

**PHILANTHROPY
WEEK**



Giving Serbia:
popular ways of giving in an
emerging philanthropy



One of the unexpected success stories from this year's World Giving Index is Serbia, which is in the top three countries with the most significant jump on the list – from 132nd place in 2017 to 27th place in 2021.

And it's not just the CAF's data that shows this growth. Catalyst Balkans, a Belgrade-based nonprofit that provides philanthropy data, resources, and know-how, also acknowledges this rapid growth in their annual research on the state of philanthropy – Giving Serbia.

According to Catalyst's data, people and companies in this small Western Balkans country donated more than 51 million Euros in 2020, almost three times more than in 2019. But the pandemic has unleashed philanthropy in Serbia for the long-term, with recorded donations in 2021 amounting to more than 42,5 million Euros (more details here).

What are the reasons behind this growth?

Veran Matić, Director of the Serbian Philanthropy Forum, has already summarized some of them for CAF:

- Crisis strengthens solidarity, and besides everything terrible that has happened because of Covid-19, it also brought us closer in a way and more compassionate.
- The rise of SMS giving through the "Be Humane" Foundation for children's medical treatments was the biggest giving trend in 2021, and citizens always react when there is a need for these campaigns.
- Coalition for Giving, an informal network of foundations and philanthropy infrastructure organizations, ran a project and awareness campaign for the last four years, bringing the media's and public's attention to philanthropy as a way we fight 21st-century challenges.

However, we would like to add a couple of more tangible reasons since there were also many efforts to develop philanthropy infrastructure:

- The [Serbian Philanthropy Forum](#) was officially founded as an association in 2017. In these five years, it became the crucial matchmaker for corporate donors, nonprofit organizations, and institutions in Serbia through its Needs platform, and a vocal advocate for improving the legal framework.
- Catalyst Balkans has launched a set of fundraising and engagement tools for nonprofits, such as [Giving Balkans](#) (philanthropy data and news), [CRM software](#), [Donacije.rs](#) (crowdfunding platform), and [Neprofitne.rs](#) (nonprofit transparency platform).
- Also, Trag Foundation is developing [community foundations](#) throughout Serbia and growing their impact on local communities.

When we get to the methods people and companies give, the biggest amounts (2/3) are donated in fundraising campaigns, mainly through SMS giving, but online giving is on the rise among citizens. On the other hand, companies prefer direct donations, and 29 percent of the money is donated this way. The rest of the money is usually given through events.

But let's list some of the most popular ways to donate in Serbia (besides direct donations).

Online giving:

- [Donacije.rs](#) – local crowdfunding platform for nonprofit organizations that just crossed 100 million dinars in donations (EUR 850,000).
- [Ana and Vlade Divac Foundation](#) – founded by world-famous basketball player Vlade Divac and his wife Ana Divac, supports people in need, especially refugees and internally displaced persons.
- [Liceulice](#) – a social enterprise and street papers whose vendors are from hard-to-employ groups.

- **SOS dečija sela** – as a member of SOS Children’s Villages International, SOS Children’s Villages Serbia supports children and youth without parental care and socially disadvantaged families.
- **Superhero** – a fashion brand created by MasterCard for NURDOR (National Association of Parents of Children with Cancer).

SMS giving:

Budi human fondacija (Be Humane Foundation) – SMS giving for medical treatments. To donate from Serbia, text “1” to donate 200 RSD or “500” to donate 500 RSD to 3030. To donate from Switzerland, text “human1” to 455 to donate 20 CHF.

Fondacija Podrži život (Support Life Foundation) – SMS giving for medical treatments. Send “1” to 5757 (only for users of Serbian mobile operators).

For businesses:

BELhospice’s annual charity ball – the biggest charity event in Serbia that supports palliative care.

Potrebe (Needs) by Serbian Philanthropy Forum – matchmaking platform for in-kind and financial donations.

Pružni korak (Take a step) app by NURDOR – a pedometer through which companies “buy” your steps by donating to NURDOR – National Association of Parents of Children with Cancer (**Android, Apple**).

Miloš Janković

Partnerships and Engagement Director

Catalyst Balkans

Board Member

Serbian Philanthropy Forum



°catalyst



**SRPSKI
FILANTROPSKI
FORUM**



CONTACT US

Serbian Philanthropy Forum
Obilićev venac 2
11000 Belgrade
Serbia
Email: office@filantropskiforum.com

Catalyst Balkans
Takovska 38/23
11000 Belgrade
Serbia
Email: info@catalystbalkans.org