedicinarima

Employees of Hipotekarna Bank from Podgorica, in cooperation with **interactive design studio Fleka**, started the online platform AplauzMedicinarima, intended to provide protective equipment for medical staff across Montenegro, at the forefront of the fight against the pandemic. The first to donate were the employees themselves, who contributed around 8,000 euros. The goal of the campaign was to raise 50,000 euros. Nevertheless, in just 27 days, a total of 130,590 euros was raised, which is supposed to be directed to the National Coordination Body for Communicable Diseases.

Rotary Club Bar donated equipment to ten elementary schools

Within their traditional humanitarian campaign “10 godina za 10 škola” (“10 Years for 10 Schools”) the **Rotary Club Bar** donated around 19,200 euros intended to equip ten elementary schools in the municipality of Bar. Among the beneficiary schools were the elementary schools “Đerđ Kastrioti Skenderbeg”, “Jugoslavija Bar”, “Anto Đedović”, “Jovan Tomašević” and other. The donated equipment consisted of TVs, computers, printers, and projectors.

Telecommunications company supported the fight against Covid-19

Telenor Montenegro provided ten gigabytes of free internet for its users for access to online lessons on the digital platform “Uči doma” (“Learn at Home”). The platform, for the support of online education during the pandemic, is a part of the project initiated by the company Amplitudo and the media service “Vijesti”, in cooperation with the Ministry of Education. Users were able to access the content by activating the monthly service on the My Telenor application. The value of the donation was around 70,000 euros. In addition to this contribution, Telenor Montenegro, along with its parent company PPF Group, donated 20,000 N95 protective masks, valued at 100,000 euros, to the National Coordination Body for Infectious Diseases. The masks were intended to be distributed to health workers, in hospitals and health centers across Montenegro.

Recipients

In the pandemic year, local and national governments were the most supported recipient, both according to the frequency and the size of donations. More precisely, slightly less than a third of all instances and more than two-thirds of the total amount was directed toward local and national governments. Nearly all of these donations were intended for ameliorating the damaging effects of Covid-19. For this purpose, the largest number of donation instances were in the form of supplies and consumables, while donations of equipment generated the largest amount. This data is not surprising, given the fact that equipment is of higher value than supplies and consumables. Due to the high share of the amount directed to local and national governments in the pandemic year, other recipient entities participated with a smaller share.

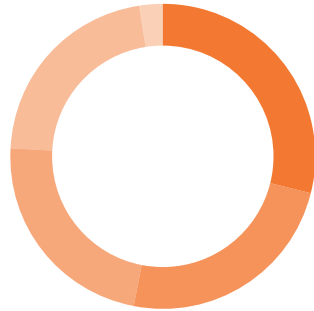
Hospitals and health centers in Montenegro were lacking much-needed medical equipment and supplies, for overcoming the damaging effects of the Covid-19 pandemic. That is why institutions were the second most frequently supported recipient type in 2020. Almost a quarter of all instances during the pandemic year were directed toward this recipient. However, given the fact that many donations for Covid-19 which were directed toward local and national governments were intended to be distributed to healthcare institutions, this percentage is probably even higher. Around half of all philanthropic actions and of the amount directed to institutions had the purpose of mitigating the effects of the Covid-19 crisis.

While the support toward the state was mostly focused on Covid-19 relief, non-profit organizations retained their role in the support for other purposes. Out of all donations which were not related to the Covid-19 crisis, slightly less than a third were directed toward non-profit organizations. Regarding the donated amount for these purposes, more than a third was directed toward the non-profit sector, most of which was intended for the support for marginalized groups.

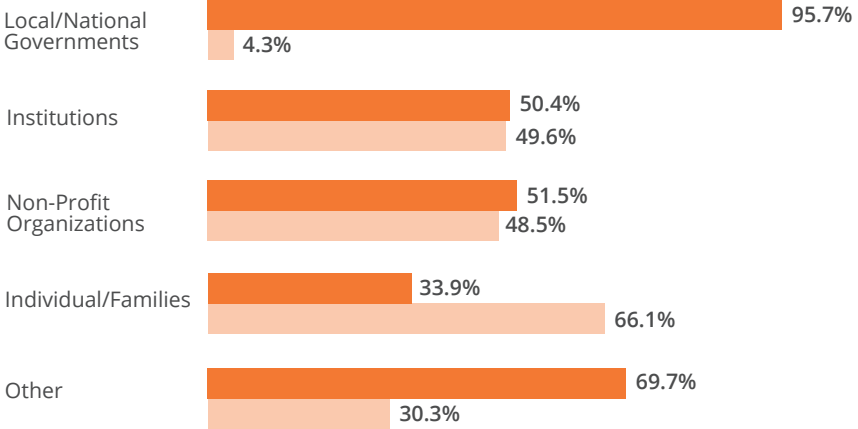
During 2020, Covid-19 relief generated almost all philanthropic actions directed to local and national governments, around half of donations to institutions and non-profit organizations, and around a third of instances for individuals and families. Consequently, the largest share of support toward individuals and families was for non-Covid related purposes. More precisely, in the overall giving toward individuals and families, more than two-thirds of instances and more than three-quarters of the amount was for purposes unrelated to Covid-19.

Instances (%)

- 29.1%** Local/National Governments
- 24.1%** Institutions
- 22.8%** Non-Profit Organizations
- 21.7%** Individual/Families
- 2.3%** Other

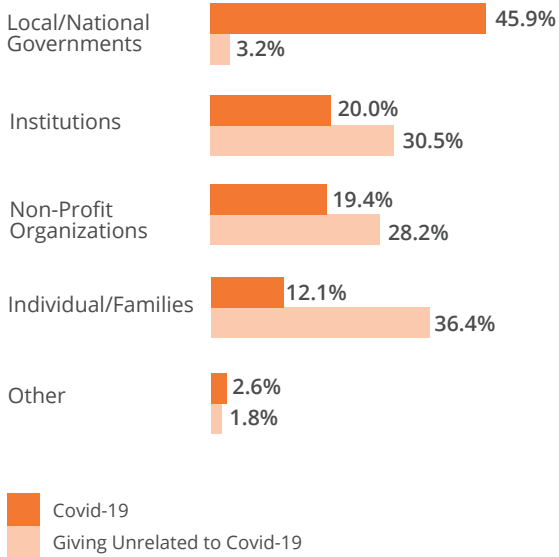


Total Giving



- Covid-19
- Giving Unrelated to Covid-19

Instances (%)



Non-Profit Organizations as Recipients

Donors in Montenegro directed 22.8% of all instances and 11.1% of the total amount toward non-profit organizations¹. As mentioned, the non-profit sector remained an important channel for the assistance for purposes unrelated to the pandemic, especially for the support of socially disadvantaged beneficiaries. Around half of the donors' actions toward non-profit organizations in 2020 were not associated with Covid-19.

In 2020, non-profit organizations received the most support from the corporate sector. More precisely, the business sector participated in more than half of all instances aimed at non-profit organizations in the pandemic year, with large companies as the dominant actor. Although the corporate sector remained the most frequent donor, mass individual donations provided the largest share of the amount (41.2%). Furthermore, actions in which different donor types participated (mixed donors), provided a third of the total amount. While the corporate sector paid the most attention to the Covid-19 crisis, the support that non-profit organizations received from prominent individuals² and from donations in which different types of donors participated was mainly focused on non-Covid topics.

Domestic associations were the primary type of non-profit organizations in Montenegro in 2020, with a share of 91.5% of all instances and 84.0% of the donated amount. The domestic associations which were most frequently supported in the pandemic year were NGO "Žene Bara", Montenegro Red Cross, and NGO "Izvor života". Private foundations had a small share of donors' actions (7.9%), out of which the Foundation "Budi human" Montenegro received the most support.

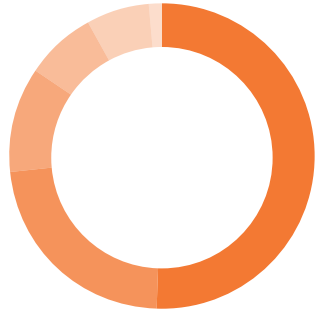
Through the work of non-profit organizations in the pandemic year, people in economic need were most frequently supported. Specifically, more than three-quarters of all instances and of the amount was directed toward this beneficiary. This high share of philanthropic actions toward people in economic need resulted in a smaller participation of other beneficiaries – less than 8% instances each. The reason for this is that the donors' actions toward non-profit organizations were most often for the provision of food and hygiene supplies for socially disadvantaged families.

¹ Under the term "non-profit sector", we include domestic associations, foreign associations, international organizations like UN agencies, and private foundations.

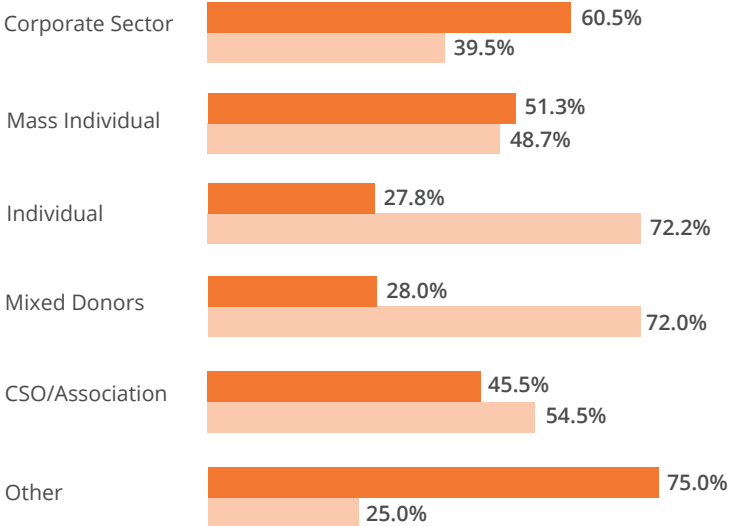
² The terms "prominent individuals" and "identifiable individuals" refers to citizens whom we were able to distinguish by the name.

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

- **50.6%** Corporate Sector
- **23.0%** Mass Individual
- **10.9%** Individual
- **7.6%** Mixed Donors
- **6.7%** CSO/Association
- **1.2%** Other

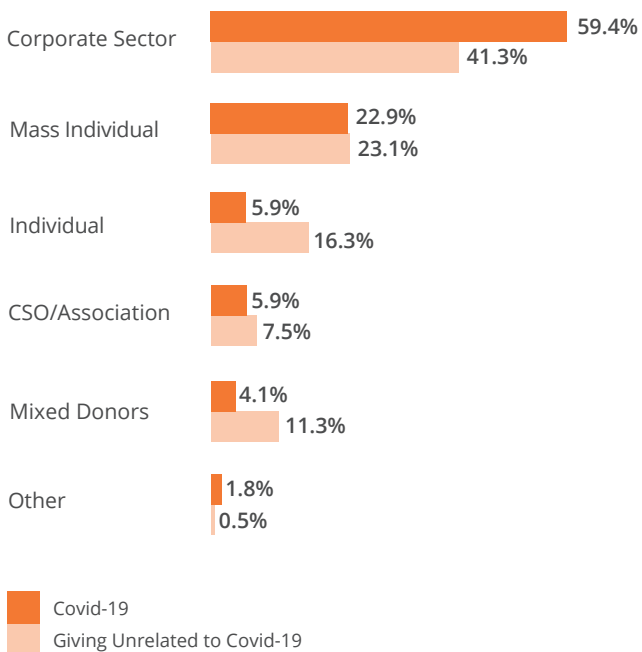


Total Giving



- Covid-19
- Giving Unrelated to Covid-19

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



NGO “Izvor života” helped disadvantaged families

In 2020, the **NGO “Izvor života”** donated 420,000 euros as help for socially disadvantaged families. The funds were provided from the donations of companies, local businesses, and individual donors, throughout Montenegro. Since the beginning of the pandemic, the association has enabled the preparation of up to 400 meals a day, delivered 2,000 packages of humanitarian aid, equipped several houses and apartments of socially vulnerable families in Nikšić, Podgorica and Plužine and provided them with food and hygiene items. With their traditional holiday campaign “Djeci za osmijeh” (“For the Children’s Smile”), the association provided gifts for 1,200 children from socially disadvantaged families, in various municipalities across Montenegro. For this contribution, on January 29th, 2021, the organization received the special ISKRA recognition for its civic contribution to the common good.

Rotary Club Kotor and Telenor Montenegro donated technology for online education

Elementary school “Njegoš” Kotor issued a call for donations for the procurement of 50 tablet computers for disadvantaged children, pupils of schools in Kotor and Tivat. Responding to the call, **Rotary Club Kotor**, in cooperation with **Telenor Montenegro**, initiated a campaign called “Pobijedimo znanjem” (“Let’s Win with Knowledge”) which mobilized the support of many companies, associations and individuals. Throughout the campaign, 60 packages of equipment worth 7,200 euros were collected and distributed. Each package contained a tablet computer, a headset, and 50GB of free internet per month for the school year.

NGO “Žene Bara” supported the fight against the pandemic

Members of the **Association “Žene Bara”**, with the support of volunteers – some of whom are beneficiaries of their public kitchen – sewed and distributed 5,000 masks for the citizens of Bar during the Covid-19 crisis. The materials for the masks were provided by the **Tourist Organization Bar** and the citizens of Bar, and were worth a total of 1,750 euros. The masks were distributed to the Municipal Team for Protection and Rescue of the Municipality of Bar, healthcare workers, and to citizens who requested assistance. In addition to the above, “Žene Bara” provided over 1,500 packages of assistance in food and hygiene products and organized the preparation of over 45,000 meals. Due to this and various other assistance they provided, “Žene Bara” became the recipient of the ISKRA special award for civic contribution.

State as Recipient

We identify the state³ (local/national governments and institutions) and non-profit organizations as the main recipient types, which serve as channels for redistributing donations to a range of beneficiaries. Therefore, it is especially important to track the giving toward these two entities. For this reason, we have presented the giving toward the state and the non-profit sector in separate sections of the report.

As in most countries in the region, the state of Montenegro was the main actor in providing necessary aid during the Covid-19 pandemic. The donations during the pandemic were most frequently directed to the National Coordination Body for Communicable Diseases, which opened an account for this purpose. As we recorded, around 8 million euros were credited to the account, with the aim to provide medical equipment, supplies, and other necessities during the pandemic to health institutions and citizens. During the pandemic year, 53.3% of all philanthropic actions and 84.6% of the amount was directed toward the state. More precisely, around a quarter of instances was directed to institutions, while slightly less than a third was directed toward local and national governments. An indicator of the state's focus on the pandemic is the fact that more than three-quarters of all instances directed to the state had the aim of alleviating the negative effects of the Covid-19 crisis. When compared to the year before, there has been an increase in giving to the state. This increase is mainly due to the significantly higher percentage of the amount donated toward local and national governments (4.9% in 2019 vs 70.4% in 2020).

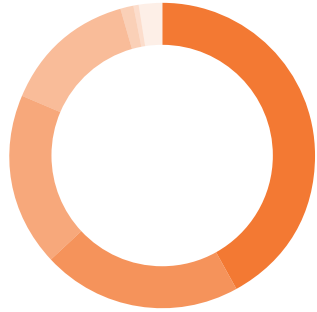
The corporate sector remained the most active and generous donor to the state. Out of all actions toward institutions and local and national governments, 42.2% came from companies. Almost three-quarters of these instances were for Covid-19 relief purposes. Still, when compared to 2019, the corporate sector had a significant decrease in the share of the amount donated to the state (71.6% in 2019 vs 41.8% in 2020). The explanation for this is that the percentage of the amount in which different types of donors were present recorded a rise since the previous year (14.4% in 2019 vs 29.7% in 2020). Most of the amount from donations in which different types of donors participated was aimed at Covid-19 relief, mainly for the provision of medical equipment.

³ Under the term "state" we include donations toward institutions (healthcare, education, culture, social and sport institutions) and local and national governments.

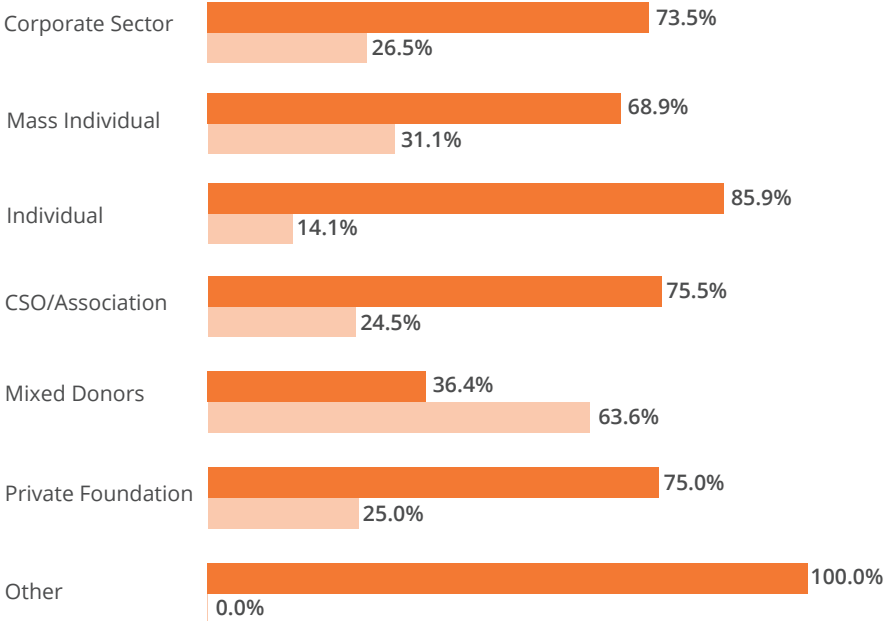
When speaking of donations toward the state, the most supported theme by far – apart from Covid-19 giving – was education. Regarding the beneficiaries, the population from local communities benefited most frequently: with more than two-thirds of all instances and more than three-quarters of the donated amount. The majority of the amount donated for local communities was for Covid-19 related purposes (91.8%). People with health issues were the second most supported beneficiary through state donations, with a share of 17.0% of the amount.

Donor Profile for State as Recipient Instances (%)

- **42.2%** Corporate Sector
- **20.9%** Mass Individual
- **18.4%** Individual
- **14.3%** CSO/Association
- **1.4%** Mixed Donors
- **0.5%** Private Foundation
- **2.3%** Other

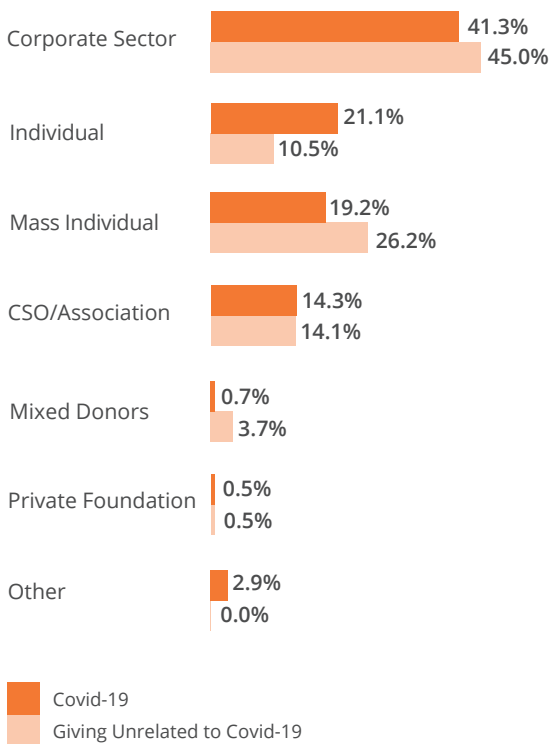


Total Giving



- Covid-19
- Giving Unrelated to Covid-19

Donor Profile for State as Recipient Instances (%)



A private foundation invested in education

On September 24th, the **Ognjen Rakočević Foundation** donated didactic materials to the students of the Elementary School "Ilija Kišić" in Zelenika, who attend classes within a special or adapted program. The donated materials included a weaving loom, interactive wooden toy games, and other educational material that is supposed to help children in developing logical thinking skills, coordination, attention and is used in occupational therapy.

A company supported the reconstruction of the Clinical Center of Montenegro

On July 31st, the company **Glosarij DOO** donated 60,000 euros to the Clinical Center of Montenegro for the project of reconstructing and adapting the Clinic for Nephrology. The total value of the project was 120,000 euros and included the renovation of floors, reconstruction, and adaptation of rooms for a smaller number of patients and others. Apart from this investment, the company also donated instruments for minimally invasive heart surgery procedures to the Clinic for Heart Diseases of the Clinical Center of Montenegro. The instruments were delivered on March 5th and valued at over 35,000 euros.

New ventilator and vehicle donated to the Hospital Meljine

On November 25th, the Hospital Meljine announced they received a ventilator and a sanitary vehicle necessary for the transportation of critical patients, thanks to donations by people and companies from Herceg Novi. The companies and individuals that responded to the call were **Škorpion d.o.o.**, **Krušo d.o.o.**, **Blue line d.o.o.**, **Role inženjering d.o.o.**, **Katunjanin d.o.o.**, **DOO Water supply and Sewage Herceg Novi**, **Montenegrin Electric Enterprise**, as well as the **Vavić** and **Krivokapić** families.

Final Beneficiaries

The largest share of all philanthropic actions and of the donated amount in the pandemic year was directed to the population from local communities. More precisely, 41.8% of all instances and 67.7% of the amount was intended for the support for this beneficiary type. Most of the amount directed toward local communities was for Covid-19 relief (90.6%). Correspondingly, only in the giving for mitigating the negative effects of the Covid-19 crisis, more than half of all actions and more than three-quarters of the amount was directed toward this beneficiary. The high percentage of support for the population from local communities resulted in a significantly smaller share of support for other recipients.

The second most frequently supported beneficiary type in 2020 were people in economic need, with a share of more than a quarter of all instances. Compared to the previous year, there has been an increase of activity toward people in economic need (16.9% in 2019). The explanation for this increase is the rise of giving in the form of social services (such as the support for public kitchens) and humanitarian support related to Covid-19 relief. Regarding just the donations unrelated to the pandemic, people in economic need participated in the largest share of instances (slightly less than a third of all instances).

Out of the total giving in the pandemic year, 13.4% of all instances and 15.9% of the donated amount was directed to people with health issues. Most of these donations were for the provision of medical equipment – ventilators, patient monitors, etc. for health institutions during the Covid-19 crisis. Toward other less frequently supported beneficiaries, which include socially disadvantaged and vulnerable groups, 12.6% of all actions were directed. Among these beneficiaries, the largest percentage was directed toward the minority population and elderly – 3% of instances each. Compared to 2019, both beneficiary groups witnessed a rise in donor activity.

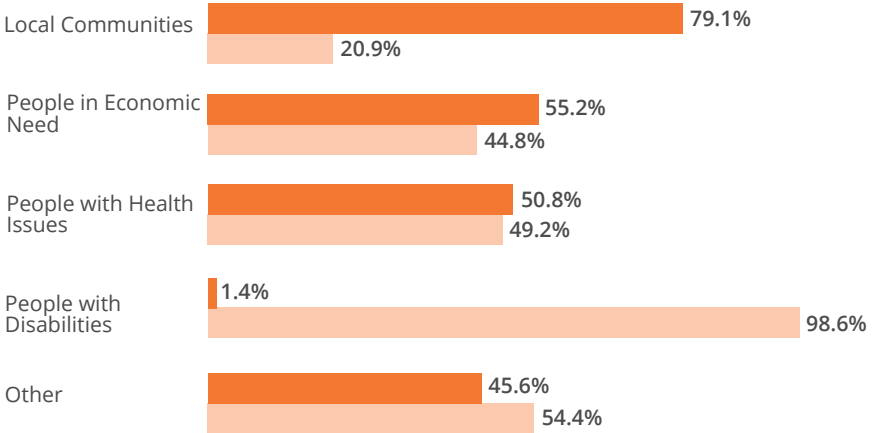
When compared to the previous year, the biggest change was the decrease in donations toward people with disabilities (193 instances in 2019 vs 72 instances in 2020). The decline of donors' support for this beneficiary type was noted in most of the countries in the region as well. The reason for this is the fact that, during the lockdown period, most of the activities of the institutions and non-profits that provide support for people with disabilities were put on hold and donations related to Covid-19 were not primarily aimed at helping this beneficiary. However, we will continue to track this change, in hope that this is just a one-time occurrence.

Instances (%)

- **41.8%** Local Communities
- **27.3%** People in Economic Need
- **13.3%** People with Health Issues
- **5.0%** People with Disabilities
- **12.6%** Other

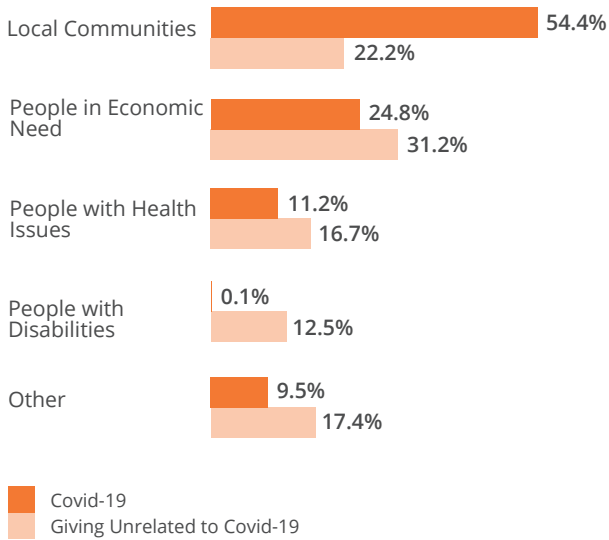


Total Giving



- Covid-19
- Giving Unrelated to Covid-19

Instances (%)



Other
Instances (%)

	Total Giving	Covid-19	Giving Unrelated to Covid-19
3-5%		minority communities	elderly, single parents
1-3%	elderly, minority communities, single parents, children without parental care, general population	elderly, general population, religious communities	children without parental care, minority communities, people living in other countries
0-1%	people living in other countries, religious communities, mothers and babies, animals, other	children without parental care, people living in other countries, single parents, other	mothers and babies, general population, religious communities, animals

The Coca-Cola Foundation provided donations to families and medical workers

As we recorded, the **Coca-Cola Foundation** donated around 46,000 euros to the Red Cross of Montenegro, which was intended to provide 1,000 humanitarian packages of food and hygiene products to families which were most affected by the Covid-19 crisis. In addition to this contribution, the company **Coca-Cola HBC Montenegro** donated over 10,000 liters of their products to medical workers and volunteers helping during the pandemic.

The corporate sector provided support for the elderly

In the period from July 30th to September 30th 2020, every time a citizen used the Telekom ME application to pay with a Mastercard payment card, **Mastercard Serbia** and **Montenegrin Telekom** donated 0.5 euros to Red Cross of Montenegro, for the support of their program “Briga o starijima” (“Care for the Elderly”), which focuses on helping elderly from rural areas. The program focuses on long-term solutions, providing households of the elderly with necessary equipment. On October 12th, it was announced that over 10,000 people made a payment via the application with their Mastercards, and a total of 12,000 euros was raised for the cause.

Trebjesa Brewery donated medical equipment to the Clinical Center of Montenegro

On June 23rd, **Trebjesa Brewery** donated 4 infusion pumps worth 5,000 euros to the Clinical Center of Montenegro. The donated equipment is intended to be used in all the departments of the institution. On March 19th, the Trebjesa Brewery supported the health system with a donation of 10,000 euros for mitigating the negative effects of Covid-19.

Effects of Giving

Regarding the use of donations, we differentiate between donations based on the kind of support they provide. In this sense, donations could provide short-term (one-off) support and long-term (strategic) support. Short-term support is intended to benefit particular individuals, or groups of individuals, for a specific cause, and includes humanitarian support, individual housing, medical treatments, and the provision of supplies and consumables. On the other hand, long-term donations serve as investments in infrastructure, social services, scholarships, research and development and other support that is expected to create a positive impact for an extended period, for a multitude of beneficiaries. In some cases, the purpose of giving cannot be determined. For example, the available data can indicate that support has been provided to a particular institution/organization, but it does not indicate what such support has been provided for.

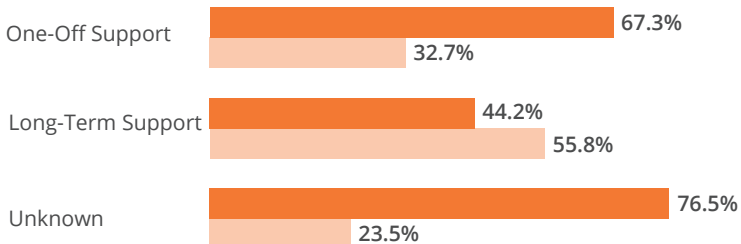
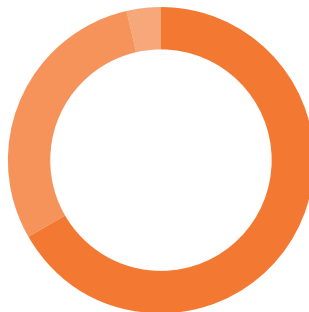
During 2020, one-off donations had a share of more than two-thirds of all instances, while strategic donations participated in slightly less than a third of all philanthropic actions. Out of all strategic instances, more than half was directed to causes unrelated to Covid-19. Regarding the value donated through strategic giving, more than three-quarters of the amount was directed toward Covid-19. Furthermore, for the purpose of strategic support for Covid-19 relief, almost the entire amount was in the form of equipment – ventilators, patient monitors, disinfectant tunnels, etc. The majority of this amount was directed toward local and national governments. Among all instances unrelated to Covid-19, strategic giving participated in 42.3%. Equipment was also the primary form of strategic giving when it comes to purposes unrelated to the pandemic (more than half of all instances), while social services follow with almost a third of all strategic donations.

Compared to 2019, there has been an increase in the percentage of one-off support. One possible reason for this is that donations for Covid-19 were most frequently in the form of disposable masks and gloves, food, and hygiene supplies, and other forms of one-off support. On the other hand, strategic support experienced a decrease in the share of all actions.

Use of Donations Instances (%)

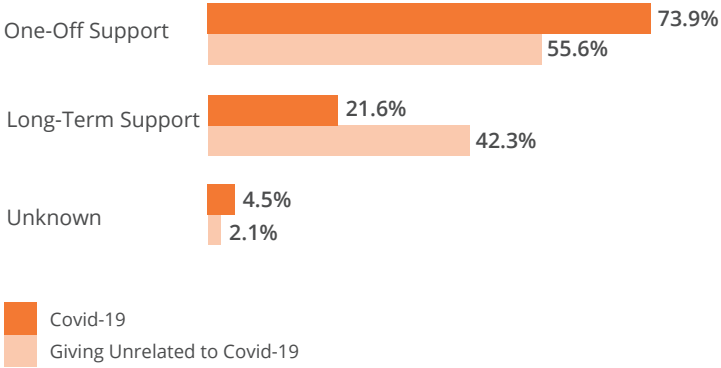
- 66.7%** One-Off Support
- 29.7%** Long-Term Support
- 3.6%** Unknown

Total Giving



- Covid-19
- Giving Unrelated to Covid-19

Use of Donations Instances (%)



Masks for families in need were collected through the campaign “Od srca srcu” (“From Heart to Heart”)

On March 17th, **Radmila Tepavac** received an appeal from the Municipal Protection and Rescue Team to provide masks due to a shortage of protective equipment during the pandemic. With the help of **Sonja Gardašević** and **Biljana Golub** from Tivat, Radmila initiated the campaign “Od srca srcu” (“From Heart to Heart”) for the purpose of sewing protective face masks for the citizens of Montenegro and officials. The masks were delivered to Tivat Health Center, Kotor General Hospital, Mladost Children's Home in Bijela, Elektro distribucija Tivat, Kotor, Herceg Novi, Budva, Bar and Ulcinj, larger markets in Boka, as well as vulnerable groups and members of various field services. On March 18th, the first batch of 100 masks was made, and by April 4th a total of 3,300 masks were produced.

Montenegrin Telekom supported education

On February 13th, the telecommunication operator – **Montenegrin Telekom**, signed a contract with the University of Montenegro to donate 143,000 euros every year until 2035 for the purpose of providing free network services between the central system of the University and faculties in Podgorica, Bijelo Polje, Nikšić, Herceg Novi, Kotor, Berane and Cetinje, as well as other units of the University, for the improvement of education, data exchange, and communication. With the new IT infrastructure, the speed of the internet connection between the Information System Centre at the Rectorate and all units of the University is supposed to increase 100-fold, i.e. from 10Mbps to 1Gbps. The total recorded value of the investment in the next 15 years is estimated at 2.1 million euros.

Media Coverage of Giving

During 2020, a total of 2,562 media reports covered philanthropic activity. This represents an increase in media activity when compared to the previous year. Out of the total number of reports, slightly less than half were reports on the giving for overcoming the Covid-19 pandemic.

The largest share of the reports was covered through online media (84.3%), followed by electronic media (12.0%), and finally print media (3.7%). Online media services that were the most frequent in reporting on philanthropic activity were: **Vijesti.me**, **Cafe del Montenegro - cdm.me** and **Pobjeda.me**. Regarding the media coverage, national media had the largest share (79.3%), followed by local media with 9.2%.

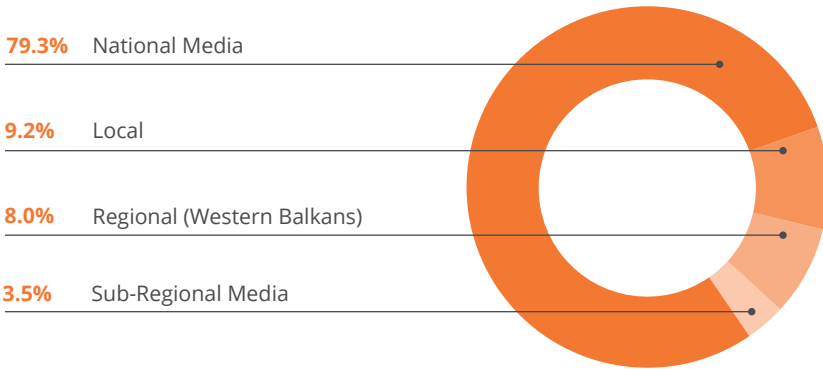
Coinciding with the beginning of the pandemic, the highest percentage of reports was noted in March (19.8%), followed by April (19.2%). As a result of the high frequency of giving during the holiday season, a significant percentage of reports was noted in December as well (10.4%).

Out of all media reports in 2020, 99.6% were positive. This positive media outlook on the philanthropic activities in the country will help create more visibility for the wide range of potential donors. On the other hand, very few reports point to irregularities that could undermine reliance on philanthropic actions. In this regard, the media plays an important role in creating a stimulating atmosphere, retaining the corrective measure needed for a better functioning of the philanthropic ecosystem.

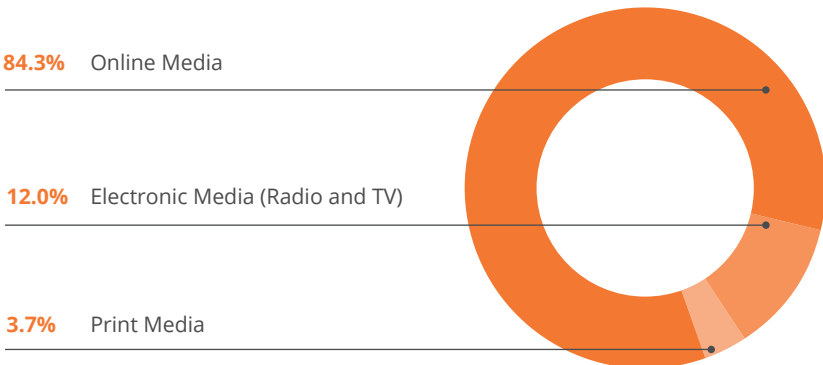
Media Reports

Total	2,562		
Covid-19	1,279	Giving Unrelated to Covid-19	1,283

Media Coverage: Reports (%)



Media Type: Reports (%)



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. Ministry of Finance or Tax Administration), Catalyst Balkans uses alternative ways to collect data, primarily through media reports and other available resources like donors' and recipients' reports. During 2020, media reports were collected by monitoring print, electronic, and online media at the local, regional, and national levels in Montenegro from January 1st, 2020 to December 31st, 2020. In this period, a total of 2,562 records related to charitable giving by all types of donors were processed in the Giving Balkans database, 1,446 of which were unique instances.

This methodology has limitations, especially considering how the media does 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, offer a minimum value for relevant indicators. If, for example, 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 other factors like amounts and actors. Hence, this data may be used as an indicator of the minimum degree of philanthropy development in Montenegro.

We usually present trends of giving without outliers (i.e. disasters or one-off donations which surpass a significant part of the total recorded amount) because these data points do not represent giving renewable by local actors each year. Due to the impact the Covid-19 pandemic made on giving during 2020, we observed all dimensions relevant to philanthropy by separately considering giving related to Covid-19 and giving related to all other purposes. In the appendix, we tracked and analyzed the total yearly giving timelines unrelated to Covid-19 to maintain the general comparability of 2020 data with records obtained in previous years.

Annex: Comparative Giving Trends Unrelated to Covid-19

Total Giving

Trends for amounts and instances

	2016.	2017.	2018.	2019.	2020.
Amounts (€)	1,693,952.5	3,927,959.0	4,110,854.5	4,102,617.9	2,799,372.5
Number of Instances	742	970	588	851	568

The trend for the donated amount had been increasing until 2018 - when it peaked, after which the downward trend started, and persisted in 2020. Regarding the number of instances, after the rise of philanthropic actions in 2019, this year the number declined.

Donors

Instances (%)	2018.		2019.		2020.
Mass Individual	36.9%	↓	34.3%	↓	31.2%
Corporate Sector	36.4%	↗	41.8%	↓	38.6%
Individuals	7.5%	↔	8.2%	↗	12.0%
Amounts (%)	2018.		2019.		2020.
Mass Individual	10.8%	↗	36.9%	↓	27.1%
Corporate Sector	70.8%	↓	42.2%	↓	40.1%
Individuals	5.9%	↗	9.0%	↓	2.6%

Following the increase in the share of instances from the corporate sector, there was a decline in 2020 – reaching almost the same level as two years ago.

Themes

Instances (%)	2018.		2019.		2020.
Support to Marginalized Groups	25.2%	↗	26.9%	↗	30.6%
Healthcare	29.9%	↘	23.9%	↘	22.7%
Education	13.3%	↗	18.3%	↗	21.1%
Poverty Relief	8.2%	~	8.1%	↗	10.9%

The positive trend of support toward marginalized groups continued in 2020, as well as the decreasing trend for general healthcare purposes.

Recipients

Instances (%)	2018.		2019.		2020.
Institutions	31.0%	↗	38.5%	↘	30.5%
Individual/Families	31.0%	↘	28.4%	↗	36.4%
Non-Profit Organizations	27.0%	↘	24.9%	↗	28.2%
Local/National Governments	7.3%	↘	3.6%	~	3.2%

After the rise of support for institutions in 2019, the share of instances dropped to a similar level as two years ago.

Final Beneficiaries

Instances (%)	2018.		2019.		2020.
Local Communities	34.9%	↓	31.7%	↓	22.2%
People with Disabilities	16.7%	↗	22.7%	↓	12.5%
People in Economic Need	11.1%	↗	16.9%	↗	31.2%
People with Health Issues	14.8%	↓	9.4%	↗	16.7%

Since 2018, the donors' support for the population from local communities continued to decrease in 2020. On the other hand, the positive trend of support for people in economic need persisted in the pandemic year.

Use of donations

Instances (%)	2018.		2019.		2020.
One-Off Support	49.5%	↓	46.7%	↗	55.6%
Long-Term Support	42.3%	↓	40.0%	↗	42.3%
Unknown	8.2%	↗	13.4%	↓	2.1%

In 2019, there was a decline in the percentage of one-off instances, while a significant increase was noted in 2020. The share of long-term support fluctuated in the last three years around 40% without any significant change.

The research Giving Montenegro 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 the 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.

Research conducted by:



In partnership with:



Research supported by:





Catalyst Balkans
38 Takovska, 11000 Belgrade,
Serbia

catalystbalkans.org
givingbalkans.org

Dizajn
Dragana Pavlović

Prepared by
Maja Gligorić

Edited by
Aleksandra Vesić Antić
Vuk Vuković

Belgrade, 2021.

Data collection
Petar Veljović

Data quality
Jelena Bekčić

Proofreading
Educo Centar