



Giving Serbia

2021

REPORT ON THE STATE OF PHILANTHROPY

catalyst

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Introduction

The readers are presented a unique, the ninth in a row, annual report on the state of philanthropy in Serbia. As of 2013, when the first giving assessment was elaborated in the country to these days, a large number of events has marked the philanthropic ecosystem. The context of charitable giving during this period was marked by natural disasters and public health system crises, a serious challenges imposed on society that encouraged the expansion and empowerment of the philanthropic community. After several years of favourable economic indicators achieved, the economy faced an unprecedented crisis in 2020. Introduction of restrictive measures resulted in significant slowing of economic activity, which in return caused decline in gross domestic product of 0.9%¹. However, the following year recorded a significant shift, in the terms of GDP growth of 7.4% and the average wages increase to 560 euro². Apart from a more favourable economic conditions, in the year of 2021 the giving to common good was nurtured in the context of a gradual (not complete) lift of restrictions, getting used to prolonged in-pandemic living conditions and mass vaccination of the population. Under such circumstances, it appears interesting to analyse the extent to which the activities of the philanthropic community have followed the partial socio-economic recovery of the society. In that regard, this report can serve as a good basis for assessing the pandemic impact on the philanthropic ecosystem, i.e. to what extent COVID-19 proved to be a restrictive, and to what extent as an incentive one for further development of philanthropy.

From the point of a comparative perspective, this report provides a unique overview of donations in Serbia during 2021, which complements the results of other research endeavours on the level of the development of the giving to common good. According to the latest CAF (Charities Aid Foundation) estimates, Serbia holds 48th position in the world giving list³. In addition, according to the Global Philanthropy Environment index, the score of regulatory framework in Serbia is 3.54/5.0⁴. However, taken separately, these research studies do not provide a complete insight into the development of the giving to common good in Serbia. Considering the fact that both indices are based on the survey data - the former on the public opinion polls and the latter on expert opinions, the Catalyst's report on giving to common good is the only data source, not based on a self-assessment or subjective assessment of philanthropic activities. Accordingly, the readers are provided with the report that may be considered as the most objective estimation of the level of development of the giving to common good in Serbia.

¹ National Bank of Serbia (2022).

Main macroeconomic indicators. Source: https://nbs.rs/sr_RS/drugi-nivo-navigacije/statistika, (27 5 2022)

² Ibid.

³ Charities Aid Foundation (2021). *CAF World Giving Index 2021 – A Global Pandemic Special Report*

⁴ Indiana University Lilly Family School of Philanthropy, 2022 Global Philanthropy Environment Index

The report is divided into five units. The first section of the report presents standard indicators, such as geographic and calendar distribution of giving, the structure of supported areas, types of donors, recipients, beneficiaries and donations classifications based on the way the funds were collected and intended effects of giving. It is followed by a specific chapter of the report, dealing with the examples of good practice, along with 11 prominent donors. Food donations mark a previous year; consequently, the third chapter pays special attention to this topic. The fourth chapter deals with philanthropy-related media reporting, and the last one, i.e. the fifth chapter, provides a set of recommendations for stakeholders. The report ends with an annex that is reasoning the method applied and a list of definition of terms used and a set of tables with the data from previous years. For the sake of conciseness, the entire report is preceded by a summary of the main findings.

Summary of Main Findings

The year of 2021 records 4055 instances of donations, i.e. 42,540,000 euros of donated value. With the exception of the expected decline in comparison to 2020, when the highest values were recorded, it further continues the trend of increasing scope and intensity of philanthropic activities. However, unlike previous years, humanitarian donations prevailed distinctly in 2021. As much as 57% of the total donated amount, i.e. 22% of all organized donation actions were directed to the Foundation “Budi human“ intended to health treatments of children and adults. Humanitarian donations were further encouraged by the earthquake that hit Croatia, including traditionally giving at the time of national and religious holidays. In addition, the Coalition for Giving (Koalicija za dobročinstvo) organized the campaign “Save Food, Save Humanity” with the aim of abolishing the VAT charges on food donations which resulted in collection of significant stocks of aid packages that were then distributed to vulnerable group of citizens. As a result, short-term donations accounted for as much as 68% of all donations, while the recorded share of long-term donations was significantly lower when compared to all previous years.

However, although most giving was supplied for the humanitarian cause, the year of 2021 was also marked by significant examples of strategic investments in the community, especially in the business sector. It turned out that, upon providing assistance for pandemic relief, a significant number of business entities redirected their philanthropic activities towards strategic issues, especially in the field of healthcare, education and environmental protection. As for the sector of healthcare, the support of the business entities was emphasized when it comes to the treatment of breast cancer, ovarian cancer, medical care for preterm babies and the provision of psychological counselling services. Nevertheless, overall, business sector participation in the structure of donors has returned to pre-pandemic levels. Unlike in 2020, when the role of the corporate sector was a pivotal one in the crisis overcoming, mass-individual giving prevailed. More precisely, citizens organized one third of the actions and collected almost two thirds of the value of all registered donations. This assistance was most often directed to non-profit organizations and outright to the individuals and families, while the major recipients of corporate giving were state institutions.

When it comes to media reporting in 2021, it was within the range of the average from previous years. A total of 11,444 philanthropy-related news stories appeared, mostly on internet portals, but, as for the presence of the media form, they were most often on radio and television. Slightly more than a third of the news in the print media was on the first 10 pages, while 7% of news in the electronic media got prime time broadcast. One instance of donation was reported 28 times on average, which is fewer in comparison to 2020 and 2018, but still within the range of average when compared to all previous years.

Finally, the analysed data provide a more complete insight into the level of charitable giving presence in Serbia, thus enabling the formulation of specific recommendations to all stakeholders in the philanthropic ecosystem. For the sake of instigation further development of philanthropy, both at the level of awareness and behaviour, as well as at the level of institutional mechanisms, there have been singled out five segments of public whereto this report addresses and recommends as follows: 1) non-profit organizations – establishment of cross-sectoral partnerships, connecting to diaspora and raising technological capacities; 2) the business sector – responding to social needs, strategic approach to philanthropy, providing non-pecuniary support and networking through existing platforms; 3) decision makers – harmonization of legal framework with the practice of the European Union and creating a favourable climate for the development of cross-sectoral dialogue; 4) media – more accurate reporting on philanthropy; 5) citizens – trust in the civil sector.

Review of the Practice of Giving in 2021

Catalyst Balkans has been regularly monitoring the situation in the field of philanthropy in the Western Balkans since 2013. Ever since, when methodology was setup, the report relies primarily on a standard set of indicators of philanthropic activities. Thus, in order to get a more complete view of the philanthropic ecosystem, this report also presents a breakdown of data, subject to the total charitable giving, geographic and calendar distribution of giving, areas, type of donors, recipients and beneficiaries, including intended effect of donating. All indicators have been divided with respect to the number of donation instances and amounts donated. While the number of donation instances refers to the extent of philanthropic activities, the intensity of the donation activities has been presented through the monetized value of donations.



42,541,143 EUR

Recorded donated amount



4,055

Number of donation instances



6.2 EUR

Donated amount per capita

Main Indicators

By way of a regular monitoring of media news and via direct communication with available donors and recipients of donations, Catalyst Balkans records around 42,540,000 euros of donations in 2021, collected through 4,055 donation instances. In other words, when giving of all actors of the philanthropic ecosystem is considered in relation to the country's population, it turns out that giving per capita in Serbia amounts to 6.2 euros⁵. These figures show expected decline in philanthropic activities when compared to the previous year - both in terms of the frequency (number of instances) and intensity (donated amounts) of philanthropic activities. However, considering that the year of 2020 was marked by an unprecedented pandemic, affecting almost entire region, including Serbia as well, and thus became an outstanding year in terms of recorded values⁶, the philanthropic activities of the actors could not have been expected to be repeated to the same extent. Therefore, the instances of donations and donated amounts in 2021 should be put in a broader context and observed in relation to the trend from previous years. Considered in this way, with the exception of 2020, it appears that 2021 was one of the most successful years for the philanthropic community. Moreover, when compared to the previous year, 6% decline in the number of donation instances, i.e. 17% decline in the donated amount, does not seem to be of a great concern, even more when considering that the philanthropic community found itself in an unenviable socio-economic climate for further encouragement of philanthropy⁷. Therefore it can be said that the pandemic certainly has not imposed a restrictive effect to the development of philanthropy but, in contrast, it encouraged certain segments of society to get involved in the humanitarian and strategic contribution to the community.

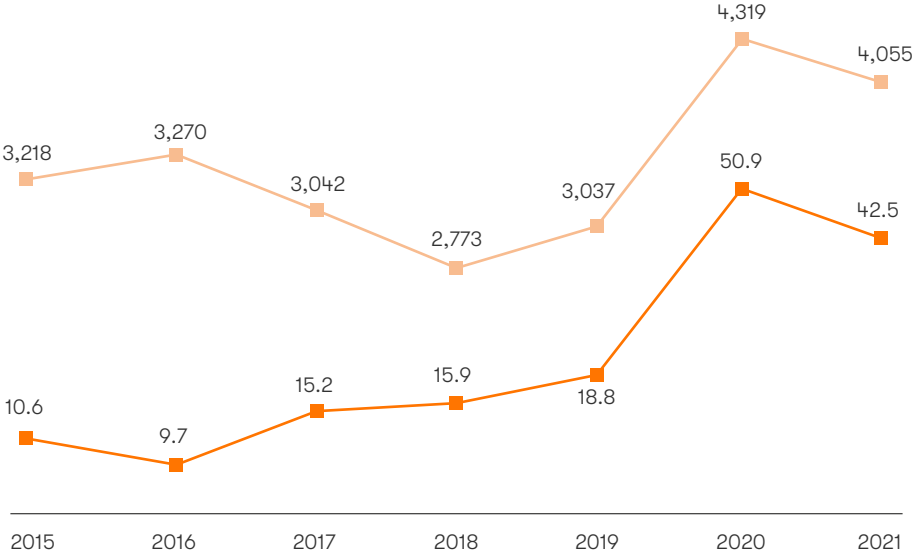
⁵ At the time of this report writing (May 2022), there have not been completed data analyzes for other countries in the region. Preliminary, referred amount ranks Serbia among the average countries in the region.

⁶ Catalyst Balkans (2021) Giving Serbia 2020 – Report on the State of Philanthropy.

⁷ While, on one hand, the business sector has exhausted significant capacities in providing assistance in overcoming the crisis caused by the COVID-19 pandemic, on the other hand, the citizens have found them themselves in an unstable socio-economic condition caused by the pandemic itself.

Trend of Giving 2015 - 2020

- Recorded donated amount in millions of euros
- Number of donation instances



Geographical Distribution of Giving

Giving-related data in Serbia, when viewed in terms of a territory, may be divided into two levels: municipalities and regions⁸. Looking from regional perspective, by far the greatest number of donations – 93 instances per the population of 100,000 were received in the region of Belgrade⁹. It is followed by the region of Šumadija and Western Serbia – 50 registered donation instances per 100,000 inhabitants, while fewer donations were registered in the regions of Southeast Serbia and Vojvodina (39 and 38 instances respectively per 100,000 inhabitants).

As for municipalities, the greatest number of donations was registered in the Municipality New Belgrade – 4.7 instances per 1,000 population. There follows the Municipalities Savski venac (4.0), Novi Pazar (2.8), Tutin (2.8), Sjenica (2.6), Stari grad (2.4), Kosjerić (1.7), Medijana (1.3), Vračar (1.0), Medveđa (1.0) and other. Consequently, with respect to the number of donations received, it appears there are as many as 4 municipalities located on the territory of the City of Belgrade out of the 10 most active municipalities, and the same number in the region of Šumadija and Western Serbia.

However, it should be pointed out that the data presented provide an insight into the number of registered donations received, with quite reasonable expectations that the municipalities with the largest non-profit organizations will occupy the top of the list. Thus, all donations that were directed to the Foundation "Budi human" in 2021 (57% of the total donated amount)¹⁰ were registered in the municipality of New Belgrade, although in this case the donations were received from all over the country. With the exclusion of donations to the Foundation „Budi human“, Belgrade region holds the second position with 40 registered instances per 100,000 population, and the municipality of New Belgrade holds 38th position with 0.5 registered instances per 1,000 inhabitants.

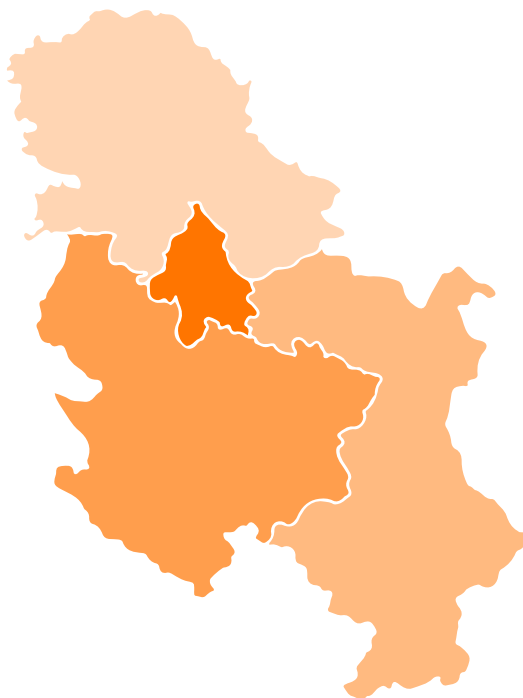
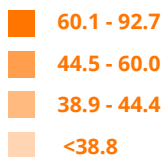
⁸ The Catalyst's methodology follows the official statistical parameters, thus municipalities include administrative units base on the LAU 1 classification level, while the regional level implies territorial units at the NUTS 2 level.

⁹ In order to control the factor of the size of the territorial unit, regional-level charitable giving is presented in relation to 100,000 population and municipal giving is shown in relation to 1000 inhabitants.

¹⁰ See section: Budi human

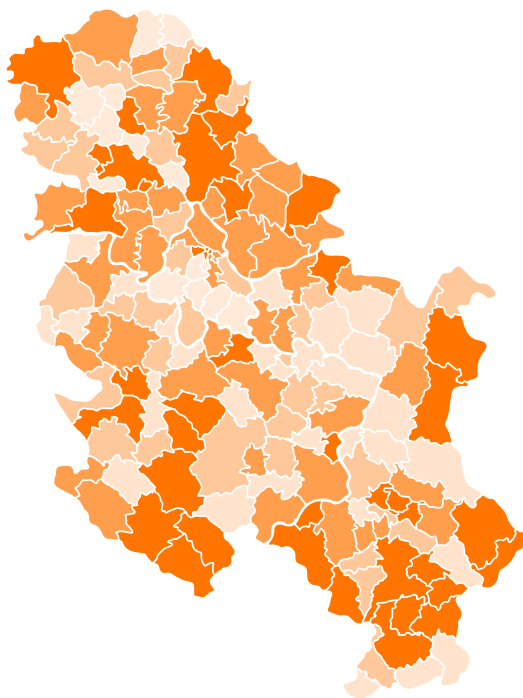
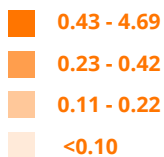
Map of Serbia - regions

Number of donation instances per 100,000 inhabitants



Map of Serbia - municipalities

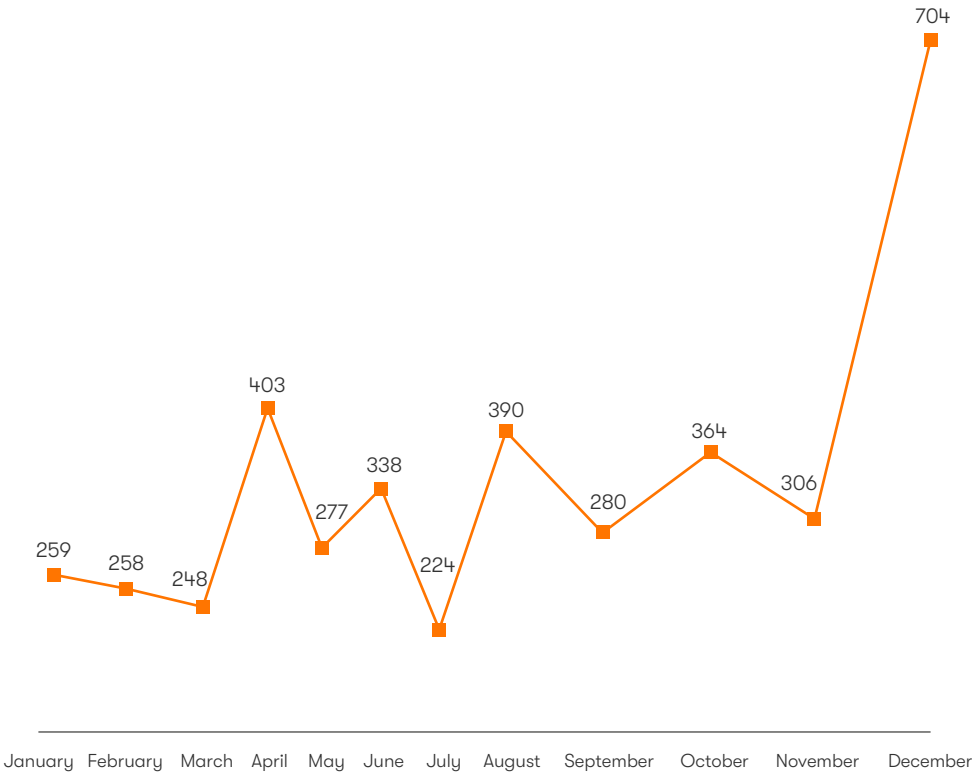
Number of donation instances per 1,000 inhabitants



Overview of Giving by Months

Citizens' behaviour, as well as philanthropic activities of legal entities, are commonly conditioned by annual cycles in which they take place. Years ago, the highest frequency of giving was registered during public and religious holidays, important dates of giving gifts and during the last business quarter of the year (see Annex: Trends in Giving). The previous year was not different in this respect. The largest number of donation instances was recorded in December, the month of New Year's and religious holidays, but also the last month of the business year, when not only citizens but legal entities as well (companies and non-profit organizations) balance their budget funds. Thus, compared to a monthly average, almost twice as many donation instances were registered in December. Except for December, a majority of donation instances were registered in April, which in 2021 was also marked by religious holidays. On the other hand, summer vacation periods as well as periods following New Year's and religious holidays, traditionally generate a decline in the frequency of philanthropic activities. In line with these expectations, the lowest number of donation instances during 2021 was registered in January, February, May and July.

Number of Donation Instances



Fields of Giving

During 2021, the philanthropic community focused mostly on the themes of humanitarian character. These themes are generally related to the areas of health, poverty, natural disasters, and also fall under the category of seasonal giving. Thus, most philanthropic activities were directed toward the field of health, whereby the aid for medical treatment of children and adults, provided by citizens across the country to the Foundation "Budi human", generated as many as 897 donation instances (22%) and 24.3 million euros (57%) of donated funds. When it comes to medical treatments in particular, salient actions were referred to people with spinal muscular atrophy, cerebral palsy and Down syndrome.

The humanitarian donations include also the area of poverty, with 12% of registered donation instances, although it was collected only 2% out of the total registered amount. Likewise, as in the case of health care, the majority of poverty-relief intended donations were contributed by the citizens by way of mass donations. Nevertheless, within this area, there have been singled out registered prominent actions, participated by the representatives of the corporate sector. Thus, the action of the Association CarGo¹¹ and the Hilandar monastery stands out in regard the construction of the "Friendship Camp" in Sijarina Spa for the children coming from socially vulnerable families, followed by the a charity action "Topli dinar," organized by PerSu markets for the sixth year in a row, aimed to provide heating supplies for families in Vojvodina, as well as the campaign "Save Food, Save Humanity", which will be discussed in detail further in this report.

In 2021, seasonal charitable giving generated almost 10% of donation instances, though just 1% of the total amount donated. These actions were usually organized during holidays in April and December. Finally, the earthquakes that hit the Banija area in Croatia in December 2020 instigated solidary reaction of citizens and business entities in Serbia, the donations whereof were registered in 2021, as well. Most of these donations were of strictly humanitarian nature, aimed to provide emergency relief, and corporate entities such as the Foundation Elixir, Messer Tehnogas and businessman Milan Popović donated containers for temporary accommodation of people that lost their homes.

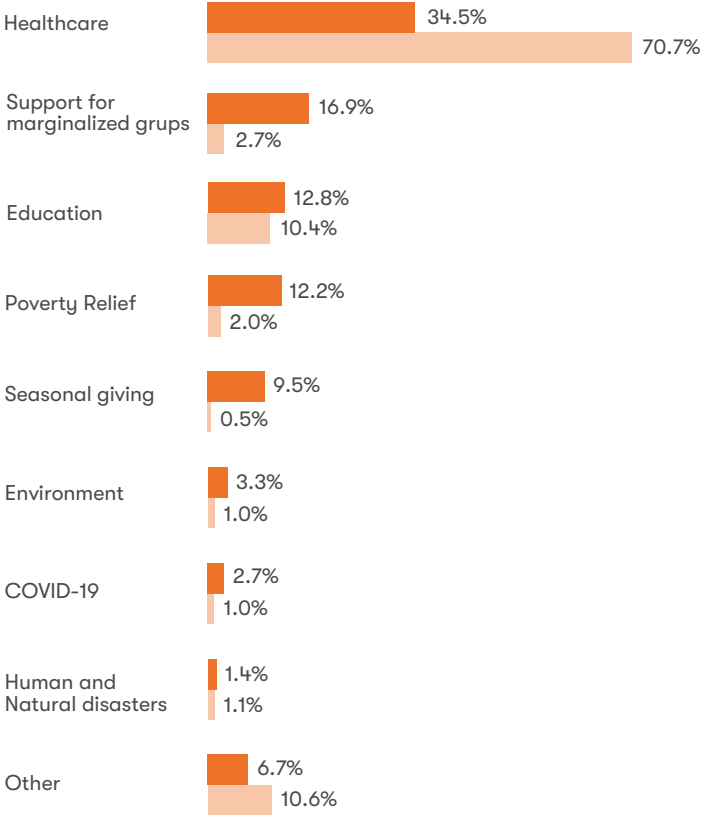
¹¹ Although CarGo is legally and technically registered as an association, it is a business entity de facto.

However, although humanitarian donations prevailed in 2021, philanthropic actors from the business sector provided also strategic support to specific themes in the field of healthcare, education and environmental protection. Strategic support in the field of health, in the form of raising citizens' awareness, improving the infrastructure of public institutions, and procuring equipment for medical treatments was directed to the treatment of breast cancer, ovarian cancer, preterm babies care and provision of psychological counselling services. Prominent in fight against cancer were MasterCard that developed a web shop platform and launched a fashion brand, Libresse by donating the funds to the Women's Center "Milica" collected from the sale of the products, and Galenika that donated to the Institute of Oncology and Radiology of Serbia. When it comes to the aid for preterm babies, the companies engaged in supporting the campaign "Tako mali da bi u srce stali", whereat Delhaize Serbia, together with its customers, raised funds for the purchase of new medical equipment.

Strategy-wise, in addition to the area of healthcare, the field of education has proved to be the most represented theme for donations during 2021, primarily thanks to the participation of the business sector. In this regard, the largest giving is the establishment of the Nordeus Foundation which, with the initial capital of 2.5 million euros, would focus its activities on the development of human capital in the country. Apart from corporate giving, the Second Serbian Philanthropic Gala, organized in New York by the Serbian Philanthropic Association and the Foundation Ana and Vlade Divac makes one of the most well-known examples of actions aimed at education, on which occasion it was raised the fund of 61,000 euros intended for the implementation in development of the platform for the professional upgrading – IT Bootcamp.

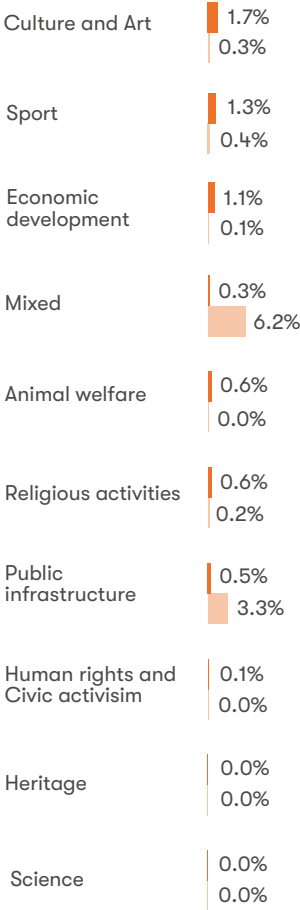
Thus, compared to previous years (see Annex: Trends in Giving), the structure of areas supported by philanthropic activities has not been altered significantly. The theme of healthcare remains a dominant one, followed by the support provided to marginalized groups and the themes of poverty-relief and education. Accordingly, subject to a better epidemiological picture, the giving aimed to alleviate negative consequences of the COVID-19 pandemic are far less expressed in 2021 when compared to a preceding year. In relation to the total registered values, COVID-19 generated only 3% of donation instances, i.e. 1% of the donated funds. Given there is no change in the direction of epidemiological trends, a drop of the COVID19-related giving should be expected in the forthcoming period.

Fields of Giving



■ Share of donation instances
■ Share of donated amount

Fields of Giving – other



■ Share of donation instances
■ Share of donated amount

Structure of Donors

Unlike in 2020, when with the onset of the pandemic, the business sector quickly involved in providing emergency assistance to society, in 2021, like in previous years, citizens through mass giving were the dominant source of assistance. Out of all donated funds, citizens' donations comprised a third of all donation instances and made almost two thirds of the donated funds. These donations were commonly directed at non-profit organizations (mostly the Foundation „Budi human“), and then straight to individuals and families. Apart from the area of healthcare, which received the greatest citizens' support, when compared to the support provided by other donors, citizens also contributed to a greater extent to the area of poverty; however, their donations for educational purposes were less present. It can be said, therefore, that the citizens' donations were mostly of a humanitarian character, which does not come as a special surprise when compared to the trends from previous years.

When compared to the previous year, in 2021 business sector participated with a smaller share within the structure of overall donations, which was especially reflected in the amount of the funds donated. While in 2020 the share of the business sector in the number of donation instances was 38%, and the share of donated funds was 51%, in 2021 the business sector contributed to the philanthropic cause slightly more than a quarter of the registered instances, i.e., a third of the donated funds. However, this difference should be interpreted as an increase in 2020, rather than a decline in 2021, as business sector participation returned to pre-pandemic levels (see Annex: Trends in Giving). It is not unexpected that the companies¹² generated 75% of total number of donation instances, while small and medium enterprises¹³ participated with the share of 21%; and the rest were donations from corporate foundations. A similar ratio applies when it comes to donated amounts. Unlike citizens, business entities directed most of their assistance to public institutions, mostly for educational purposes. At the same time, donations from companies and enterprises were more often strategic in nature than donations from other types of donors.

¹² Business entities with 50 and more employees

¹³ Business entities with less than 50 employees

When it comes to individual donors – identifiable natural persons participated with slightly higher share in the frequency of giving (number of donation instances), but less intensely (donated amount) in comparison to previous years. Their assistance commonly related to the areas of poverty and support to marginalized groups; these donation instances were mainly directed to outright impacted citizens, and rarely to non-profit organizations. However, the most notable example of individual charitable giving was through the Foundation “Ana and Vlade Divac“, since Anka Erne, a philanthropist from the United States, supported the work of health institutions in Kragujevac, Kruševac and Prijepolje with a donation of approximately 560,000 euros.

Generally viewed, the assistance from the diaspora was registered 644 times, with a total donated amount of approximately 1,320,000 euros. Thus, the participation of the diaspora in the number of donation instances remained at the level of previous years (16%), with a slight drop in the amount recorded (3%).

Givings from Diaspora



644

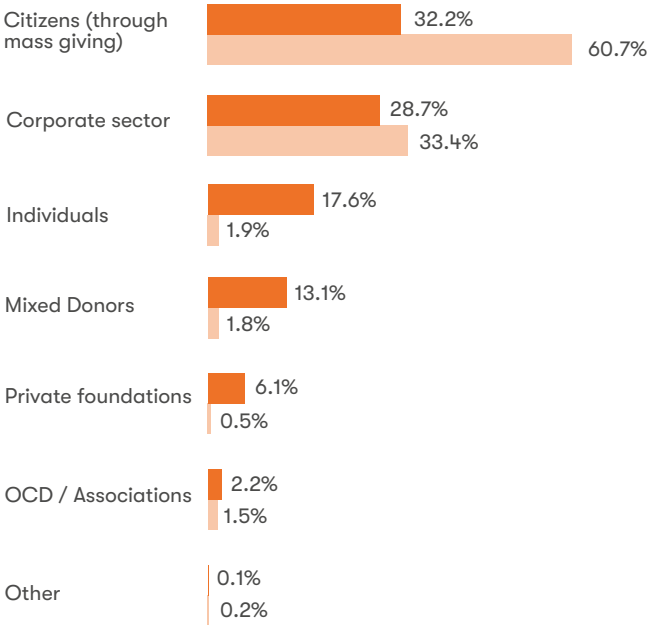
Donation instances



1,321,673€

Donated amount

Structure of Donators



■ Share of donation instances
■ Share of donated amount

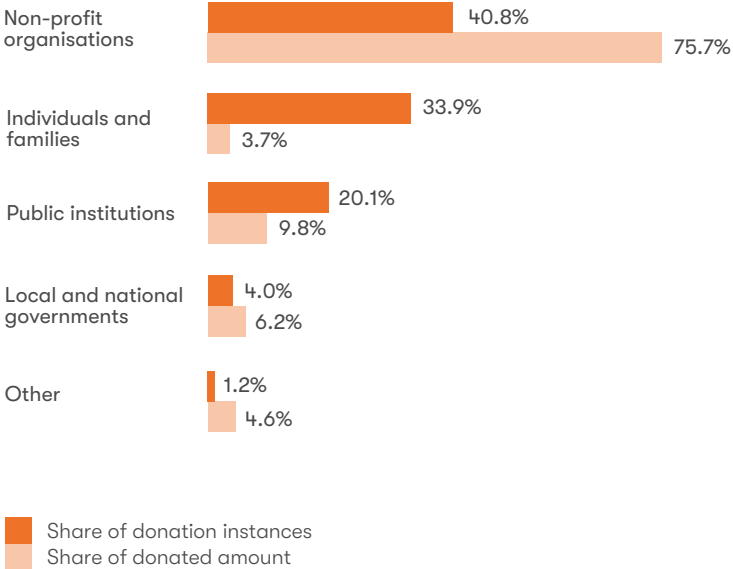
Structure of the Donation Recipients

In 2021, non-profit organizations were an important channel for aid distribution to beneficiaries. According to the structure of recipients, 41% of all donation instances and 76% of the registered donated funds were directed to them, which makes the largest share in the structure of recipients ever since Catalyst Balkans has been monitoring the state of philanthropy in Serbia. However, it should be noted that out of all non-profit organizations, the Foundation "Budi human" - received as much as 24.3 million euros (83%) through 897 donation instances (54%). Excluding these donations, the largest number of donation instances was, as in previous years, directed to individuals and families, but the value of these donations was lower in compare to donations directed to other recipients.

On the surface, it seems that in 2021 the donors shifted the aid from public institutions to other recipients. However, looking at the structure of recipients without giving directed to the Foundation "Budi human", it turns out that the level of support received by the institutions, is similar to the one of previous years. More precisely, about one quarter of the giving in 2021 was directed to institutions, excluding the donations to the Foundation "Budi human". Likewise, regarding the giving directed to local and national governments, there is an impression that after a pandemic year, support for government institutions undergo expected decline. This is expected, since the state played a vital role in 2020 in overcoming the crisis in the field of public health. However, when including the donations to the Foundation "Budi human", the assistance to government institutions was restored to pre-pandemic levels; whilst without these donations, no significant drop has been registered.

Looking by donors structure, division of recipients based on the dominant source of support is evident. As mentioned in the previous section, non-profit organizations received most of the support from citizens through mass giving actions (46%), while individuals and families received the most support from prominent individuals (42%). On the other hand, the largest number of philanthropic actions directed to the state (public and government institutions) was initiated by business entities. More precisely, corporate donations make 80% of the actions directed to local and national authorities and 65% of actions directed to the public institutions.

Structure of the Donation Recipients



Humanitarian Foundation „Budi human – Aleksandar Šapić“

The Humanitarian Foundation "Budi human - Aleksandar Šapić" was founded in 2014 with the mission to raise funds for the support of treatment of children and adults, as well as to support the work of associations and institutions. Ever since to this day, with the growing need of the population for humanitarian assistance, the Foundation has positioned itself as the most famous one in the country, with the constant upward record of the activities.¹⁴ In 2021, the Foundation recorded a record-breaking amount of donations received – 24.3 million euros, which is as much as 57% of the total registered donated funds in the country. Among the more notable actions during 2021 are the campaign "Let Boško win SMA", for the treatment of a six-month-old baby suffering from spinal muscular atrophy. Skroz Dobra Pekara joined the campaign by organizing the "Lemonade for Boško" initiative, during which citizens had the opportunity to pay for lemonade by sending an SMS message to the Foundation's humanitarian number. In this way, more than 20,000 euros were raised, and once the 80-day campaign finished, necessary funds in the amount of 2.5 million euros were collected. Apart from the referred campaign, it is important to state that citizens themselves support the work of the Foundation, by way of informally organized actions. By creating a Facebook group "Budi human – humanitarne aukcije" in 2020, Branka Zarić started the continuous initiative of organizing auctions, prize games and other appeals through which funds were raised for the beneficiaries of the Foundation "Budi human", "Podrži život" and "Pokreni život". Shortly after its establishment, a considerable number of citizens joined the group, and at the time of this report writing, the group was as many as 330,000 members strong, carrying out humanitarian activities on a daily basis.

¹⁴ Trag Foundation (2020.). *Filantropija i mi, zbližavanje u toku – Istraživanje javnog mnjenja Srbije o filantropiji u 2020. godini.* Belgrade

Structure of Final Beneficiaries

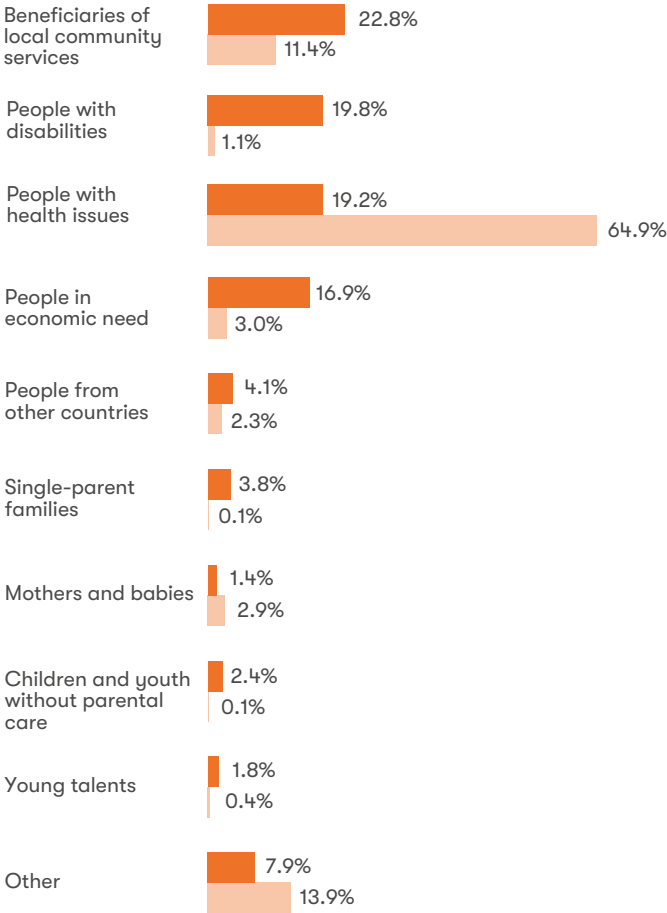
The structure of the areas for which donors provide assistance and the structure of donations recipients indicate the purposes and the channels through which the aid is provided. However, to get a full understanding of the importance of philanthropy, it does not suffice to know What issues does the philanthropic community address and in what way, but whose issues it intends to solve. In this regard, final beneficiaries of support should be distinguished.

In the course of 2021, the final beneficiaries of the aid provided were mostly beneficiaries of local community services (23%); however, the greatest support, if taken based on the monetary value donated, was received by people with health issues (65%). As with other indicators, a large share of health care in the structure of donations was primarily due to a large amount of money raised by the Foundation “Budi human” in 2021. If these donations are excluded, the value of support provided for people with health issues is far less and amounts to 4% only.

When it comes to other social segments, a large part of the registered support provided by donors was intended for people with disabilities and socially disadvantaged people. Specifically, 20% of donation instances was for the benefit of persons with disabilities, and 17% for the benefit of socially disadvantaged persons. Although these figures, when compared to previous years, indicate a bit more significant involvement of the community towards people with disabilities, the value of these donations does not exceed 1% of the donated value directed to all beneficiaries. It is only when excluded the donations to the Foundation “Budi human”, that it turns out that the value of donations directed to socially disadvantaged individuals is 8%, although, observed this way, the value of donations for people with disabilities does not exceed 3%.

Interestingly, the support in 2021 focused more on the above-referred beneficiaries when compared to pre-pandemic years. In other words, other categories of beneficiaries were treated in 21% of organized donation actions, while in previous years this share reached up to 31%. Single-parent families, mothers and babies, children and youth without parental care, young talents and others were among those less prominent, but still significantly supported categories of the population in 2021. In addition, the assistance was substantially directed to people in other countries, largely due to the already mentioned earthquake that hit the Banija area in Croatia in late 2020.

Structure Final Beneficiaries



■ Share of donation instances
■ Share of donated amount

Type of Donations

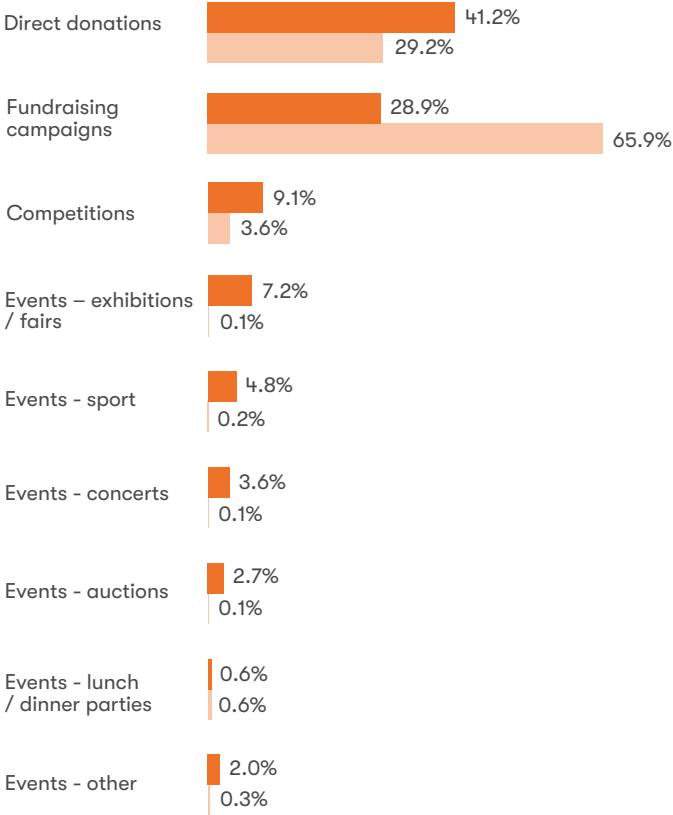
Apart from the structure of donors, recipients, and beneficiaries, it may be helpful to get insight into the way donations are collected, as well as the intended effects they should produce given their respective nature. Depending on the way they are collected, there are direct donations, raised through campaigns, donations in the form of the open competitions and donations collected through the organization of specific events. Regarding the effect that they are intended to achieve, donations are differentiated as short-term and long-term.

Ways of Giving

The most common way of giving in 2021, as well as in all previous years, was through direct donations. In other words, 41% of donation instances did not involve greater organization of donations, such as campaigns, competitions or special events. However, unlike previous years, fundraising campaigns in 2021 proved to be more effective. Out of the structure of the total donated amount, two-thirds are the values of donations collected through campaigns, whereat the largest share of these donations relates to the campaigns organized by the Foundation “Budi human”. However, when the presence of these campaigns is excluded, direct donations, like in previous years, proved to be the most common, and at the same time, the most effective way of funds raising.

When it comes to philanthropic events, this way of fundraising includes various forms, but typically it is about special events intended for fundraising or events that do not directly relate to philanthropy, but their popularity benefits a humanitarian purpose. It is interesting that when compared to the pandemic year, when the physical distance made it impossible to organize events in the traditional way, in 2021 the number of organized philanthropic events increased (from 14% to 21%); however, the share of donated funds decreased significantly; therefore, the absolute value of the donated amount also decreased (from 30% to 1% of the donation instances).

Ways of Giving



■ Share of donation instances
■ Share of donated amount

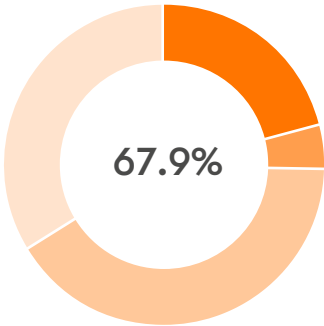
Intended Effects of Donations

As mentioned several times, humanitarian donations made by the citizens, accounted for the largest share of philanthropic activities in 2021. In this regard, the trend of increasing the number of donation instances with short-term effects has continued since 2017 and now the share of these donations is record-breaking 68%. Moreover, unlike previous years, when short-term donations accounted for a large portion of donated instances, but not a large share of the registered donated funds, short-term donations in 2021 generated as much as 70% of monetized donated value. In other words, existential support to the population through provided medical treatments, supply of consumables, humanitarian aid and housing solutions, worth 30 million euros in 2021. Major philanthropic actions that resulted in the value of these donations relate to food donations, earthquake relief assistance and, as mentioned several times, humanitarian assistance provided through the Foundation “Budi Human”. However, when donations collected by the Foundation are excluded, one-off effect donations make up a significantly smaller share of donations - 59% of donation instances, or 17% of donated value.

Alike a two-sided coin, the rise of one-off donations resulted in a drop in the share of long-term donations, such as equipment, scholarships (grants), capital investments, and the like. Apart from a slight increase during the pandemic year, when the business sector significantly contributed towards the modernization of healthcare institutions, the share of a long-term donations in 2021 dropped to the minimum values recorded in 2015. More precisely, long-term donations make up only 26% of donation instances and 23% of the donated amount, which is almost three times less money in absolute values in comparison to 2020.

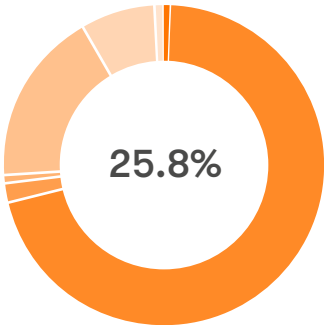
Short-term Support

- 14.2% Humanitarian aid
- 3.0% Housing
- 27.8% Medical treatments
- 22.9% Consumables and supplies

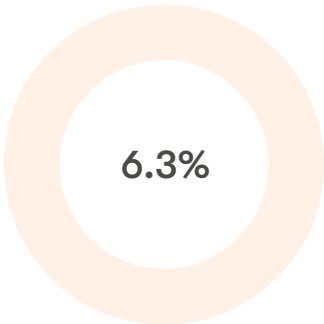


Long-term Support

- 0.2% Capital investments
- 18.2% Equipment
- 0.5% Raising social awareness / advocacy
- 0.1% Research and development
- 4.7% Grants / scholarships
- 1.9% Services
- 0.2% Start-up capital



Unknown



Examples of Prominent Donations

Nordeus Started a Foundation for Investing in Education

Nordeus, the largest IT company in Serbia, has so far participated in numerous humanitarian actions, within which it donated over 830,000 euros, as well as in many educational projects. During 2021, the company established a corporate foundation with the start-up capital of 2.5 million euros, which makes its largest investment so far. The strategic goal of the Nordeus Foundation is to invest in human capital, i.e. the training of young people in the IT industry in Serbia.

MasterCard and NURDOR Launched a Fashion Brand and Donation Web shop

In cooperation with the National Association of Parents of Children with Cancer – NURDOR, the company MasterCard has launched a socially responsible campaign called "Being Someone's Superhero - priceless" ("Biti nečiji superheroj - neprocenjivo"). A unique web shop Superhero.rs was launched within the campaign, aiming to fundraise donations for the support of the association in the implementation of its activities and initiatives. One of the biggest initiatives is to support the construction of a new parental home in Belgrade for the stay of children with cancer during their treatment and recovery. For the purpose of the campaign, with the support of local designers and manufacturers, a new fashion clothing line "Superhero" was designed. Citizens got the opportunity to support the action by purchasing items from the "Superhero" collection, which was available through the platform of the same name. The action was also supported by AIK Bank, McCann Belgrade, Drive agency, Gampo and Bex Courier Service.

Hemofarm Offers Mental Health Counseling

With the support of the Ministry of Health of the Republic of Serbia and in cooperation with the Faculty of Philosophy, University of Belgrade, the Hemofarm Foundation launched a campaign called "Unbreakable". The goal of this national campaign was to provide psycho-social support to the population in the fight against depression, as well as to raise society's awareness on mental health and the stigma that accompanies people suffering from depression. As a part of the initiative, professional assistance was provided through an anonymous and free SOS line. Since the beginning of the campaign till April 2022, the action was supported by 657 institutions and organizations, and more than 10,000 people received psychological support. On account of the campaign "Unbreakable", Hemofarm was awarded the VIRTUS award for the most innovative project in 2021.

UNICEF Supports the Children with Disabilities

For the purpose of fundraising for the purchase of assistive technology for development counselling services and kindergartens that are intended to help with disabilities, UNICEF Serbia organized a humanitarian exhibition of the collection of digital tokens – NFT. In addition to the exhibition, an online auction of NFT tokens was organized on the website donacije.unicef.rs, during which companies and individuals could buy tokens in cryptocurrencies and thus support the action. The initial price of NFT was 1 Ethereum, or around 4,000 euros. The Association of the Video Game Industry of Serbia (SGA) supported the action by providing 15 NFT tokens. The auction lasted till 19th December, and all the income raised from the sold digital tokens was intended for the purpose of purchasing assistive technology.

Delhaize Serbia Supported Healthcare

The largest retail chain in Serbia, Delhaize Serbia, has donated 200,000 euros to UNICEF in order to equip the country's neonatal wards. This donation was implemented within the campaign “Tako mali da bi u srce stali”. The donated funds were intended for the purchase of the first transport vehicle for preterm-born babies, a device for therapeutic of hypothermia for new-borns for the Neonatal Center Kragujevac, as well as a device for therapeutic hypothermia for the Institute for Child and Youth Healthcare of Vojvodina in Novi Sad. In addition, the donated funds are directed to provide professional training of staff implementing medical procedures and principles in the field of neonatology.

The Support of Prominent Philanthropists from Diaspora

The long-term supporter of the Ana and Vlade Divac Foundation from United States of America, Anka Erne and her husband David, donated the total of 560,000 euros in 2021. Out of that sum, 169,000 euros were donated to the General Hospital Kruševac. Thanks to this donation, it was possible to expand the oxygen supply system for 42 new hospital spots in the infectious ward, as well as to supply the hospital with medical equipment needed to take care of Covid-19 patients. In addition, this investment enabled the 127,500 euros worth reconstruction of the Hospital for oncology patients in Kruševac.

Citizens and Companies Provided Earthquake Remedial Support

The B92 Fund and the Serbian Philanthropy Forum launched the action to support the population of Croatia that lost their homes in the devastating earthquake in the Banija area. Elixir Group is one of the companies that responded to the action with the donation of 30,000 euros for the purpose of purchasing eight housing containers for temporary accommodation. The initiative was also supported by the company Messer Tehnogas a.d Belgrade with a donation of three housing containers valued 11,000 euros. The largest individual donor that participated in the action, the businessman Milan Popović, in cooperation with the Embassy of Serbia in Croatia, donated 100,000 euros for the purchase of 25 housing containers for temporary accommodation.

MK Group and AIK Bank Develop Family Support Programme

For the fifth year in a row, as a part of the traditional Family Support Program, MK Group awarded financial subsidies to the employees that that became parents. Since the start of the program, more than 620 families have been awarded the total amount of over 263,000 euros. In 2021, the sum of 55,000 euros have been allocated for family support. Together with AIK Bank, the program was expanded externally, by providing monetary donations to maternity hospitals in Serbia, Slovenia, Croatia, Montenegro and Bosnia and Herzegovina. In total, more than 700,000 euros have been donated with the purpose of improving conditions in maternity hospitals.

Telenor Foundation Enabled the Implementation of Sustainable Projects

On the open call “Zamisli sve 2021” four projects in the field of education, culture, arts, environmental protection and social inclusions were selected, which are supposed to be awarded more than 34,000 euros in total by Telenor Foundation. All humanitarian, non-profit and non-governmental foundations registered in Serbia were eligible to compete for the project aiming to provide sustainable and innovative solutions to current community challenges. One of the awarded was the project “Umetnost u prolazu” implemented by the Association of Citizens “Kruna”, which represents the only project, both in the country and the region, that tends to include the blind and the individuals with partial visually impairment through an innovative approach within the programme of street art.

DM Drogerie Markt d.o.o. Belgrade Invests in Community

During 2021, the company DM drogerie markt d.o.o. Belgrade has invested over 186,000 euros in community support, through a number of humanitarian initiatives. One of the initiatives supporting education is cooperation with the Foundation Novak Đoković for the reconstruction and equipping of kindergartens in Topola and Veliki Popović, within which the company has invested 59,500 euros. In addition, the drogerie chain donated more than 15,000 euros as a help to institutions that take care of children without parental care. Humanitarian action “Čepom do smeha” was organized in Pivnice that procured five technical aids and a combined playground, adapted for children with disabilities. The company directed during 2021 a total of 39,000 euros to support the health care sector. As part of the traditional Movember fund raising campaign, the company DM drogerie markt donated medical equipment worth 12,700 euros to the Clinic for Urology of the Clinical Center Kragujevac. It also continued the support dor safe houses throughout Serbia.

Fast Food Smerdov Vršac the Winner of the VIRTUS Award

The small company Fast Food Smerdov from Vršac has been donating food and groceries to socially disadvantaged families, churches, monasteries, social welfare organizations and kindergartens since 2018. In cooperation with the Food Bank of Belgrade, the company provided daily meals for 70 students from socially disadvantaged families in the municipality of Vršac in the course of 2021. During that time, 7,500 free meals were provided for socially disadvantaged students and 19 tons of food, worth 178,500 euros, were distributed on the territory of the municipalities of Vršac and Plandište. Their work was also recognized by the VIRTUS jury, which awarded them the recognition for prominent SME in 2021.

Platform Donacije.rs Records Growth

Online fundraising donations made through the platform Donacije.rs recorded also growth in the previous year. Thus, 38 campaigns were launched through the platform during 2021 through which a total of around 180,000 euros was raised.

Food Donations

As shown in the previous chapters, 2021 was marked by various philanthropic actions. The largest share of support was provided from citizens for the purpose of medical treatment through the Foundation „Budi human“; the business sector demonstrated innovative ideas by opening new topics in the field of mental health and new donors arrangements were set up, such as the Platform “Superheroj”. However, the theme that attracted the most of attention and connected the greatest number of actors in the previous year was related to food donations. The „Coalition for Giving“¹⁵ as a part of the USAID-funded “Framework for Giving Project”, launched a campaign titled – „Save Food, Save Humanity“ - bringing together more than 40 participants from civil and business sectors. The campaign itself proved to be an important one in several respects: 1) the campaign intended to raise awareness on the social and ecological aspects of importance of food donations; 2) cross-sectorial cooperation in the philanthropic field was encouraged 3) the outcome of the campaign does not include only donations collected, but a set of measures addressed to the decision-makers aimed to change institutional solutions that would encourage larger scope of giving for this purpose.

¹⁵ Foundation Ana and Vlade Divac leads the „Coalition for Giving“; it additionally include the Foundations Trag,Catalyst Balkans,SMART Kolektiv,Srpski filantropski forum (Serbian Philanthropy Forum),Forum za odgovorno poslovanje (Responsible Business Forum) and Serbian Chamber of Commerce.

Social-Environmental Aspects of Food Donation

Within the context of philanthropy, the topic of food can be viewed in two ways: as a possibility of donation, i.e. as a waste prevention. Considering that these are goods with a limited shelf life, which still satisfies basic existential needs of people, it can be said that each kilogram of wasted food is a kilogram of food that could have been consumed. On a global scale, it is estimated that one third of the food produced is either thrown away or lost¹⁶, despite the fact that at the same time 9% of the population remains hungry¹⁷. Wasted food, not only can be counted as a wasted resource, but even more, it is an activity that creates negative environment-related externalities since, according to the estimates, wasted food generates 8% of the total greenhouse effect¹⁸. When it comes to Serbia, there are no precise data, but the estimated amount of food wasted at the household level range annually from 35 kg¹⁹ to 85 kg²⁰ of food per capita, while at the same time 22%²¹ of population live at risk of poverty, and 7% of the population²² live below the absolute poverty line.

With the aim of providing a more equitable redistribution and prevention of food waste, the United Nations included, among its sustainable development goals²³, a 50% reduction in food waste by 2030. Accordingly, the European Commission adopted in 2017 the European Union Guidelines on Food Donation (2017/C 361/01) by which it proposes to member states adoption of measures that facilitate the realization of donations, including the possibility that the value of food with close expiration date is calculated in accordance with its latest status, i.e. as equal or almost equal to zero. This practice has so far been adopted by 20 out of the 27 countries of the European Union, including Croatia and Bulgaria from the region. However, despite being signatory to the 2030 Agenda and a candidate country for membership in the European Union, the Republic of Serbia neither recognizes nor regulates food donations within its legislation, which is reflected in the donor's obligation to pay tax on donated food, calculated on its nominal values, regardless of the expiry date. Cost and benefit analysis conducted by the Coalition for Giving suggests that the adoption of the European practice of special tax treatment for expired food donations would lead to an increase in food donations by approximately 117% and achieve a net social benefit²⁴ of about 1,230,000 annually.

¹⁶ FAO (2011) *Global food losses and food waste – Extent, causes and prevention* Rome.

¹⁷ Official Journal of European Union (2017) *Obavijest Komisije – Smjernice EU-a o doniranju hrane (2017/C 361/01)* Luxembourg.

¹⁸ FAO (2014) *Food wastage footprint and climate change* Bucharest.

¹⁹ Center for Environmental promotion (2019) *How much (but really) we waste food? Analysis of research on food waste in households in the Republic of Serbia* Belgrade.

²⁰ <https://www.unep.org/explore-topics/sustainable-development-goals/why-do-sustainable-development-goals-matter/goal-12-3>

²¹ Republic Statistical Office (2021) *Survey on income and living condition* Belgrade

²² Team for Social Inclusion and Poverty Reduction of the Government of the Republic of Serbia (2018) *Estimation of a total poverty in Serbia in 2018* Belgrade.

²³ <https://www.fao.org/sustainable-development-goals/indicators/1231/en/>

²⁴ Net social benefit in this study means the benefit that society realizes when the estimated value of donated food add savings due to lack of carbon footprint and deduct the cost of missed tax collection opportunity.

Overview of Food Donation

The Catalyst Balkans database (which is also publicly available²⁵) provides insight into the different levels of giving, so it is possible to single out only those related to food donations. According to the statistical review, over period from January 2015 till the end of 2021, 1,311 food donation instances were registered in Serbia, with the total value of donated food estimated at 820,000 euros. The largest number of donation instances - 316 - was recorded in 2020, while the largest donated amount - 380,000 euros - was recorded in 2021.

In the past year, which was marked largely by food giving, somewhat fewer donation instances of food were registered than in the year before. However, it should be borne in mind that 2021 surpassed all previous years in terms of intensity of food giving. More precisely, although the number of registered instances is lower, their effect proved to be far greater²⁶, primarily thanks to the Campaign „Save Food, Save Humanity” which, as a single instance, generated around 115,000 euros worth of donated food. Apart from the stated values of donated food, the qualitative shift in 2021 is reflected in the campaign's efforts to create a partnership approach to solve a unique problem. Over the period from 23rd August to 31st October 2021, the campaign gathered over 40 important representatives, coming from the business, civil and governmental sectors. Amongst the representatives of the business sector were some of the largest retail chains in the country.

The company Delhaize Serbia, which was nominated for this year's VIRTUS Award for Corporate Philanthropy, supported the campaign with a donation of more than 14 tons of food, collected with the help of citizens, intended for over 24 humanitarian organizations across the country. Additional support for the campaign the company provided with the donation of around 8,500 euros intended for the support of institutions which are a part of the Association for providing help to mentally challenged people in Serbia (MNRO). Nestlé Serbia also supported the fight against hunger, with a donation of more than 220,000 food products. The donated products were collected during the action launched by the company that lasted until 9th October, during which for each Nestlé product purchased at Univerexport outlets, the company donated the same product to charitable purposes. The employees of the company also donated funds for the purchase of groceries. In addition, on 9th and 10th October, Lidl Srbija KD enabled customers to donate purchased groceries in selected Lidl stores in Belgrade, Novi Sad, Niš, Kragujevac, Zaječar and Šabac.

²⁵ www.givingbalkans.org

²⁶ One of the methodological limitations when comparing the number of donation instances is unequal frequency of instances, i.e. inability to weight data. While some instances imply philanthropic small-scale actions, i.e. intensity, the other instances are far larger, but are treated equally when quantified (see Glossary). For this reason, the report presents two indicators: frequency (number of donation instances) and intensity (donated amount) of philanthropic activities.

With the support of the citizens, 4.5 tons of food were collected. In addition, the company provided 2 tons of foodstuff necessary for food packages. Except for food supply chains, there were companies from other industries among donors and partners, so the drugstore chain DM drogerie markt supported the campaign by donation over 17,000 euros worth of its own products to the Food Bank Belgrade.

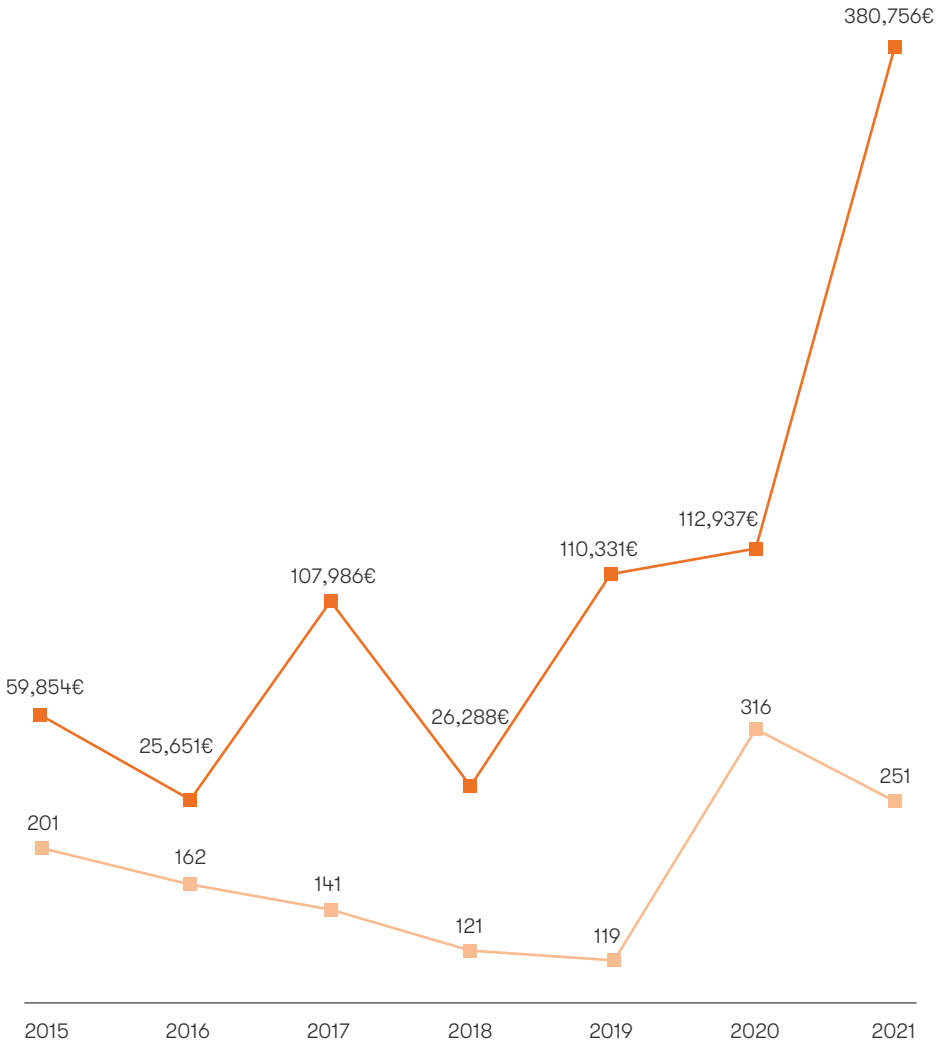
Consequently, the participation of the business sector was a dominant one in all food donations during 2021. Of the total of 316 donation instances, companies make up almost one half (45%), and small and medium-sized enterprises a ninth (11%) of all giving. Interestingly, the ratio is reversed in the structure of collected funds, i.e. the estimated value of donated food-donations made by companies, make almost a third (29%), while giving of small and medium-sized enterprises make a half (53%) of all donated funds. Therefore, business entities with 50 or more employees, donated more often, but the more generous donors were small and medium-sized enterprises. In that sense, a significant example of the participation of a small-sized company in food donations is the fast-food restaurant Smerdov from Vršac, which activities were recognized by this year's VIRTUS award.

Apart from the business sector, private entities, i.e. citizens stood out in the terms of the number of donation instances, thus out of a total of 316 registered instances, 114 were initiated by citizens - 94 within mass individual donations, and 23 donations were from generous individuals. Among these actions, the internet campaign "Share a Meal" ("Podeli obrok") stood out, through which the association "Svetionik" raised around 43,000 euros, through the crowdfunding platform Donacije.rs, for the purchase of basic foodstuffs for disadvantaged families in the Sandžak region. In addition, in several cities in Serbia, except public kitchens, in 2021 food was regularly provided by civic initiatives such as Solidarity Kitchen in Belgrade, the Solidarity Kitchen in Novi Sad and the Solidarity Meal in Subotica in 2021.

In line with everything previously mentioned, it follows that the topic of food, being socially sensitive but also environmentally important one, encouraged sectors of philanthropic ecosystem to participate, thus also contributing towards the development of closer cross-sectoral cooperation. Finally, the outcome of these efforts of the Coalition for Giving and other actors of the philanthropic community has been formulated over the years through an initiative to change the legal framework food donations. The proposal to abolish VAT charges on food donations was not adopted, but thanks to the efforts of the Coalition, it entered the public sphere; it still remains to see whether the Republic of Serbia will adopt the practices of the countries within the European Union and make it cheaper, a fairer and cleaner solution for food donating, instead of its wasting.

Food Giving Trend

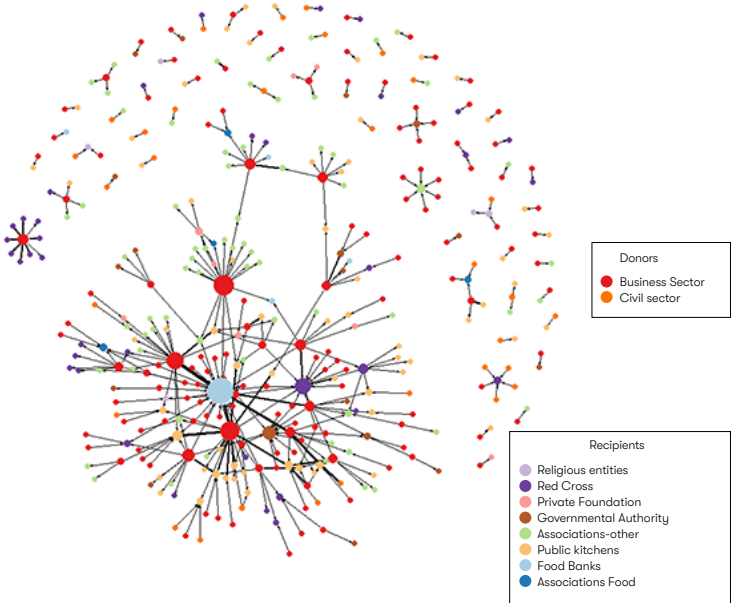
- Recorded donated amount
- Number of donation instances



National Giving Day 2021: Let's Provide Food to Those Who Cannot Do It Alone

The National Giving Day was established upon the initiative of the Serbian Philanthropy Forum and was marked for the first time on 9th October 2018 on the birthday of the famous Serbian innovator and philanthropist Mihajlo Pupin. On the same date in 2021, the National Day of Giving was marked under the slogan “Let’s provide food to those that cannot provide for themselves”. The Coalition for Giving, in cooperation with partners from the nonprofit sector, conducted a fundraising campaign for the purchase of food packages, which raised around 3,370,000 euros. The collected funds procured over 1,000 food packages for citizens in need, and distributed it through the Red Cross of Serbia, the Food Bank Belgrade, the Federation of Food Banks of Serbia, the Foundation SOS Children’s Villages, the Foundation Human Heart of Šabac and ADRA Serbia. Apart from non-governmental organizations, the campaign was supported by representatives of the banking sector. By abolishing bank fees for all payments that were directed to the dedicated account, opened on the occasion of the National Giving Day, the campaign was supported by: Erste Bank, Eurobank, OTP Bank, Raiffeisen Bank and AIK Bank.

Schematic representation of the food donators and recipients in 2021



Giving-related Media Coverage

In addition to direct indicators of the degree of philanthropic development, such as the number of donation instances and the recorded value of donations, the manner and the coverage on philanthropy reporting indicate the attitude of media towards this matter and thus, indirectly, the place that philanthropy takes in a society. In this regard, it is important to detect the number and content of media reports, the context in which philanthropy has been addressed and written about, as well as the space and time in which news are broadcasted.

During 2021, the reports on philanthropy were released in public 11,444 times. Most of the news were on internet portals because this form of media makes up the largest share of media space. However, in relation to the representation in the media space, philanthropy was most frequently addressed through radio and television media types, followed by internet portals; while print media reported on philanthropy the least frequently.

Top 5 media		
Internet	Print media	Electronic media
Telegraf.rs	Večernje Novosti	RTS 1
Kurir.rs	Vesti - Frankfurt	Prva Televizija d.o.o.
Novosti.rs	Dnevnik Serbia	TV K1
Blic.rs	Blic	RTV1
Vesti-online.com	Kurir	TV Pink

When print media reported on philanthropy, they usually did it in less prominent places. In other words, the news about philanthropy was in the first five printed pages in 13% of cases; followed by the next five pages in 23% of cases, while almost two thirds of the news about giving appeared on the last pages. As for electronic form of reporting (radio and television), the giving was mostly discussed in less listened to, i.e. watched broadcasting schedules. Specifically, philanthropy was the subject of prime time reporting (time between 19h and 22h) in 7% of reported cases.

Type of media	Number of media	Share of media	Number of reports	Share of reports
Internet portals	1,016	77.4%	9,005	78.7%
Print media	274	20.9%	1,719	15.0%
Electronic media	23	1.8%	720	6.3%
Total	1,313	100%	11,444	100%

It should be pointed out that the lower media reporting on philanthropy should not be taken as an indicator of society's infantile attitude towards this topic. On the contrary, in societies with a developed degree of solidarity and states with well-functioning social welfare institutions, philanthropy, as a spontaneous voluntary activity, should not occupy a significant part of public space. For assessing the attitude of the media towards philanthropy, more relevant indicators are context in which philanthropy is reported, as well as the number and content of media reports.

Given that the number of media reports depends on the actual on-site situation, larger number of philanthropy-related reports does not necessarily mean better media coverage; this indicator should be considered in relation to the number of recorded donations. Viewed in this way, there is a slight drop in media announcements compared to 2020, when (along with 2018) the ratio of media reports and donation instances was the highest one. However, it can be said that, compared to previous years, 2.8 news per one donation instance is within the average.

Similarly, when it comes to the quality of media data, in 2021, 37.3% of donation instances were also accompanied by data on donated amounts. In other words, the value of the donation instances cannot be determined for 62.7% and for this reason the reliability of the giving frequency (number of donation instances) is higher than the reliability of the intensity (donated amount) of philanthropic activities. Therefore, the transparency of media reporting has led to somewhat less reliable data in 2021 when compared to three years before (2018, 2019 and 2020), but still more reliable when compared to the period before 2018.

Finally, the context in which the media placed philanthropy during 2021 was almost always positive. Negative news about the practice of giving, such as malpractice, was in the ratio of 1:100, which is a good indicator considering the control role of the media when it comes to the transparency of the work for social good.

	2015	2016	2017	2018	2019	2020	2021
The ratio between media reports and donation instances	1.7	2.7	2.6	3.1	2.9	3.0	2.8
Share of instances covered with donated values	35.8%	34.2%	36.5%	46.1%	40.2%	42.3%	37.3%

Recommendations

The data collected and published by Catalyst Balkans have multiple purposes, i.e. they are directed to a wide range of stakeholders. The main interaction in the philanthropic ecosystem takes place between donors - non-profits - beneficiaries of donations. However, the circle of stakeholders is wider, and it additionally includes decision-makers, the media and everyone else that either receives or provides support. For this reason, the data available to Catalyst Balkans and the insights derived from their analysis should be tailored to each audience separately. For this purpose, this chapter offers each of the stakeholders within philanthropic ecosystem, guidelines for encouraging the further development of philanthropy in Serbia.

Nonprofit Organizations

- **Creating a cross-sectoral partnership** - As the Campaign “Spasimo hranu, spasimo humanost” has shown, connecting nonprofit and business actors results in better publicity and strengthening the advocacy of the philanthropic community.
- **Connecting with the Diaspora** - Diaspora donations generated in 2021 about 1,320,000 euros of registered funds, through 644 donation actions. This showed that almost every sixth philanthropic action was initiated by organizations and/or individuals outside the Western Balkans, which is a significant source of support. When we take into account the spread of the Serbian diaspora, which in a series of waves immigrated to world-wide developed countries, it becomes clear to what extent the connection between the diaspora and the motherland is important for social development and further encouragement of philanthropy.
- **Raising technological capacities** - Monitoring technological flows and modernizing non-profit sector has become a prerequisite for the successful functioning of organizations. In this regard, the development of online donation platforms, the implementation of digital tools to connect with donors and the community and relying upon data that can coordinate the work of organizations, make main activities the Catalyst has been working on for years for the scope of developing the non-profit sector in the region.

Business Sector

- **Listening to social needs** – For the most effective, but also most innovative directing of support, the corporate sector should use all possible ways of mapping the needs of the community. Cooperation with the state institutions can help in this regard, including relevant non-profit organizations that are acquainted best with conditions on the field.
- **Strategic approach to philanthropy** - The most visible and effective donations that generate additional value are those providing to long-term support. By formulating a socially responsible business strategy, whereby business entities are explicitly determined according to specific social needs, as well as by constituting appropriate positions and teams within the organizational structure, companies create an adequate platform for smart investments.
- **Providing non-financial support** - For years the corporate sector has been an important source of financial support in settling social needs. However, in addition to financial support, philanthropic activities include donating services and time, which can often have an equally important effect as well as monetary donations.
- **Networking through existing platforms** - For the most effective assistance direction, as well as adopting good practice from other philanthropic actors, business entities are invited to become part of a philanthropic network by participating in the work of Serbian Philanthropy Forum and Responsible Business Forum. Such networking also strengthens the advocacy position of the philanthropic community, which is especially reflected through the initiatives for the realization of fiscal and administrative facilitations in donations.

Decision Makers

- **Alignment of the legal framework with the practice of the European Union** - The Philanthropy Community has so far submitted to the decision-makers a number of proposals and initiatives to change the regulatory framework of philanthropic activities. An example of an initiative that has come to the understanding of the authorities is raising a non-taxable amount of scholarships and student loans. However, several significant initiatives have not been adopted yet. These include: the abolition of tax for food donations, the abolition of bank fees for humanitarian purposes, amendments to the law on corporate income tax, regulation of new payment mechanisms and fiscal incentives for donations made by natural persons. By adopting these initiatives, the regulatory framework would undoubtedly become far more favourable for further encouragement of philanthropic activities in the country.
- **Creating a favourable condition for the development of intersectoral dialogue** - State institutions have the greatest authority in the country, and their role in promoting, initiating and mediating social dialogue is of crucial importance.

Media

- **More accurate reporting on philanthropy** - The media's attitude towards philanthropy in the country has not been assessed poorly in this report. However, for the sake of philanthropy promotion and better assessment of the frequency and intensity of philanthropic activities, it is necessary to understand better the concept itself, more complete and reliable reporting, as well as promotion of examples of good practice that will positively affect citizens' trust in philanthropy institutes.

Citizens

- **Trust in the civil sector** - Although there is room for greater transparency and more efficient work of non-profit organizations, the most reliable way to donate is through the non-government sector. Since citizens are not always able to organize major philanthropic campaigns nor are they always well informed about the needs of the community and ways to donate, providing assistance through prominent non-governmental organizations in the field of philanthropy seems to be the best way to provide strategic assistance. That being said, it should be noted that the work of all non-profit organizations is not equally transparent and efficient; accordingly, when assessing which organizations to contact, citizens have at their disposal the platform Nprofit-ne.rs, which serves as an indicator of the transparency of their activities.

Annex

Methodology

Research practice shows that the degree of development of philanthropy in a society can be measured in three different ways: 1) citizens surveys; 2) experts survey research; 3) relying on registered data. Survey research provides insight into the public opinion attitude or the expert public on a certain topic - in this case giving to common good. However, the assessment of the level of development of philanthropy, apart from the opinions, is based on the behaviour of citizens and legal entities. Apart many other methodological limitations, the self-assessment of the respondents is the most important shortcoming of the globally conducted surveys by the Charity Aids Foundation and Lilly Family School of Philanthropy. However, these two research centers, at least when it comes to national philanthropy, have the option to rely on registered data collected and published by national tax services. Unfortunately, this source of data is not available in any country in the Western Balkans because the national tax services do not register donation-related data. For that reason, Catalyst opted for alternative ways of collecting data; it primarily uses media reports, and then other available, direct data sources. Specifically, data in this report were collected through media monitoring at the local, regional and national levels, and included electronic, print, and online media in the period from 1 January to 31 December 2021.

The methodology set out in this way shows several limitations that need to be emphasized. First, one cannot deny a certain gap between the actual situation on the field and the registered data. Given that the method of data collection is multi-stage, it is quite certain that the registered values underestimate the actual frequency and intensity of philanthropic activities. Apart from the fact that the media does not comprehensively reports on philanthropy, the method of media clipping itself is not a comprehensive one, so the assessment of the philanthropy status is limited by incomplete data. Given that this is sample, not population data, and given that the media report on actions visible to them, it is quite certain that media reports overestimate the presence of large donors compared to small ones, as well as the share of money in the structure of donations in respect to goods and services. At the same time, the value of goods cannot always be precisely monetized, therefore Catalyst's estimates of donated values are approximate ones. Moreover, even if media reports were comprehensive, there is no methodologically perfect way to control data reliability.

However, although previous limitations cannot be overcome until there are officially registered data on the frequency and intensity of donations²⁷, data reliability control has been somewhat achieved through data cross-referencing (as many media outlets often report on the same actions) and the process of verification through direct communication with donors, i.e. donations recipients.

Nevertheless, notwithstanding the above limitations, it can be safely argued that registered values, although not comprehensive, provide reliable estimates on the giving minimum. Thus, when it comes to the number of charitable actions, it can be said with certainty that the presented number of donation instances represent the minimal assessment of the actual situation, since the presented actions certainly happened, and the real values are certainly higher. The same applies to other indicators such as the amount donated, the structure of donors, recipients, beneficiaries of donations and more. Thus, Catalyst data can be used as indicators of the minimum level of development of the practice of giving to the common good in a particular country, which consequently allows continuous monitoring of trends in the terms of volume and intensity of giving, as well as trends in quantity and quality of media coverage.

²⁷ Although it should be borne in mind that the registered data cannot include informal practices of philanthropy in which citizens provide each other with various forms of assistance. This type of philanthropy may, to some extent, be examined by survey research, with the limitations which such research method implies.

Glossary

Philanthropy	Giving for the social good without receiving compensation, i.e., the voluntary giving of money, goods, time, or services to help someone or improve society.
Donation	The subject of donation, i.e., money, goods, time, and/or services provided voluntarily to those in need, without compensation.
Donation instance	A unique event (i.e., a case of collecting donations). It can consist of single or multiple donations (e.g., a campaign in which citizens collect mass donations for someone's treatment). Donation instances, although shown in aggregate, are not the same size, thus they are incomparable among each other.
Donor	A private or legal entity that donates money, time, services, and/or goods. To make it easier to follow trends, donors are divided into types.
Citizens (mass individual giving)	A type of donor: a large number of citizens who therefore cannot be identified by name.
Corporate sector	A type of donor: companies (more than 50 employees), corporate foundations and small and medium enterprises (fewer than 50 employees).
Individuals	A type of donor: identifiable citizens.
Mixed donors	A type of donor: cases in which one donation instance includes several types of donors.
Donations recipients	Private and/or legal entities that receive donations directly from donors. The types of recipients are non-profit organizations, individuals and families, public institutions, and local and national authorities. As recipients, individuals and families are mostly beneficiaries of donations, while other types of recipients are often a channel for providing assistance to final beneficiaries.
Final beneficiaries of donations	Target groups for benefit thereof the donations are intended to. For example, if a particular school is the recipient of a donation, the end users are children that attend the school.
Beneficiaries of local community services	Target groups that benefit from the use of services for which the local community has received a donation.
Intended effects of donations	The type of effect that the donation intends to achieve. Short-term donations include consumables, materials, and supplies, while long-term donations include capital investments, equipment, and scholarships.

Trends of giving

Geographic distribution of giving

	2015	2016	2017	2018	2019	2020	2021
Belgrade	29%	↓ 27%	↗ 32%	↓ 30%	↗ 33%	↗ 41%	↓ 39%
Šumadija and West Serbia	24%	↔ 23%	↓ 21%	↗ 25%	↔ 25%	↔ 25%	↓ 23%
Vojvodina	24%	↔ 25%	↔ 24%	↔ 23%	↔ 22%	↓ 15%	↗ 17%
South East Serbia	17%	↗ 19%	↓ 16%	↔ 17%	↔ 16%	↓ 13%	↔ 14%
Regions across the country	4%	↔ 3%	↔ 3%	↔ 2%	↔ 2%	↗ 4%	↔ 3%
Out of the country	2%	↗ 4%	↔ 3%	↔ 3%	↔ 3%	↔ 2%	↔ 3%

Calendar distribution of giving (share of donation instances)

	2015	2016	2017	2018	2019	2020	2021
January	7%	↗ 9%	↓ 7%	↔ 6%	↔ 7%	↓ 5%	↔ 6%
February	4%	↗ 7%	↔ 6%	↔ 6%	↔ 5%	↔ 5%	↔ 6%
March	5%	↗ 8%	↔ 9%	↔ 8%	↔ 9%	↔ 10%	↓ 6%
April	8%	↔ 8%	↗ 10%	↔ 9%	↔ 9%	↗ 16%	↓ 10%
May	10%	↓ 8%	↔ 8%	↔ 9%	↔ 9%	↓ 7%	↔ 7%
June	8%	↗ 10%	↓ 8%	↔ 9%	↔ 10%	↓ 5%	↗ 8%
July	6%	↗ 8%	↔ 7%	↗ 9%	↔ 8%	↔ 7%	↔ 6%
August	7%	↔ 6%	↔ 6%	↔ 7%	↓ 5%	↔ 5%	↗ 10%
September	8%	↓ 6%	↗ 9%	↓ 6%	↔ 7%	↗ 9%	↓ 7%
October	11%	↓ 6%	↗ 11%	↓ 8%	↗ 10%	↔ 10%	↔ 9%
November	9%	↓ 7%	↔ 6%	↔ 7%	↗ 9%	↔ 8%	↔ 8%
December	15%	↔ 15%	↓ 12%	↗ 14%	↔ 14%	↔ 14%	↗ 17%

Trends of giving

Fields of giving	2015	2016	2017	2018	2019	2020	2021
Share of donation instances							
Poverty	14%	13%	11%	11%	14%	10%	12%
Healthcare	33%	30%	35%	32%	33%	25%	34%
Education	8%	9%	13%	13%	13%	7%	13%
Support for marginalized groups	26%	27%	25%	25%	23%	14%	17%
Other	20%	21%	17%	18%	16%	44%	24%
Share of donated sum							
Poverty	2%	4%	2%	4%	4%	1%	2%
Healthcare	50%	45%	56%	67%	62%	34%	71%
Education	12%	12%	12%	9%	11%	4%	10%
Support for marginalized groups	9%	17%	7%	5%	7%	1%	3%
Other	27%	22%	23%	14%	16%	61%	14%
Structure of donors	2015	2016	2017	2018	2019	2020	2021
Share of donation instances							
Citizens (en masse)	42%	37%	41%	43%	42%	30%	32%
Corporate sector	27%	32%	33%	30%	29%	38%	29%
Individuals	19%	18%	13%	15%	15%	18%	18%
Other	12%	14%	13%	12%	14%	14%	22%
Share of donated sum							
Citizens (en masse)	21%	22%	29%	40%	43%	35%	61%
Corporate sector	48%	54%	49%	36%	38%	50%	33%
Individuals	15%	3%	5%	6%	3%	5%	2%
Other	15%	20%	18%	17%	16%	10%	4%

Trends of giving

Giving of Diaspora	2015	2016	2017	2018	2019	2020	2021
Share of donation instances	18%	15%	13%	16%	16%	16%	16%
Share of donate sum	16%	3%	5%	6%	5%	5%	2%

Structure of recipients	2015	2016	2017	2018	2019	2020	2021
Share of donation instances							
Individuals and families	45%	45%	38%	40%	39%	33%	34%
Non-profit organizations	16%	18%	26%	26%	31%	32%	41%
Public institutions	31%	31%	30%	28%	25%	27%	20%
Local and National authorities	3%	3%	4%	4%	4%	7%	4%
Other	5%	3%	2%	1%	2%	1%	1%
Share of donated sum							
Individuals and families	10%	14%	7%	10%	11%	4%	4%
Non-profit organizations	23%	26%	44%	56%	54%	49%	76%
Public institutions	47%	36%	37%	24%	22%	21%	10%
Local and national authorities	10%	22%	12%	7%	4%	22%	6%
Other	10%	2%	0%	2%	8%	3%	4%

Trends of giving

Structure of the final beneficiaries

	2015		2016		2017		2018		2019		2020
Share of donation instances											
People with disabilities	15%	↗	17%	↘	14%	↔	15%	↔	15%	↗	19%
Persons with health issues	21%	↘	17%	↗	23%	↔	22%	↗	24%	↘	18%
People in economic need	14%	↔	14%	↔	14%	↔	14%	↗	17%	↘	15%
Beneficiaries of the services of local community	17%	↔	16%	↗	21%	↔	20%	↔	20%	↗	26%
Other	29%	↗	32%	↘	25%	↗	29%	↘	23%	↘	21%
Share of donated sum											
People with disabilities	3%	↗	13%	↘	3%	↔	2%	↔	3%	↗	30%
Persons with health issues	18%	↗	20%	↗	34%	↗	47%	↔	48%	↘	30%
People in economic need	2%	↗	4%	↔	3%	↗	5%	↔	6%	↘	3%
Beneficiaries of the services of Local community	35%	↘	31%	↗	33%	↘	27%	↗	33%	↘	27%
Other	31%	↔	32%	↘	24%	↘	20%	↘	9%	↔	8%

Mode of donation

	2015		2016		2017		2018		2019		2020		2021
Share of donation instances													
Direct donation	26%	↗	36%	↘	34%	↗	36%	↔	36%	↗	55%	↘	41%
Campaigns and call for fundraising	33%	↔	32%	↔	31%	↘	27%	↘	24%	↔	25%	↗	29%
Events	36%	↘	28%	↔	28%	↗	32%	↔	31%	↘	14%	↗	21%
Open competitions	6%	↘	4%	↗	7%	↔	6%	↗	9%	↘	5%	↗	9%
Share of donated sum													
Direct donation	72%	↘	59%	↘	42%	↗	48%	↗	54%	↗	57%	↘	29%
Campaigns and call for fundraising	17%	↗	20%	↗	33%	↘	30%	↘	20%	↘	10%	↗	66%
Events	6%	↗	9%	↔	8%	↗	10%	↔	10%	↗	30%	↘	1%
Open competitions	5%	↗	12%	↗	17%	↘	11%	↗	16%	↘	3%	↔	4%

Trends of giving

Intended effect of donations	2015	2016	2017	2018	2019	2020	2021
Share of the donation instances							
Short-term donations	57%	54%	52%	58%	61%	65%	68%
Long-term donations	30%	33%	34%	33%	30%	30%	26%
Unknown	14%	14%	15%	9%	9%	5%	6%
Share of donated amount							
Short-term donations	20%	27%	34%	48%	48%	42%	69%
Long-term donations	78%	63%	55%	47%	38%	55%	23%
Unknown	7%	10%	10%	5%	14%	3%	7%

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