

# ANNUAL REPORT 2014.



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### **Word of the Founders**

Even though 2014 brought our society and our country a number of challenges and difficulties, thanks to the capacity and strength of its team who gained vast experience in the previous years, The Foundation managed to implement a number of projects and provide assistance where it was most needed.

And our fellow citizens that lost everything they owned in the floods needed it most. That's why we directed most of our energy and activities to reconstruction of the flooded areas without forgetting those that the Foundation takes care of regularly - children, youth, and single mothers.

We had a big support from donors and partners and a valuable team to implement everything we had planned.

We thank all those who were with us to do things that, little by little, bring progress to our society and positive changes into people's lives. We will go on with the support of our partners because new projects, which will improve the lives of some other people, are waiting for us.

**Ana and Vlade Divac**  
Founders of the Foundation




## Introduction

Thanks to the support of numerous donors, individuals, companies, bilateral donors and organizations the Ana and Vlade Divac Foundation implemented **2.1 million dollars**-worth of projects and thus enabled normal living and working and educational conditions for more than **40.000 people**.

The year of 2014 and, with that, the operations of the Foundation were marked by the catastrophic floods that have hit our country and the region. People lost their homes, farmland, households and numerous public facilities were destroyed. Given the scale of the disaster and the damage caused, we directed all of our resources towards reconstruction projects in the flooded areas. To this end, one of the priorities was to help our fellow citizens to return to their homes as soon as possible and restore their agricultural production, stores and shops from which they used to earn their living. Thanks to the many donors from Serbia and abroad, we managed to renew **89 family houses**.

In addition to reconstruction of the flooded areas, in the past year the Foundation focused, through its various projects, on economic empowerment and encouragement of self-employment of vulnerable social groups: youth, single parents and the most vulnerable population in the flooded areas. Thus, by the end of 2014, we were able to donate **157 grants** for business revitalisation, reconstruction, business start-up or development and/or agricultural production.

As in previous years, the youth were especially important to us. We have created and implemented projects that aimed at supporting their initiatives and ideas that will increase their participation in the decision-making processes in local communities in which they live. Divac Youth Funds are a result of these efforts, and in 2014, through this project we supported **94 youth projects** in **9 municipalities across Serbia**.

In 2014, we continued to renovate elementary schools and kindergartens, because our aim is to help create the best possible conditions for upbringing and education of children throughout Serbia. With the support of donors, by the end of the year, we renewed a total of **6 kindergartens, 10 elementary schools, 2 centers for children with disabilities** and **14 sports courts**. ▶

Our attention and activities were focused on single mothers and parents, who are particularly vulnerable because our legislation hasn't yet recognized them. We have advocated with our partners for single parents to obtain a legal definition within the legislation in order to realize and exercise their fundamental human labor rights. One of the results of our activities is the publication containing an analysis of the legal framework and provides recommendations for defining the status of single parents in Serbia.

Apart from their poor legal position, the majority of single parents, especially single mothers, are in a poor economic position; therefore we also worked on empowering them economically, through providing grants for start-ups and development of their own businesses.

2014 was a year of numerous new partnerships and we continued to successfully cooperate with old partners on new projects. The Foundation was recognized as a responsible and trustworthy partner and we are proud that more than 50.000 individuals supported us from Serbia and the Diaspora, 100 companies and 10 organizations.

Our team was reinforced last year – we got four new members who assisted the successful implementation of the initiated projects with their expertise.

The Foundation thanks all its partners and donors for their trust and support to all its philanthropic instances to date and for assisting those who needed it most in the past year.

**Ana Koeshall**  
Director



# 2.1M

2.1 million dollars-worth of  
implemented projects  
in 2014

# 40K



40.000 people got normal living,  
working and  
educational conditions



## About the Ana and Vlade Divac Foundation

### **Vision**

The Foundation's vision is Serbia as a society in which people assume responsibility and understand the power of unity in solving personal and social problems on a social, economic, educational and spiritual level.

### **Mission**

The Foundation's mission is to contribute to the development of a more equal, tolerant and unified society in Serbia. The Foundation is dedicated to the care and economic empowerment of refugees and displaced persons and the improvement of the status of children and young people by facilitating conditions for their healthy growth and development. The Foundation seeks to foster community spirit and solidarity in society through philanthropy.

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DURING 2014 THE FOUNDATION WAS ACTIVE  
IN THE FOLLOWING STRATEGIC AREAS:

- ① *Support to refugees and displaced persons and support in emergency relief*
- ② *Better and healthier environment for development of children and youth*
- ③ *Development of Philanthropy*
- ④ *Support to Social Entrepreneurship*

# 1

## SUPPORT TO REFUGEES AND DISPLACED PERSONS AND EMERGENCY RELIEF



Since its founding the Ana and Vlade Divac Foundation has been supporting refugees and the displaced population in Serbia. So far, over 600 families have been provided housing and have been taken care of economically. During 2014, the Foundation continued constructing houses and flats in social housing in supportive environment for refugees and displaced persons who are still accommodated in collective centers.



In May 2014, Serbia and the region were hit by the catastrophic floods that, in a day, left behind havoc and enormous damage. They left behind human victims, a total of 51 people were killed, and the flood wave mostly affected the municipalities of Obrenovac, Svilajnac, Paraćin and Krupanj where, in addition to major problems and flooding landslides caused significant damage. Many households and agricultural land were damaged. In the **45 cities and municipalities** more than **17,000 households** have been damaged out of which 400 were completely destroyed. Over **28,000 hectares** of arable land after the floods remained unusable until next year and livestock decimated. A large number of public institutions, most of which kindergartens and schools, suffered enormous damage. The damage caused during this natural disaster has been estimated at over **1.7 billion euros**, and only in agriculture **228 million euros**. The population needed help during the evacuation and immediate care and then in the process of reconstruction of damaged family houses, farms, public facilities. ▶

fter the May floods the Foundation focused all its humanitarian assistance on the help to the population displaced during the floods and rebuilding damaged homes, schools, kindergartens, sports and other facilities. Given the scale of the disaster and the necessity for emergency response to alleviate the consequences before winter, the Foundation has now launched the project "**Let's All Help**" to rebuild the flooded areas. All human, logistical and material resources have been engaged in assisting the most vulnerable people.

Thanks to the support of numerous donors, humane individuals from Serbia and abroad, companies and organizations, during 2014 the Foundation collected 1,3 million dollars for rehabilitation of flooded areas.



# 1.1

## RECONSTRUCTION OF KINDERGARTENS, SCHOOLS AND SPORTS FIELDS DAMAGED IN THE FLOODS



Considering that the May floods seriously damaged kindergartens, schools and facilities for children and youth with disabilities and as they needed urgent reconstruct in order to be operational again and ready for the children, the Foundation has, in coordination with the Ministry of Education, Science and Technological Development of the Republic of Serbia and local self-governments that were affected by the floods, started the reconstruction of the most damaged facilities in accordance with a priority list and assessment made by engineers in the field.

In the municipality of Ub the floods destroyed the only kindergarten on its territory. Works on the restoration of the flooded ground floor started at the beginning of July and by the end of August the kindergarten was ready for **550 kids**. The "Ub" preschool received the new furniture and equipment necessary for the children to have a safe and pleasant stay in the facility.

Facilities in the municipality of Obrenovac suffered the most damage and among them especially preschool "Perka Vicentijevic". The Ana and Vlade Divac Foundation renewed one of the most damaged kindergartens "Neven" attended by most children in Obrenovac, 330 of them. Work on the reconstruction of the flooded ground floor and equipping kindergartens began in mid-July and were completed by September when the kindergarten was officially opened.

In the municipality of Paraćin, floods caused great material damage. Family houses were destroyed, as well as public facilities, particularly two kindergartens of the preschool "Bambi". In the "Bambi" kindergarten water damaged the boiler room and without its reconstruction, more than 180 children would not be able to stay there during the winter. In the second



facility "Plavi zec", part of the heating system was damaged, and needed urgent replacement in order for **150 kids** to be well accommodated there during the cold days. For the new boiler room to be energetically more efficient and with that contribute to improvement of overall conditions in the kindergarten, a conversion to gas heating has been done which will reduce costs and enable the preschool to invest in other works in the kindergarten.

Besides the kindergarten, numerous school facilities were severely damaged in the floods and in order for the new school year to start on the 1st of September it was necessary to reconstruct the facility as soon as possible, during the summer.

The Ana and Vlade Divac Foundation made sure that some of the schools that do not have a big number of pupils and are not within the urban areas, but were affected by the floods be renovated in order for the pupils that attend them to be able to exercise their right and opportunity to be educated. Because of the low number of pupils these schools were not on the priority list of the Ministry of Education, Science and Technological Development of the Republic of Serbia, however, thanks to the interest and support from donors, the Foundation managed to reconstruct a few of them. Therefore, during the summer, three separate departments were reconstructed: "Điša Đurđević" ES in

Medoševac, municipality of Lazarevac, "Sveti Sava" ES in Jelav, municipality of Loznica and "Milija Rakić" ES in Cerovac, municipality of Smederevska Palanka.

In addition to these school buildings, the Foundation restored the oldest elementary school in the municipality of Obrenovac – the First Elementary School of Obrenovac, with over 600 students. Extensive construction works were done, flooring was replaced, and tiles, facade, painting, electrical engineering, plumbing and sewage, and a few classrooms were equipped (cabinets, boards and panels). In addition to the school building, the Foundation renewed and equipped the library building of the elementary school, which dates from 1824, with new furniture and books.

In Obrenovac the Ana and Vlade Divac Foundation restored and equipped the Center for Accommodation and Day Care for Children and Youth with Disabilities. The center, apart from the complete reconstruction, also got a new kitchen, a Montessori cabinet, furniture and toys. In addition to this facility, the Foundation equipped the Center for Child and Cerebral Paralysis in this municipality and thus created conditions for accommodation for over **90 service users of both centers**.

In Obrenovac, the Foundation renewed 3 public sports fields, which were also damaged in the floods. ►

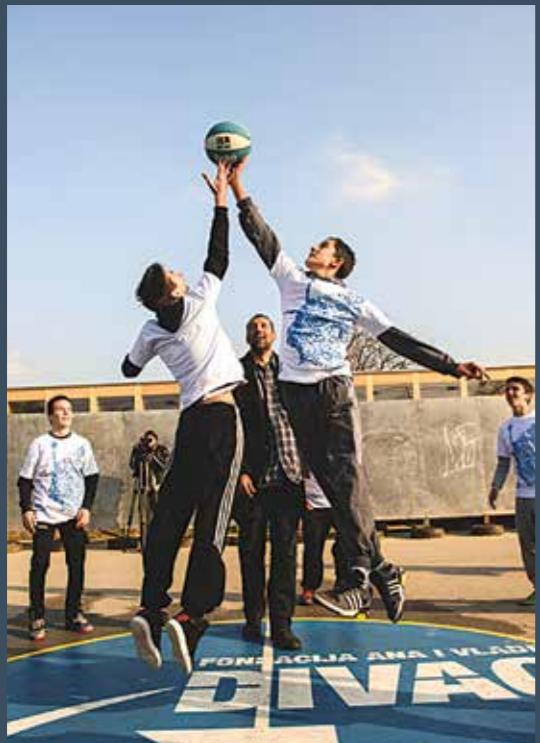
# 453.614\$

## DONORS

Eurobanka, Procter&Gamble, the Ministry of Foreign Affairs of the Republic of Poland and Polish Humanitarian Action, TimoCom and Die Transport Botschafter, Wiener Re, Andritz Hydro, Soravia, Erste Group, A Royal Norwegian Embassy in the Republic of Serbia, the Serbian American Business Group from New York and Houston, the Jato Foundation, Beko, Infostud, Wiener Stadtische insurance, Wolf Theiss, Kinstellar, Mast-Jägermeister SE and G3 Spirits.

Considering that in its programs, the Foundation focuses primarily on the care of children and youth, as part of the reconstruction project for the flooded areas sports facilities were renovated in order to create conditions for youth sports activities and socializing with peers, regardless of the disaster that had befallen them. Given that the municipality of Obrenovac suffered the greatest damage in the May floods, the Foundation, supported by donors, restored and put into operation three playgrounds in the municipality.

The total value of the reconstruction project for the mentioned facilities amounts to almost **\$ 453,614**. In its efforts to reconstruct kindergartens, schools and other institutions for children the Foundation received the largest support from corporate donors but also from a number of individual donors and organizations from our Diaspora and international organizations and embassies: Eurobank, Procter & Gamble, the Ministry of Foreign Affairs of the Republic of Poland and Polish Humanitarian Action, TimoCom and Die Transportation Botschafter, Wiener Re, Andritz Hydro, Soravia, Erste Group, Royal Norwegian Embassy in the Republic of Serbia, the Serbian American Business Group from New York and Houston, the Jato Foundation, Beko, Wiener Städtische, Wolf Theiss, Kinstellar, Mast-Jägermeister SE and G3 Spirits Infostud and many others.



# 1.2

## RECONSTRUCTION OF FAMILY HOUSES DAMAGED BY FLOODS

The largest number of buildings damaged by the floods were family houses. More than 30,000 people had to be evacuated and most of them found refuge in collective centers, some with relatives and friends. After the water withdrew, many returned to their homes to try to rebuild them before the coming winter. Thanks to donors the Ana and Vlade Divac Foundation managed to provide funds for the reconstruction of houses in the flooded municipalities through the donation of construction materials, while the criteria for the evaluation and selection of families were defined in cooperation with local self-governments.



**389.730\$**



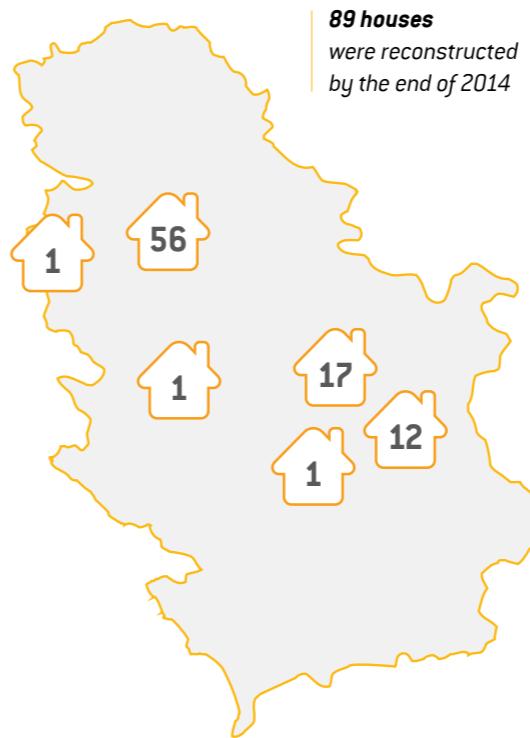
The total value of the housing reconstruction project through the donation of construction material

By the end of 2014, 89 houses had been restored, of which 56 in Obrenovac, 12 in Paraćin, 17 in Svilajnac, 1 in Trstenik, 1 in Mionica, 2 houses in Bijeljina.

As the floods destroyed the furniture and fittings in the family houses, thanks to donors, the Foundation managed to provide and supply with new furniture **49 of the most vulnerable families** (3 in Svilajnac and 46 in Obrenovac) whose houses were reconstructed through a donation of building materials. The total value of the donated furniture is near **50,000 euros**.

Thanks to the support of numerous companies as well as individual donors and embassies: Wiener Städtische insurance company, Procter & Gamble, Wiener Re, the Royal Norwegian Embassy in the Republic of Serbia and the support of a major donor of the Foundation, Mrs. Rebecca McDonald, former national soccer team coach Radomir Antić, the Foundation of the basketball team Sacramento Kings and many others, the Ana and Vlade Divac Foundation was able to help the most vulnerable families to rebuild their homes.

**All the families returned to their homes.**



**89 houses**  
were reconstructed  
by the end of 2014



# 1.3

## SUPPORT FOR RESTARTING AGRICULTURAL PRODUCTION AND SMALL BUSINESSES

The May floods and landslides, in addition to houses, also destroyed farms and small shops of which numerous families made a living from leaving them without any income in its aftermath. In addition to reconstruction of houses, it was equally important and urgent to provide assistance to these families to get back on their feet. The Foundation's teams visited the most vulnerable parts of the country and households that suffered the greatest damage and thanks to donors assistance helped **127 households** restart agricultural production and small businesses. ►



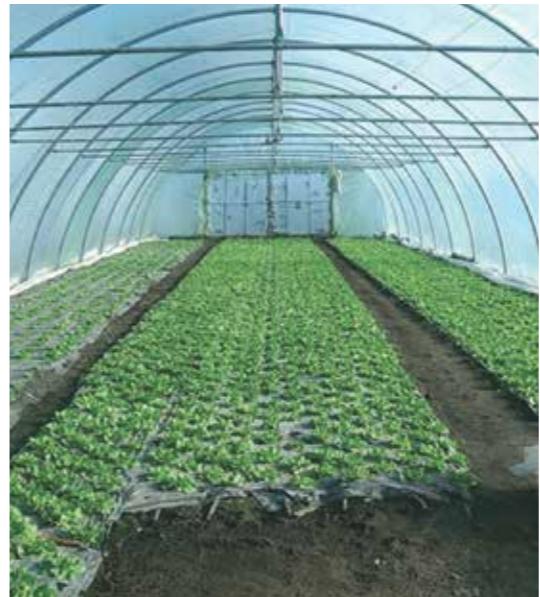
ASSISTANCE FOR RESTARTING AGRICULTURAL PRODUCTION AND SMALL BUSINESSES FOR

**127**  
households



Through “**Providing Support for Reconstruction of Flooded Households and Local Economy in Serbia**” project funded by the European Union, the Ana and Vlade Divac Foundation, together with the German organization ASB, provided **105 economic grants** in four municipalities in west Serbia: Valjevo, Osečina, Mali Zvornik and Ljubovija.

In addition to that and thanks to the Norwegian Embassy in the Republic of Serbia, the Foundation awarded 10 economic grants for families in Obrenovac and thanks to the Wolf Theiss Law Firm, 12 economic grants were awarded to families in Obrenovac, Bijeljina (B&H) and Orašje (B&H).



# 2

## IMPROVING CONDITIONS FOR HIGH-QUALITY UPBRINGING OF CHILDREN AND YOUTH

### DIVAC YOUTH FUNDS

Increasing the participation of the youth in the processes of local development through awarding grants for projects initiated and implemented by youth.

### SOCIO ECONOMIC SUPPORT TO SINGLE PARENTS

Supporting single parent families to develop in better social conditions and provide their children a serene childhood.

### BABIES ARE IN

The project was started with the aim to fight the low birth rate and the decades-long decrease of newly born children in Serbia.

### BIG HEART

During the five-year joint project of Eurobank and the Ana and Vlade Divac Foundation, more than 8,000 children in Serbia got a place for a pleasant grow up.

### CELEBRATING DIVERSITY

Strengthening youth organizations, promoting diversity among the youth in Serbia, and increasing the mobility of the youth within the country.

### ECONOMIC EMPOWERMENT OF SINGLE MOTHERS IN SERBIA

Raising the quality of life of single mothers and their families in Serbia through supporting their participation in society and their economic empowerment.

### SUPPORT TO THE DEVELOPMENT OF AGRICULTURAL PRODUCTION

Creating a good environment for self-employment of youth in agriculture.

### ONE IN A MILLION

The project began in late 2013 with the aim of improving conditions for children's education through the renovation and equipping of elementary schools across Serbia.

**148.000 \$**



Value of supported youth projects

**51.220 \$**



Total value of projects for economic empowerment of vulnerable groups

**142.000 \$**



The amount collected in 2014, thanks to more than 22.000 users of MasterCard card "Big Heart"



# 2.1

## DIVAC YOUTH FUNDS

**The Divac Youth Funds (DOF)** Project aims at increasing youth participation in local development processes through awarding grants for projects initiated and led by young people. The project is implemented through a network of local youth funds jointly supported by the Ana and Vlade Divac Foundation, partner municipalities and local businesses each providing the amount of **\$ 5,000**. In 2014, the network of local youth funds was expanded from five to nine member municipalities.

This concerns the following municipalities: Prijepolje, Vršac, Vladičin Han, Vlasotince, Kanjiža, Arandelovac, Blace, Lazarevac and Obrenovac. Each Divac Youth Fund is managed by a committee made up of ten young people aged 15 to 30 years old which are elected through a public competition and trained to lead a small grants program. Each Divac Youth Fund independently manages its funds and decides on initiatives it will support. ►

Committee members of the Divac Youth Funds, not only make independent decisions on the allocation of funds for youth initiatives, but also independently manage the entire process. The process involves: assessing the needs of young people in the municipality, promoting the public call intended for local youth initiatives with a special focus on marginalized youth groups, consulting with formal and informal groups of young people, raising additional funds earmarked for initiatives and the process of selection and promotion of completed projects. Because of their significant role, during the formation of local committees of the Divac Youth Funds, special attention is paid to equitable gender representation and the representation of young people from rural areas. In this way it is possible to strike a balance between the needs of different subgroups of young people.

The Divac Youth Funds project is based on the model of Youth Banks and the idea that it is important to involve young people in the development of the local community. Built around this idea, the Divac Youth Funds, based on the decision of the Committee which is composed of young people, provide financial support to the initiatives of other young people. In this way, young people are involved in the entire process of local development. On the one hand young people are involved as decision makers; on the other hand they are involved as applicants and implementers of the supported ideas



In 2014, through the Divac Youth Funds, a total of 94 youth projects in 9 partner municipalities were supported with a total value of 148.000\$.

Support for this project was provided by the US Agency for International Development (USAID) under the "Civil Society Forward" program by the Institute for Sustainable Communities (ISC), and the Balkan Trust for Democracy (BTD).

### Regional Cooperation of Youth from Serbia and Bosnia and Herzegovina and Empowering the Youth to Participate in the Decision-Making Process

With the support of the Balkan Trust for Democracy (BTD), the Ana and Vlade Divac Foundation and the Mosaic Foundation organized a training in Belgrade for young people from 40 municipalities in Serbia and Bosnia and Herzegovina, as well as a conference that was dedicated to the presentation of results achieved by the Divac Youth Funds in Serbia and the network of youth banks in Bosnia and Herzegovina, the exchange of ideas on how to improve the situation of young people in the region and promote regional cooperation of young people from Bosnia and Herzegovina and Serbia. The Ana and Vlade Divac Foundation and the Mosaic Foundation from B&H are working closely together on the development of youth activism and support of the active participation of young people in the decision-making processes, in order to improve their position and their role in society.



Over 300 young members of the Divac Youth Funds and Youth Banks, who directly decide about the support of youth projects in their municipalities, continued exchanging experiences and collaborating by using online tools.

## 2.2

### CELEBRATING DIVERSITY

Following the public call for proposals, **six youth organizations** coming from multicultural and multi-ethnic areas were selected; and they strengthened their capacities through the program and exchanged experiences on their work with the youth, experiences in collecting funds and cooperation with local self-governments. Three representatives from each of the six organizations participated in the workshops and visited the municipality partner organizations with which they conducted the exchange. The exchanges were mutual and lasted 7 days. During the exchange, three sets of organizations, using their resources and gained knowledge from both organizations, created 3 projects that were presented in January 2015 at the “**Celebrating Diversity**” conference in Belgrade. During their stay in the musicality partner organization, the participants of the exchange toured the municipality, local youth and cultural organizations and schools. All the organizations were in the media and presented their organization and municipality from which they originate.



The Ana and Vlade Divac Foundation “Celebrating Diversity” project was implemented through the support of the Embassy of the United States of America in Serbia. The project had an aim to empower youth organizations and promote diversity among the youth in Serbia, as well as to increase the mobility inside the country and learning about the diversity of cultural identities of different parts of Serbia.



Bačka Palanka



Temerin



Novi Sad



Prijepolje



Pirot



Vladičin han

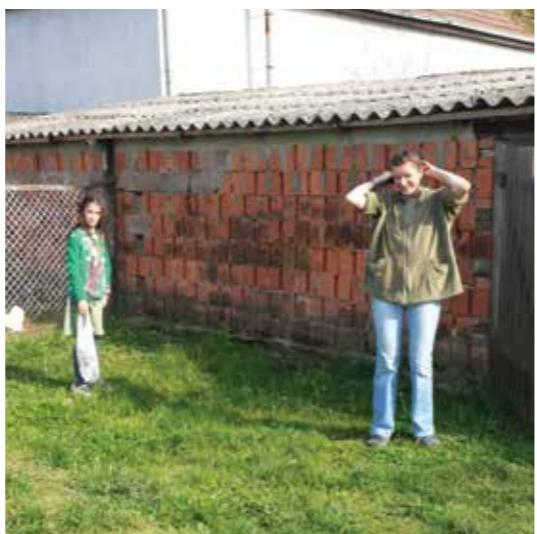


## 2.3

### SOCIO ECONOMIC SUPPORT TO SINGLE PARENTS

The Ana and Vlade Divac Foundation helps single parent families develop in better social conditions and provide their children a serene childhood. Up to now we supported more than **25 families** through building houses, awarding economic grants and providing psychological support.

During 2014, we supported **10 families** through the allocation of one-off monthly assistance and providing psychosocial support. All the families that came out of the program received economic grants for starting up and developing agricultural and service activities. This program is supported by individual donors.



# More than 25 single parent families

received assistance through construction of houses, allocation of economic grants and providing psychological support.



## 2.4

### STRENGTHENING HUMAN RIGHTS AND ECONOMIC EMPOWERMENT OF SINGLE MOTHERS IN SERBIA

A number of success stories, but also the desire to further assist and strengthen these families, have prompted us to launch the project named "Strengthening Human Rights and Economic Empowerment of Single Mothers in Serbia". The project aims to improve the quality of life of single mothers in Serbia and encourage their active participation in society, to contribute to strengthening of institutional support and economic empowerment of single mothers and their families. The project includes five Serbian cities: Novi Sad, Belgrade, Kragujevac, Leskovac and Vranje.

A publication - **"Protection of Single Parents in the Republic of Serbia: Analysis of the Legal Framework and Recommendations"** - developed within the project represents the baseline for further steps of the State and other stakeholders in achieving their strategic goals in the area of social protection. Through a series of activities aimed at local and national-level advocacy for single parents to improve their situation I, the project aims to influence the improvement of the existing legislation in this area, contribute to the improvement of support services at the local level, and to make programs for economic empowerment more accessible.



On the other hand, ten single mothers from five project cities were awarded grants in the amount of **1.000 euros** to start up and/or expand their own business. Families received mentoring by a business consultant that helped them develop their business ideas. Numerous small local businesses and services were successfully started and they will, in the long run, improve the quality of life for families we supported.

The project is implemented in partnership with the **"Jelek" Association**, with the financial support of the **European Delegation of the European Union in the Republic of Serbia**, within "European Instrument for Democracy and Human Rights (EIDHR)" Program.



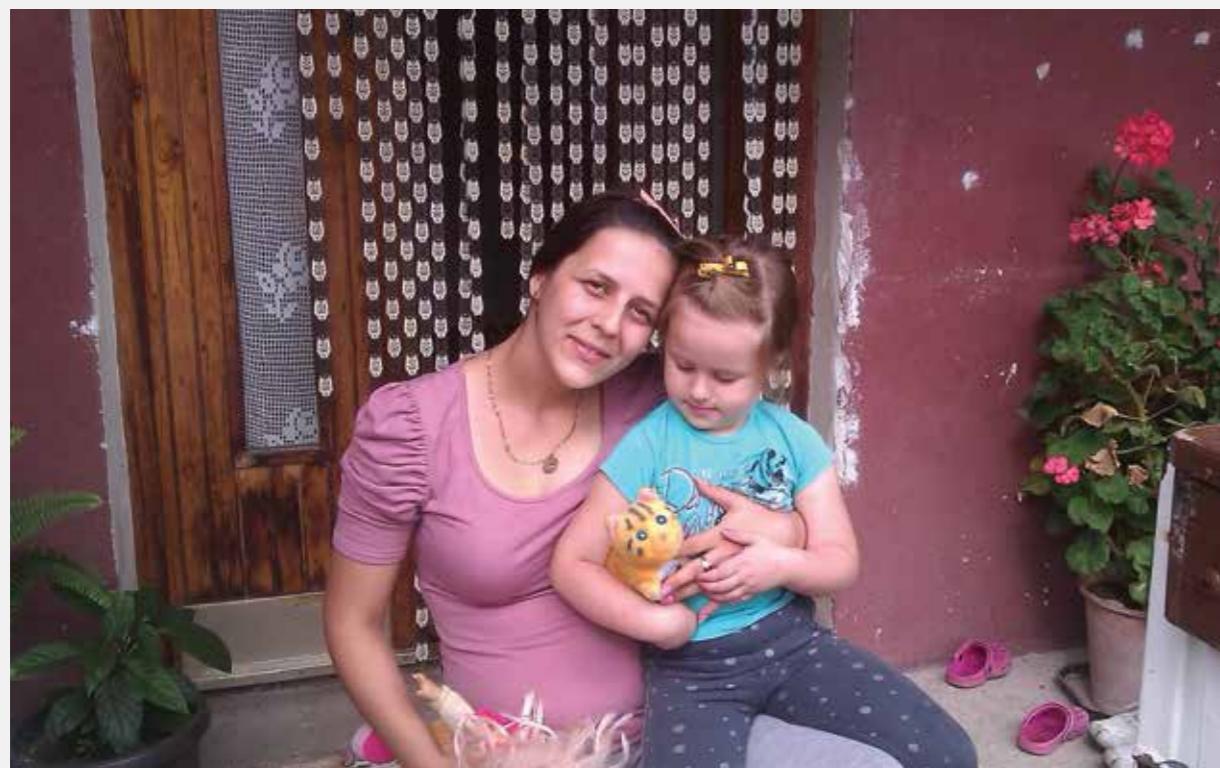
# 2.5

## BABIES ARE IN



For more than a decade Serbia has been facing a drastic reduction of its population. From a total of 165 municipalities in Serbia, a negative birth rate is found in as many as 158 of them. The most difficult situation is in the traditionally poor south of the country, which during the past years is leading on this negative scale.

The objective of the "Babies are in" project is to contribute to the fight against the low birth rate and decades-long reduction of newly born children in Serbia. The municipality Vladičin Han is the first municipality where this project is being implemented and has been chosen based on its high negative birth rate. ▶



A strong media campaign and round tables were organized on the topic of birth-rate during 2013 and 2014 which were intended to highlight the importance of cooperation at the local level and the possibilities of local governments, business sector and institutions to participate in solving this problem. In 2014, a public call was published and **24 families** that got their second and / or third child in the second half of 2014 were selected. Those families were receiving **5,700.00 dinars** per month for a period of **24 months** and the help from a nurse who visits families and provides them with the necessary advice and assistance related to the training and care of children. The importance of this project is reflected in cooperation with the municipality of Vladičin Han, which monitors the needs of its community and actively participates in projects aimed at improving socio-economic status of its inhabitants. The long term goal is to continue with "Babies are in" Project and include other municipalities in Serbia in its implementation.

**The Ana and Vlade Divac Foundation is implementing this project with the financial aid of donors, Vladimir Ivanović from USA and the municipality of Vladičin Han.**



## 2.6

### SUPPORT TO THE DEVELOPMENT OF AGRICULTURAL PRODUCTION

The objective of the project is to directly support the creation of an enabling environment for self-employment, through grants and mentoring provided to farmers to support agricultural entrepreneurship. The project contributes to a balanced territorial development of the rural economies and communities and job creation. ▶

The Ana and Vlade Divac Foundation implemented this project with the financial assistance from the Embassy of Canada in the Republic of Serbia, donor Anka Erne from USA and in cooperation with the municipality of Vladičin Han.



The project aims to empower the rural families and to enable the economic empowerment through the allocation of cattle herds and agricultural equipment, which would enable the survival of these families in the countryside and secure their future. A total of 20 economic aid packages were allocated through the project for enhancing agricultural production. The total value of the project is 41.503 dollars.



The total value of the agricultural production development project

**41.503 \$**



# 2.7

## BIG HEART



During the five years of the joint project between Eurobank and the Ana and Vlade Divac Foundation, more than 8.000 kids throughout Serbia got a place for a pleasant growing up. Thanks to more than 22.000 users of the "Big Heart" MasterCard card, from the beginning of the project it was collected more than 400.000 euros, which enabled the reconstruction of playgrounds in 24 kindergartens and in one elementary school, while each of the reconstructed kindergartens received 250 books.

During the previous years, the "**Big Heart**" project received a few awards, for the important contribution to the development of corporate social responsibility in Serbia, among others "**Virtus**" and "**My Choice**" awards.



During 2014 the following has been done:

2,000 children's books were donated to the National Library of Serbia aiming to increase the book stock of libraries across Serbia with selected editions for children. City libraries in 20 cities: Leskovac, Pirot, Vranje, Bujanovac, Prokuplje, Kuršumlija, Priboj, Nova Varoš, Prijepolje, Čajetina, Lapovo, Despotovac, Ćićevac, Topola, Bela Crkva, Irig, Indija, Kanjiža, Šid and Kovin, received 100 children's books each.

The ground floor of the flooded "Ub" preschool building in Ub was completely repaired together with all the damages caused by the floods. The processes of repairing the flooded ground floor started at the beginning of July and by the end of August the kindergarten was ready for 550 kids. In addition to repairs, "Ub" Preschool also received new furniture and equipment, as well as a new children's playground, so that the children can have a safe and comfortable stay.



A new playground was set up in "Lastavica"- a kindergarten within "Naša Radost" preschool in Subotica.



A new playground was set up in "Čigra"- a kindergarten within "Radosno detinjstvo" preschool from Petrovaradin, Novi Sad.



A new playground was set up in "Miloje Pavlović" ES for education of children with special needs in Belgrade.

# 2014

## 400.000

euros was collected thanks to the donations from more than 22.000 master card users during the 5 years of the project.

## 8.000

kids throughout serbia got a place for a pleasant growing up during the 5 years of the project.

## 2.000

children's books were donated to the national library of serbia aiming to increase the book stock in libraries across Serbia.

## 20

libraries and municipalities across serbia received 100 children's books.

## 100

each one of the city libraries received 100 children's books.

## 3

kindergartens got new playgrounds.

## 1

school got new playground.

## 250

each renovated kindergarten and one school received 250 books.

## 1

kindergarten damaged in floods was renovated and equipped.



# 2.8

ONE IN A MILLION

Based on the criteria defined in cooperation with the Ministry of Education, Science and Technological Development of the Republic of Serbia, a list of **14 priority schools for renovation** was formed. Some schools needed both exterior and interior works in order for the children to have adequate and, first of all, safe place to stay in be educated in; some places needed renovation of the schoolyards. Other schools needed a functional gym for P.E. and some lacked specialized classrooms for chemistry, physics and other subjects. ▶

During 2013 the Ana and Vlade Divac Foundation initiated "One in a million" – a national campaign for every child in Serbia to get the opportunity to have a quality education and develop its potentials. All the funds collected in the campaign were invested in improving the conditions of school facilities through procuring equipment and reconstruction of elementary schools across Serbia.



## 65.000 \$

worth of the project for renovating and equipping 6 schools in Serbia.

## 2.500 pupils

received modern setting for education and attending class.

## Partners

individuals and corporate donors, the Ministry of Education, Science and Technological Development of the Republic of Serbia and Radio Television of Serbia.

In the first half of 2014, 6 elementary schools in Serbia were renovated and equipped within the project:

- **"Despot Stefan Lazarević" ES** in Babušnica, after the review of the Commission, received the highest number of points out of all 269 schools that applied on the territory of the Republic of Serbia. This is the second school that, thanks to the donations from more than 20.000 people who joined the campaign, was renovated and received money to purchase the necessary education tools and school furniture. 563 pupils attending the schools in Babušnica finished the school year in new classrooms, renovated school yard and gyms.
- **"Dušan Dugalić" ESS**, Vračar, Belgrade. This school specialized for education of children with disabilities and today it is attended by 98 students. Within the project, façade works were provided, an interactive floor was embedded, classrooms were whitewashed, locks were replaced and classrooms for physical activity were set up. The funds for the reconstruction of this school were provided thanks to the support of the citizens of Belgrade who participated in a joint project of the "Ana and Vlade Divac" Foundation and "Infostan" Public Utility Company implemented in February 2014 with the aim of enabling reconstruction and equipping of elementary schools in Belgrade. The project was implemented with the support of the City of Belgrade.
- **"Đorđe Krstić" ES**. This school is set in the part of Belgrade called Žarkovo, it is the second school that was renovated within the joint project of the Foundation and Infostan PUC in February 2014. 1300 pupils attend the school and within the project the school gym was whitewashed and equipped with modern apparatus and props.
- **"Božidar Miljković" ES**, Gornji Prisjan, municipality of Vlasotince. At the Easter Auction of Serbian wine, held in mid-April of 2014 in Belgrade, organized by the "Ana and Vlade Divac" Foundation and the Center for Wine Culture, under the auspices of the City of Belgrade and with the support of the Association of Fine Artists of Serbia ULUS and many partners, friends and prominent individuals, funds were raised to rebuild four schools, "Božidar Miljkovic" ES in the village of Gornji Prisjan in Vlasotince. 25 pupils of this small school in the south of Serbia finished the school year in the classrooms with new furniture, blackboards and computers, and the teachers in the staff room with a refurbished floor.
- **"Božo Tomic" ES**, Prijedor, Čačak. This school is attended by 180 pupils and it needed furniture for classrooms, that is, desks and chairs. Thanks to the donation of JUH1 elementary school from Zurich in Switzerland, attended by Serbians as well, pupils of the school in Čačak received new desks and chairs in March.
- **"1 November" ES**, Čačak. Within "One in a Million" Project the Ana and Vlade Divac Foundation supported the reconstruction of "1 November" EHS from Čačak attended by children with disabilities. Thanks to "A Cookie of Happiness" humanitarian instance, that was implemented in cooperation with Candy Universe, a Montesori cabinet was procured that will enable children to meet their needs for order, orientation, research, accuracy and precision, communication and self-perfection, and the didactic material of this special cabinet will help them to take care of themselves, their environment but also of other people.

# 3

## DEVELOPMENT OF PHILANTHROPY

During 2014, the Ana and Vlade Divac Foundation devotedly worked on the development of philanthropy, both in Serbia, and the Diaspora. Activities were focused on developing a model for including companies, individuals and organizations with the objective to improve the culture of giving, as well as the commitment to transparency in philanthropy. As a result of these efforts, over the past year the Foundation was supported by 100 companies, 50,000 individuals, 10 international organizations, as well as a large number of associations and groups of citizens in the country and by the Diaspora, media companies and others.



During the past year, solidarity and compassion among people was particularly emphasized due to the big tragedy that happened in Serbia and the region in May 2014. The floods united and motivated many people to get involved and help the victims in various ways. The Foundation was at its full capacity in service to support the victims and channel aid that was arriving. Together with partners across the country and abroad, we organized auctions, donor dinners and events, sold products, did online campaigns and other projects that have helped many people to get involved and contribute. The Foundation directed all the received aid towards the repair of houses, renovation of elementary schools and kindergartens, new furniture, restoration of livestock, purchase of agricultural machinery, restoration of agricultural production and other. All that has helped minimize the damage that occurred, both in Serbia and in Bosnia and Herzegovina.

In addition to repairing the damages from the floods, last year the Foundation, invested significant efforts in developing philanthropy among young people in the local community. Our work with young people was always focused on raising awareness about the importance of activism in the local community, in every neighbourhood, village and school. We have included a large number of young people in our programs throughout Serbia, taught them how to fend for themselves in the different conditions in which they live, how to engage their school, parents, local companies, teachers, whole villages in the effort to create conditions for a better life. With the support of numerous donors, in 2015, we will continue to develop projects that will inspire young people throughout Serbia (especially the young people from rural areas) to be active.

When it comes to the development of transparency and accountability of all stakeholders in the field of philanthropy, the Foundation and other members of the Serbian Philanthropy Forum (which brings together foundations, organizations and companies interested in the development of charity in Serbia), worked on raising awareness of the importance of this topic. Special emphasis was placed on cooperation with the media, regular reporting on the work of the Foundation, and the results of the projects and communication with donors and partners. We believe that openness and transparency is one of the most important principles of our work, which will continue to be the basis for confidence, both of donors and our beneficiaries. In 2015, the Foundation will also continue to develop a network of partners, associates and donors, in order to jointly create the conditions for a better life for all.



# 4

## SUPPORT TO SOCIAL ENTREPRENEURSHIP

### 4.1.

#### THE IDEA FOR A BETTER TOMORROW

The "Idea for a Better Tomorrow" aims at contributing to the development of social entrepreneurship and existing businesses, as well as finding ideas for products and services that can best contribute to the improvement of the image of Serbia in the region and abroad. The project is the second edition of the public call for "Idea for a Better Tomorrow" for awarding a total of **45.000 euros** in grants. Social enterprises, companies that make profit for achieving a social goal, small cooperatives, civil society organizations, limited liability companies, craftwork workshops and others could participate in the public call. The public call "Idea for a Better Tomorrow" has been organized in several stages, and will for **10 months**. In the first stage, in the period from 27 of November to 30 of December 2014, **67 ideas** were submitted.



During 2015, in the second stage, **20 best ideas** will be selected for the final selection for grants ranging from **5,000 to 10,000 euros**. After preparation and evaluation of business plans, the technical Commission will choose the best, based on innovativeness of the proposed ideas and sustainability of the project.

The "Idea for a Better Tomorrow" Project is financed by the UniCredit Foundation and UniCredit Bank and implemented in cooperation with Smart kolektiv organization and Turistic Organization of Serbia.



### 4.2.

#### SOCIAL ENTERPRISE DIVAC HOD

The concept and practice of corporate social responsibility was adopted as one of the basic principles of business conduct in an increasing number of companies, enterprises and organizations in Serbia.

One of the objectives of Divac HOD Social Enterprise is the promotion of social accountability and social enterprise. Famous and popular people have always supported this objective, by decorating HODI products with their autographs.

After the first successful series of HODI non-ambulatory sneakers signed by Vlade Divac in 2014, the redesigned collection arrived. Divac HOD Social

Enterprise is particularly proud of the fact that our most successful and most popular athlete **Ivana Španović**, has become the promoter of the WALK Brand. With her commitment, human qualities and hard work that brings results, she is, with good reason, a role model for children and young people. Therefore, the emergence of non-ambulatory sneakers with Ivana Španović's signature, where all profits from the sales are intended for projects of the Ana and Vlade Divac Foundation, is a great opportunity to promote philanthropy.

Besides the signed non-ambulatory sneakers, new bibs with popular funny quotes also arrived.

The presence of all HODI products is expanding, and from 2014 onwards they can be found in over **30 stores** "DM – drogerie markt". Now the products of Divac HOD Social Enterprise are available in over **80 stores** in **18 cities** across Serbia.

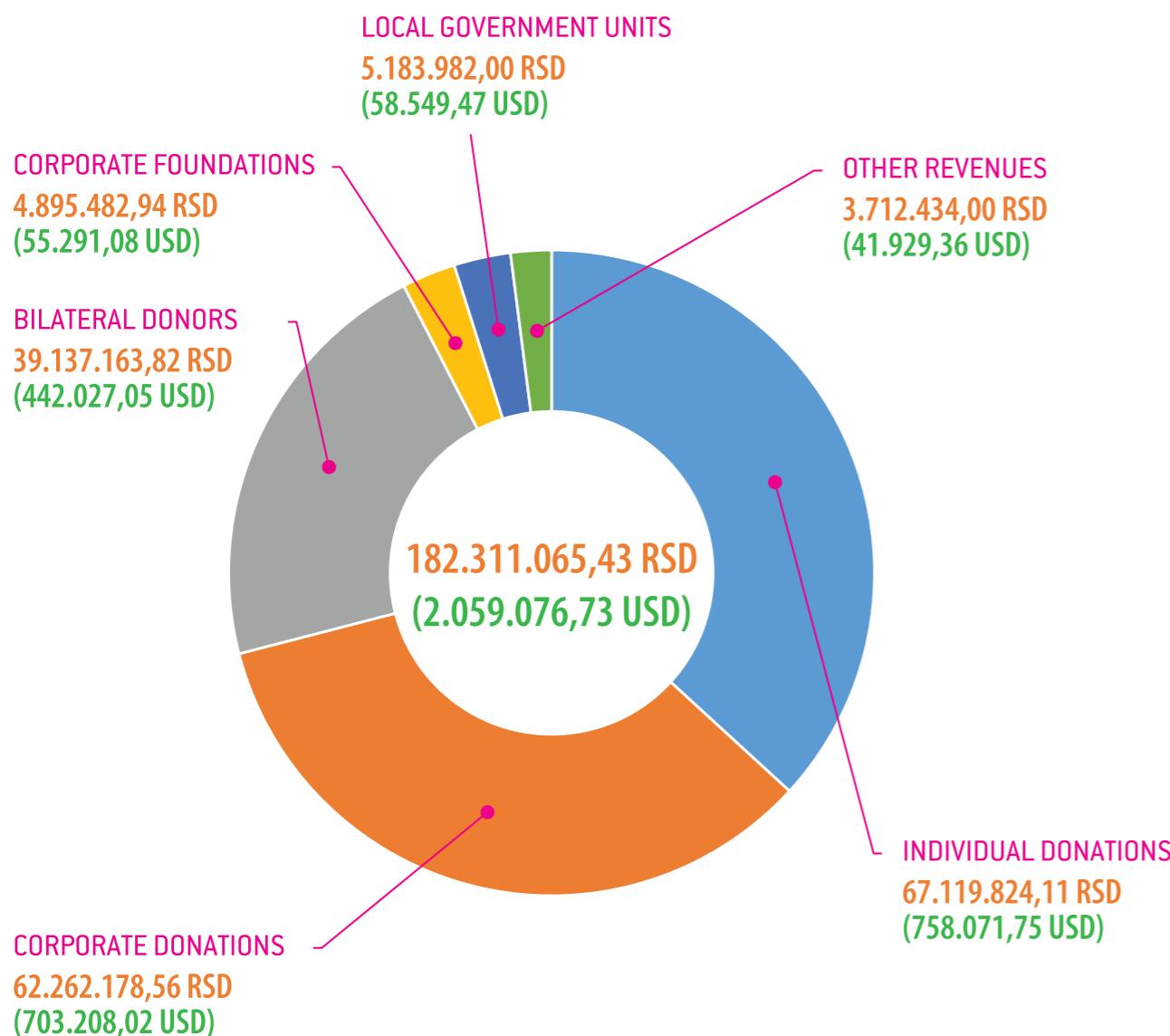


# FINANCIAL REPORT

## PROJECTS, DONORS, FUNDS

REVENUES TOTAL

**182.311.065,43 RSD (2.059.076,73USD)**



## EXPENDITURES

### I DIRECT PROGRAM EXPENDITURES

	RSD	USD
<b>1. SUPPORT TO REFUGEES AND DISPLACED PERSONS AND EMERGENCY RELIEF</b>		
1.1 YOU CAN TOO CAMPAIGN - support to refugees and IDPs	26.377.585,99	297.916,49
1.2 Emergency Relief		
1.2.1 Reconstruction of Kindergartens, Schools and Sports Courts Damaged by Floods*	33.735.062,83	381.014,08
1.2.2 Reconstruction of Family Houses Damaged by Floods	34.506.966,54	389.732,20
1.2.3 Support for Restarting Agricultural Production and Small Businesses**	6.265.890,14	70.768,87

### 2. CREATING A BETTER AND HEALTHIER ENVIRONMENT FOR THE DEVELOPMENT OF CHILDREN AND YOUTH

2.1 Divac Youth Funds	18.916.783,95	213.651,92
2.2 Socio Economic Support for Single Parents	4.707.038,20	53.162,72
2.3 Babies are IN	342.199,00	3.864,90
2.4 Support to the Development of Agricultural Production	4.732.703,59	53.452,60
2.5 "Big Heart" Project - reconstruction of children playgrounds	5.937.367,55	67.058,44
2.6 "One in a Million" Project - reconstruction of elementary schools	5.751.162,26	64.955,38

### 3. DEVELOPMENT OF PHILANTHROPY

4. SUPPORT TO SOCIAL ENTREPRENEURSHIP	4.681.101,80	52.869,79
4.1 "Idea for a Better Tomorrow" Project	598.164,42	6.755,85

### TOTAL PROGRAM EXPENDITURES

**146.552.026,27** **1.655.203,24**

### II. OPERATING COSTS

SALARIES, TAXES AND CONTRIBUTIONS	4.094.003,52	46.238,92
OTHER TAXES AND CONTRIBUTIONS	501.401,00	5.662,98
OFFICE SUPPLIES AND EQUIPMENT	304.234,00	3.436,11
TRAININGS AND CONFERENCES	2.195.758,66	24.799,57
OTHER ADMIN COSTS (rent, utilities, communications, accounting, services, etc.)	2.065.275,21	23.325,85

### TOTAL OPERATING COSTS

**9.160.672,39** **103.463,43**

### TOTAL 2014 EXPENDITURES

**155.712.698,66** **1.758.666,67**

1 usd = 88.5402 rsd [exchange rate of the NBS for 2014]

1 eur = 117.2478 rsd [exchange rate of the NBS for 2014]

\* The Foundation implemented the project, and the donor - PAH [Polish Humanitarian Agency] - paid 72.600 USD directly to the contractor

\*\* The Foundation implemented the project, and the donor - ASB - paid 356.400 USD directly to the supplier



## OUR TEAM

### Ana Koeshall

Director

### Aleksandra Kecojević

Program manager

### Kemal Gagić

Financial manager

### Rozica Milosavljević Marić

Office manager

### Anica Divac

Communications manager/Coordinator  
of the "One in a Million" project

### Maja Vranić Mitrić

Coordinator for individual philanthropy

### Uroš Delić

Coordinator for corporative philanthropy

### Ivona Gvozdenović

Coordinator of the project for single parents

### Jelena Rakić

Coordinator for youth projects

### Željko Mitkovski

Web and organizational Coordinator

### Marija Tomic

Coordinator for flood relief projects

### Katarina Kukolj

Finance assistant

### Alex Dimitijević

Humanitarian Organization Divac (HOD), USA

### Miroslav Luburić

Commercial manager  
Social enterprise Divac HOD

### Ivana Nikolić

Sales manager  
Social enterprise Divac HOD

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