

FOUNDATION ANA AND VLADE

**DIVAC**



**ANNUAL REPORT 2012**

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## ABOUT THE ANA AND VLADE DIVAC FOUNDATION

The “Ana and Vlade Divac” Foundation was founded in Serbia in 2007 by Vlade Divac and his wife Anna, after 15 years of humanitarian work in the United States.

### Mission

*Mission* - The Foundation’s mission is to contribute to the development of an equal, tolerant and unified society in Serbia. The Foundation is dedicated to the care and economic empowerment of refugees and displaced persons and to improve the status of children and young people by facilitating conditions for healthy growth and development. The Foundation seeks to foster community spirit and solidarity in society through philanthropy.

### Vision

*Vision* - The Foundation’s vision is a Serbian society where people take responsibility and understand the power of unity in solving personal and social problems on a social, economic, educational and spiritual level.

### Values

*Values* – The Foundation is dedicated to: solidarity, tolerance, responsibility, activism, openness to cooperation, flexibility and respect for diversity.



## YEAR OF DEVELOPMENT

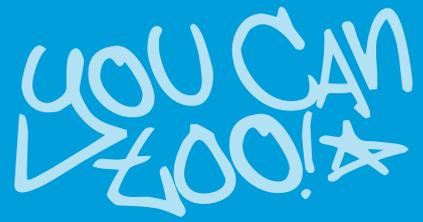
The “Ana and Vlade Divac” Foundation activities in 2012 were intense and varied. We continued with the realization of what we had begun in recent years, but these activities have further developed and expanded. We have maintained the four main fields of activity of the Foundation’s program - improving the conditions for raising children and young people, support to refugees and displaced persons, the promotion and development of philanthropy and charitable giving and development of social entrepreneurship. In all these segments, we have made significant progress and have initiated new projects. Since last year, we have been helping single-parent families, have announced youth competitions, and supported the construction of social housing through the “Let’s All Help” campaign...

However, the main reason we have celebrated the past year has been our vision for the development of future investment

strategies. In 2012 the Foundation has been joined by a few young, professional and ambitious people, who have energized us in moving forward with even greater enthusiasm. We have joined the European Fundraising Association (EFA), our employees have participated in seminars where they acquired new knowledge and skills and shared their experiences with colleagues from all over Europe. We can duly say that 2012 has been a year of development and investment in the future for the “Ana and Vlade Divac” Foundation.

As every year, our special thanks go out to all those who have supported our cause - donors, partners, media and all the citizens who were involved in different ways in the activities we initiated. All of them have made an invaluable contribution to our joint mission: to aid in the development of a more equal, tolerant and cooperative society in Serbia.

# SUPPORT TO REFUGEES AND INTERNALLY DISPLACED PERSONS



**Since its launch in 2008 until the end of 2012, the “You Can Too” campaign has provided housing, social and economic integration to 491 families of refugees and displaced persons.**

The goal of the “You Can Too” campaign is to provide permanent housing solutions for refugees and internally displaced persons in collective centers by supporting the process of closing down collective centers in Serbia through permanent housing programs, economic empowerment and psychological support to refugees and displaced persons.

The Foundation has developed various campaign components aimed at meeting the individual needs of each family. Refugees and displaced persons living in collective centers are a category of people lacking the basic means to live a normal life. They fear, with reason, that after moving into their new homes they will not be able to financially provide for their families. Therefore, in addition to providing them with housing, it is also necessary to ensure the economic independence of all families by providing working-age individuals with support to start or develop income-generating activities through specially prepared professional, business training and vocational guidance programs.

Keeping in mind the variety of abilities and skill levels of the refugees and displaced persons, the “You Can Too” campaign is based on an individual approach to families which allows for the realization of different projects which provide a variety of solutions. The following projects were implemented in 2012:

- 1) The “Donation of Village Houses Project”, through which rural farm houses are purchased and donated, has proven to be a successful project in terms of facilitating the process of integration as rural households are considered to be the most viable form of assistance because people are investing their efforts in economic sustainability and in building a community along with their neighbors.
- 2) The “Social Housing in a Protected Environment” project which helps the beneficiaries access housing in buildings that are owned by the Centers for Social Welfare, which actively support the tenants and help them to engage in everyday activities with their social workers and the host family that lives in the same building with them.
- 3) The “Rural and Agricultural Integration in a Supportive Environment” (RAISE) project aims to facilitate full economic and social integration through the development of income-generating activities.

Since 2008, the “You Can Too” campaign is being implemented in cooperation with the UN High Commissioner for Refugees (UNHCR) and the Commissioner for Refugees of the Republic of Serbia. The “Ana and Vlade Divac” Foundation is offering full support to Serbian state agencies in the gradual closing of collective centers by providing permanent housing solutions for refugees and internally displaced persons.

YOU CAN TOO

## Donation of Village Houses



In 2012, 41 refugee and internally displaced families, who were living in collective centers in Serbia, permanently resolved their housing problems through the village house donation project under the “You Can Too” campaign. The houses that were purchased and donated in 2012 are located in 20 municipalities throughout Serbia.

The donation of village houses project which involves the purchase and renovation of village houses for refugees and displaced persons living in collective centers is implemented in cooperation with the UNHCR, the Commissioner for Refugees of the Republic of Serbia and the NGO Vision. The criteria for the selection of beneficiaries are in compliance with all state institutions and non-governmental organizations at the national level. All beneficiary families have been approved by the Committee for their inclusion in the project.

Donations for the purchase of the house are up to 860,000 dinars, and donations for the renovation and furnishing of the house are up to 110,000 dinars. All the families have become owners of the donated village houses with the condition that the property may not be sold for a period of five years.

### **Village Houses Awarded in 2012**

**Jagodina - 5 families**

**Negotin - 4 families**

**Bujanovac - 4 families**

**Kragujevac - 3 families**

**Vranje - 3 families**

**Grocka - 2 families**

**Vlasotince - 2 families**

**Kraljevo - 2 families**

**Smederevska Palanka - 2 families**

**Žitorađa - 2 families**

**Bačko Selo - 2 families**

**Smederevo - 2 families**

**Batočina - 1 family**

**Čačak - 1 family**

**Bečej - 1 family**

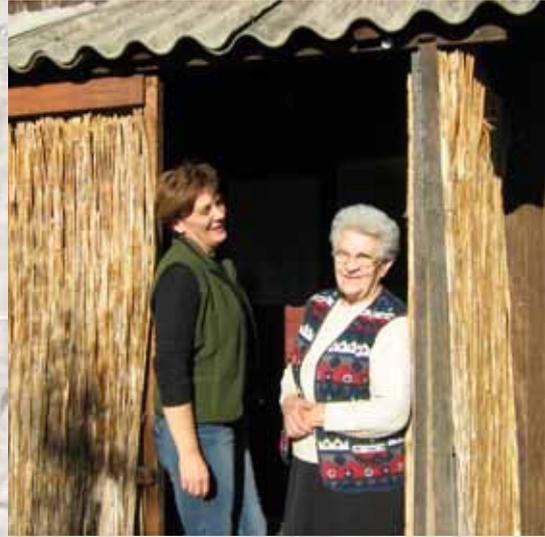
**Paraćin - 1 family**

**Leskovac - 1 family**

**Dimitrovgrad - 1 family**

**Užice - 1 family**

**Zaječar - 1 family**



# Social Housing in Supported Environment



On April 2012, the first building for “Social Housing in a Supported Environment” was opened in Belgrade in the Veliki Mokri Lug section of the municipality of Zvezdara. The new residential building is now home to 20 families (11 refugees and 9 internally displaced) from various collective centers on the territory of the City of Belgrade.

A total of 13,676 individuals got involved in the “Let’s All Help!” campaign through SMS messaging.

The Social Housing in Supported Environment project is being implemented on the territory of the City of Belgrade in cooperation with the UNHCR, the Commissioner for Refugees and Displaced Persons and the City of Belgrade, which provided the land with complete infrastructure for the construction of four buildings.

In March 2012, the “Let’s All Help!” campaign was initiated in collaboration with Radio Television of Serbia (RTS), with the goal of raising funds for the completion of the Social Housing in Supported Environment complex. One building was inhabited in 2012, two more buildings are under construction, and the “Let’s All Help!” campaign is currently raising funds for the fourth building.

Over 25,000 people from around the world were involved in the 2012 campaign, which involved support from the Serbian Orthodox Church, many media organizations, Diaspora associations, the Belgrade Fair, the Yugoslav Drama Theater and the Belgrade Drama Theater, restaurants and many others. The contributions of the Diaspora, especially from Australia, New Zealand, USA, Canada and Russia, contributed significantly to the campaign which is the result of the Foundation’s continuous efforts to encourage our emigrants towards aiding in the resolution of social problems in Serbia. A benefit concert was organized in Moscow, while a number of charities and events were organized in Australia and New Zealand.

During 2012 “Let’s All Help! Campaign raised over 35,000,000 dinars (411,000 dollars).



**DIVAC**  
**DASVI POMOGNEMO!**  
Pošaljite SMS na **2112**  
**Da zajedno izgradimo dom**  
za najugroženije izbegle i raseljene porodice!  
Broj je jedinstven za sve operatore mobilne telefonije. Cena poruke je 100 dinara  
vip telenor mt:s



During his stay in Serbia, His Grace Bishop Irinej of the Diocese of Australia and New Zealand, who hosted a donor meeting for Australia and New Zealand, visited the newly constructed social housing in a supported environment building in Veliki Mokri Lug.



The single largest donation of the “Let’s All Help!” Campaign was received from Ms. Rebecca MacDonald, a Canadian of Serbian origin, who presented the Foundation with a check for 100,000 Canadian dollars.



## Rural and Agricultural Integration in a Supportive Environment - RAISE

**Thanks to the RAISE project, 140 families have successfully launched and developed their businesses so far.**



The RAISE project, which consists of support for the economic and social integration of refugees and displaced families whose housing issues were resolved through the purchase of village houses, was successfully implemented in 2012. This project provides assistance to families to start their own business through professional training programs and awarding grants in the amount of 2,500 dollars. The project is implemented in cooperation with the Novi Sad Humanitarian Center (NSHC), UniCredit Bank and the NGO Vision, while funding for its implementation was provided by the UniCredit Foundation. The RAISE project, which was conducted in two phases (RAISE 1 and 2), lasted from January 15, 2009, until January 15, 2013.

The success of this comprehensive approach to addressing the housing issues of refugees and internally displaced persons living in collective centers, was demonstrated by the fact that 90 percent of families that entered the RAISE project consider themselves to be financially independent and successfully integrated into their new environment.







One of the most important areas of activity of the Foundation in 2012 were those related to improving the conditions for the development of children and youth. The goal of the Foundation is to create a better and healthier environment for the development of children and youth, through financial assistance to vulnerable families and educational institutions, promoting positive values among youth and improving the lives of young people in different areas (security, health, education, culture, employment and activism).

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



# Shared Values of Serbia's Youth – Really Important

The “Shared Values of Serbia's Youth” project has continued intensively in 2012. The main objective of this project, implemented in partnership with the Serbian Youth Umbrella Organization, is to improve the status of young people in Serbia. The project is supported by USAID through the “Civil Society Advocacy Initiative” (CSAI) and administered by the Institute for Sustainable Communities (ISC).

The project has been implemented through two approaches:

1. The “Really Important” media campaign, in partnership with more than 20 media outlets, launched a wider social action aimed at promoting positive values among young people and their environments. The campaign is based on the use of the internet and social networks aimed at young people. Over 200,000 young people have visited the [www.stvarnovazno.org](http://www.stvarnovazno.org) site and left their comments on the values that are really important to them as well as taking part in organized events and activities. Along with the daily newspaper Press, the Ministry of Education and Science, UNICEF and other partners, a coalition was formed to fight peer bullying, and draw attention to important youth-related issues.

2. Creating a platform of actions and projects in an effort to improve the quality of life for young people in Serbia. The platform of action and projects was created in collaboration with 90 youth organizations, 7 Serbian ministries, 50 companies and 10 international organizations and some of the projects and initiatives have begun to move forward with implementation. In order to connect young people and all those who wish to support them in an easy and visible way, we have created an innovative web platform within [www.stvarnovazno.org](http://www.stvarnovazno.org). A total of 78,000 dollars in contributions and services, received from various companies involved in supporting this project was raised through the platform's initiatives.

Three “Divac Ideas Forum” (DIF) events were organized in an effort to present all the youth project initiatives. The second and third DIF events were both held in 2012.

The second DIF was held at the Belgrade Youth Center on May 18, 2012 as part of the “Shared Values of Serbia's Youth” where young people had the opportunity to present ideas and projects that address issues that are really important to them.

Over 250 young people participated in the development of the six projects that were presented during the forum, dealing with issues such as: education, employment, safety, health, culture and leisure, activism, volunteerism, information and mobility and environmental protection.

The third DIF was held on 23 November 2012, with the aim to present the achieved results thus far, as well as, initiated and implemented youth projects. The forum was attended by 180 young people and numerous representatives of donors, companies and ministries.

As part of the third DIF, three roundtable discussions were held that dealt with the following topics:

1. Recruitment and training of young people: Youth Entrepreneurship Challenge
2. Youth safety: How to Prevent Peer Bullying
3. Online activism: Youth Internet services.



## The Youth Competition Web Platform

In September 2012 the Foundation introduced a web platform for youth and youth organization competitions. Young people were able to submit their “Really Important Idea” and “Really Important Change” competition projects on the [www.stvarnovazno.org](http://www.stvarnovazno.org) site which received more than 200 project proposals. We supported 30 youth initiatives from formal and informal groups of young people who, with our help, were able to collect over 700,000 dinars of additional funding for project implementation and turning their ideas into action. The “Really Important Idea” competition was carried out with financial assistance from the Institute for Sustainable Communities and USAID, and the “Really Important Change” competition was implemented with the financial support of the Balkan Trust for Democracy (BTD). In addition to these projects, we launched a project with the German Agency for International Cooperation (GIZ), for promoting entrepreneurship in high schools, in which 10 student companies received mentor support from entrepreneurs.



Within the “Shared Values of Serbia’s Youth” project the Foundation organized a lecture by Nick Vujicic, the world renowned motivational speaker, for the students of the University of Belgrade, at the Faculty of Law on 21 September 2012. The lecture was organized in collaboration with the University of Belgrade and the Promising Young Leaders Section (SAMPLE) and was attended by more than 8,000 people, live and via live streaming on the [www.stvarnovazno.org](http://www.stvarnovazno.org) site.

## Big Heart

The “Big Heart” project, which was initially launched by Eurobank EFG and the “Ana and Vlade Divac” Foundation in February 2010 under the auspices of the Ministry of Education of the Government of the Republic of Serbia, continued throughout 2012. The project aims to rebuild playgrounds in state kindergartens across Serbia. In May and June of 2012 the “Crvenkapa” kindergarten in Kragujevac and “Sunce” in Indjija got renovated playgrounds equipped with the latest equipment for play and socializing. During September and October kindergarten playgrounds were also renovated in the “Mladost” in Kraljevo and “Moje Dete” in Novi Pazar which is also used by children from the Regional Day Care Center for Children with Special Needs.



**During the three years of the project's implementation, 13 playgrounds in state kindergartens have been reconstructed and more than 8,000 children now have new and safe places to play.**

## Support for Vulnerable Families

In 2012, the Foundation started a new project for the support of single-parent families in Serbia. A large number of single parents, who have in recent years turned to the Foundation for support and assistance, were the motivation for creating this program, which began in November 2012.

Being a single parent in Serbia is often very difficult. Single parents are faced with serious problems and difficulties, such as failure to pay child support, unemployment, slow resolution of legal proceedings, extremely small amounts for child support, etc.

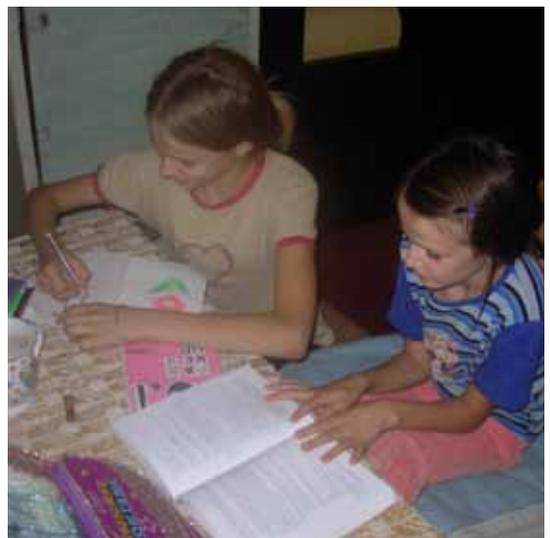
According to the Association of Single Mothers, there are 56,000 single parents registered in Serbia, but it is estimated number is over 75,000. The social security system has no records on the number of single parents in Serbia. A large number of these families live below the poverty line, and parents caring for children with disabilities are particularly vulnerable. Due to the necessity of providing constant care for their children, they are unable to work and provide the basic resources for support of their families.

The Foundation has launched a project that will provide financial assistance to families, and support in the process of their empowerment, with a focus on the needs and strengths of individual family members. In 2012, 5 single parent families were included in the project.

In order to secure funding for this program the Foundation launched a campaign on the GlobalGiving.org site, allowing people around the world to help improve the lives of single-parent families with three children in Serbia. Until the end of December 2012, 76 individuals donated over 5,000 dollars in just over one month.

Another action that was launched in the framework of this project was realized with the generous support of our well-known photographer Ivan Strahinić and Shopping Center "Ušće" in November and December 2012, from which all proceeds in amount of 1,300 dollars, from photograph sales were donated to one disadvantaged family.

In addition to these activities, the Foundation was contacted by individuals and families from all around the world, who decided to support the single-parent families on a monthly basis and greatly facilitate their financial position and contributing to improving the quality of life for their children.





## Youth Basketball Camps in Nova Gračanica, Chicago and Milwaukee

During June 2012, over 70 children participated in basketball camps organized by the Foundation, in Nova Gračanica, Chicago and Milwaukee. Boys and girls ages 8 to 17 years trained basketball together with Vlade Divac. The idea of the camp was to bring together as many children and provide them to through fun and games, learn not only about basketball, but about the values necessary for growing up. Also, during the donor luncheon held at St. Sava Cathedral in Milwaukee, the Foundation raised 13,500 dollars for the “Let’s All Help” campaign. The 2012 Divac Basketball Academy was supported by the Nova Gračanica Church, the Church of St. Sava, Swiss Airlines, the Consulate of the Republic of Serbia in Chicago and by the Circle of Serbian Sisters.

**Every year, Divac organizes basketball camps where kids learn basketball skills, teamwork and fair play. In recent years, such camps were organized in Sacramento, Los Angeles, and in some Asian cities, and the funds raised were used for projects aimed at improving the living conditions of local children and children world-wide.**



## ENCOURAGING THE DEVELOPMENT OF PHILANTHROPY

In the past twenty years the society in Serbia suffered a major crisis. The loss of values and the economic crisis, among other things, contributed to diminished solidarity among those who for, whatever reason need help and support. The goal of the Foundation is to contribute to the development of philanthropy in Serbia as a way of increasing solidarity and personal activism. Philanthropy in Serbia has a long and rich tradition but it is necessary to encourage and nurture its resources. In order to encourage companies or individuals to participate in fund raising initiatives during uncertain economic times, it is necessary that the Foundation's philanthropic activity channels and methods are precise, planned and above all transparent.

In 2012, the Foundation successfully continued its efforts of promotion and implementation of philanthropic initiatives, both in Serbia and abroad, primarily with members of the Diaspora. The importance of these efforts was recognized by the Charles Stewart Mott Foundation which has been supporting the "Ana and Vlade Divac" Foundation since 2011. This partnership will continue for years to come.

In addition, the Foundation is an active member of the Serbian Philanthropic Forum (SFF) since the founding of this organization 2010. The Foundation, as part of the SFF governing body, is responsible for the coordination of one of the four working groups – the working group for the development of new giving mechanisms which, together with its partners, last year made important contributions to the networking of companies and individuals in Serbia who wish to encourage and strengthen the development of philanthropy.

To increase the motivation for corporate and individual giving of citizens around the world, the Foundation has organized a series of activities such as:

- donor events and concerts in Australia, New Zealand, Chicago and Moscow,
- charitable theater performances and exhibitions in Belgrade,
- basketball camps in Nova Gračanica , Chicago and Milwaukee,
- charity race at the Belgrade Marathon,
- Christmas Tree Competition charity event at the «Hyatt» in Belgrade,
- integrating a wider business community in corporate social responsibility actions at the Belgrade Building Fair and Energy Fair and many others.

In addition, the Foundation has developed a series of mechanisms that enable citizens of Serbia and from around the world to support our activities and contribute to the improvement of people's lives. Some of these are donation boxes at the airport and shopping centers in Belgrade and Kragujevac, online donations, donations via Facebook, standing orders with banks, charity SMS number 2112 and many others.

As a result of these efforts, more than 500,000 people from Serbia and around the world are now involved in the Foundation's activities.

## Visit to Australia and New Zealand



The Foundation, along with members of the Serbian Diaspora in Australia and New Zealand has collected 161,100 Australian dollars in funding for internally displaced persons and refugees in Serbia. During their stay in Australia and New Zealand, from January 19 to February 6, 2012, Ana and Vlade Divac met with representatives of the Serbian Diaspora where they joined forces to collect funds for the construction of housing for families who are still living in collective centers in Serbia. The Foundation's host, Bishop Irinej (Dobrijević) of the Diocese of Australia and New Zealand, selflessly took it upon himself to organize donor meetings. The Embassy of the Republic of Serbia in Australia also supported the activities.



## The Foundation at the 25th Jubilee Marathon

The 25th Belgrade Marathon took place on Sunday, April 22, 2012, and the "Ana and Vlade Divac" Foundation, as longtime partner of the event, gave the traditional "Kurir Fun Run" a humanitarian character with the slogan of "Let's All Help". The event raised 400,000 dinars in funding from individual and corporate participants towards refugees and displaced families living in collective centers. Companies such as Nelt, Coca-Cola Hellenic, Vojvodjanska Bank, Erste Bank, as well as numerous individuals participated in the cause. The 400,000 dinars in funds raised went towards the construction of a building for Social Housing in a Protected Environment as part of the "Let's All Help" campaign.



# Charity Concert in Moscow

In late May 2012, a first-of-its-kind benefit concert was organized in Russia with all proceeds benefiting the activities of the “Ana and Vlade Divac” Foundation. The benefit concert, which was attended by several thousand people, was made possible through cooperation with representatives of the Serbian Diaspora in Moscow and the “Serbskoje Zemljačestvo” society.



# “Hit the Road” Charity Exhibition

The “Hit the Road” charity exhibition by photographer Ivan Strahinić, which was held at the Ušće Shopping Center during November and December 2012, raised 100,000 dinars in support of single parents.

# Traditional Fundraising Event in Chicago

In December 2012, the fourth traditional fundraising luncheon was held at the Topaz Café in Chicago (USA). The fundraising luncheon ceremony held on December 16, which was attended by many members of the Serbian business elite living in the U.S. as well as important Americans, raised 81,800 USD.

All funds raised during the luncheon were allocated for the “Let’s All Help” campaign.





## The Christmas Tree Competition at the Hyatt Hotel

In cooperation with the “Hyatt” Hotel, on 10 December 2012, the Christmas tree competition for the best decorated Christmas tree was organized. The theme was “The World of Sport”, in the spirit of the Olympics, an event that marked 2012.

Donations collected were in the amount of 12,000 dollars were allocated for the realization of the “Really Important” campaign, which is dedicated to promoting positive social values among young people and youth activism in Serbia.

Fourteen trees were entered in the competition, decorated by various companies that have supported the traditional New Year socially responsible action at the “Hyatt” Hotel.



## Donation Boxes at “Nikola Tesla” Airport and Shopping Centers

The successful cooperation between the Foundation and “Nikola Tesla” airport was continued in 2012. All visitors to the Belgrade airport throughout last year had the opportunity to make a voluntary financial contribution in specially marked donation boxes and take part in the “You Can Too” campaign. Cash donations made at “Nikola Tesla” airport in 2012 amounted to over 1,000,000 dinars. The funds collected went towards helping a displaced family.

In successful cooperation with the “Usće” Shopping Center, in 2012 two donation boxes were placed in the shopping center as part of the “Let’s All Help” campaign which collected 92,000 dinars. Donation boxes have also been placed in TC Plaza in Kragujevac.



# DEVELOPMENT OF SOCIAL ENTREPRENEURSHIP



## Idea for a Better Tomorrow

The project for the selection of the best business ideas under the title “Idea for a Better Tomorrow” is being implemented since September 2012 with support from UniCredit Bank and the UniCredit Foundation. This new project was established by the Foundation to assist in the development of social entrepreneurship of small and medium enterprises that employ marginalized and vulnerable groups and individuals, as well as for the development of existing businesses. In addition, the project is aimed at families and individuals who want to start or expand their own business.

The concept of the project is based on the competition to which businesses, families and individuals applied with innovative ideas for the development of products that can contribute to promoting a positive image of Serbia, both in the region and abroad. The total amount in grant funding is 72,000 dollars. Two grants in the amount of 19,000 dollars will be awarded to businesses, while families and individuals will receive four grants in the amount of 6,500 dollars each. UniCredit Bank employees will be involved in the selection process based on whose votes 7,700 dollars will be allocated towards the best business plans.

The contest was open till December 26, 2012, and the best ideas will be chosen in 2013.

**Osvetlimo zajedno vašu ideju!**  
Ideja za bolje sutra

## Social Enterprise Divac HOD

The Divac HOD Ltd. is a social enterprise whose entire profits go towards the funding of the “Ana and Vlade Divac” Foundation projects. In 2012, B92 Foundation and Divac HOD Ltd. continued their joint campaign – “Bag for All. Food for All”. Shopping bags made from recycled materials were sold at the Foundation booth within the “Ušće” Shopping Center, as well as in a network of retail chains such as IDEA, Mercator, Roda, Vulkan Bookstores, SuperVero and the Magic Pumpkin. In 2012, B92 Foundation received 3,000 dollars for shopping bags sold as part of the “Food for All” campaign. Excellent cooperation with other social enterprises continues - Bioleđa Soaps are sold at our booth in the “Ušće” Shopping Center, and cooperation was established with “Street Face” magazine and the Bizian Group.

For Valentine’s Day, a promotion by the name of “Lucky Bracelets” was held at the the “Ušće” Shopping Center, displaying modern jewelry made of natural rubber with a silver buckle and pendant.

In cooperation with the “Ušće” Shopping Center and Fashion Studio Click a benefit fashion show was organized as part of the First Ušće Fashion Night. The event was marked by famous families - Ana Divac with her daughter and nephews, Jelena Gajšek with her children, Tijana Dapčević with her son and Biljana Cincarević with her daughter, who took on the role of models and “walked” the creations of our social enterprises down the catwalk.

In October came the brand new children’s brand social enterprise “Walk – for Future Stars”, which enriched the assortment with new, interesting products: new bibs with interesting and witty slogans, infant sneakers signed by Vlade Divac and Savo Milošević, infant shoes, boots and satin sneakers.

The promotion of the social enterprise products was held during the New Year holidays in the “Kragujevac Plaza” Shopping Center, as well as in the “Sons & Daughters” store in TC Mercator and in two Corner Shop retail stores.





## Awards

The Foundation earned several awards for its work in 2012:

### **“2012 Woman of the Year”**

“The Men” and “The Best Shop” awarded the prizes at the “Grand Casino” on September 18 for “Woman of the Year 2012” for extraordinary women of Serbia who, in the opinion of the readers and the jury, have achieved success in both their private and business life. The award in the “Strong Women” category went to Snežana Divac, President of the “Ana and Vlade Divac” Foundation.

### **Gold Medal “My Choice”**

The “My Choice” award which is awarded for Corporate Social Responsibility within the “My Serbia” organization and the Belgrade Chamber of Commerce. The “My Choice” Gold Medal for the best socially responsible campaign, was awarded to the “Ana and Vlade Divac” Foundation for the “Let’s All Help” campaign.

### **“Hello Magazine Award for the Person of the Year 2012”**

The Hello Magazine Award for the Person of the Year 2012 in the area of humanitarian and charitable work was awarded to Ms. Ana Divac, President of the Foundation.

### **Honorary membership in the The International Fund for Partnership and Cooperation of the Black Sea and the Caspian Sea (BSCIF)**

Mr. Vlade Divac, founder of the Foundation, was awarded as an honorary member of the The International Fund for Partnership and Cooperation of the Black Sea and the Caspian Sea (BSCIF).





# FINANCIAL REPORT

## Projects, Donors, Funds

<b>REVENUES</b>	<b>IN RSD</b>
INDIVIDUALS DONATIONS	33.911.155,15
CORPORATE DONATIONS	3.018.427,14
INSTITUTE FOR SUSTAINABLE COMMUNITIES	7.352.422,25
GIZ	1.474.592,22
EUROBANK	11.233.395,57
UNICREDIT FOUNDATION	4.717.319,69
OTHER INCOME	109.462,03
INTEREST	3.470.352,40
Revenue TOTAL	65.287.126,45
<b>EXPENDETURES</b>	
<b>I.DIRECT PROGRAM EXPENDITURES</b>	<b>26.810.146,61</b>
YOU CAN TOO campaign	14.608.997,07
BIG HEART	4.792.725,64
IDEA FOR BETTER TOMORROW	1.057.244,63
Youth Project	4.225.421,72
DEVELOPMENT OF PHILANTHROPY	1.927.288,38
OTHER SMALL PROJECTS	198.469,17
<b>II.INDIRECT PROGRAM EXPENDITURES</b>	<b>6.985.416,75</b>
SALARIES,TAXES AND CONTRIBUTIONS FOR PROGRAM MANAGEMENT	6.846.495,33
OTHER PROGRAM EXPENDITURES	138.921,42
TOTAL PROGRAM EXPENDITURES	33.795.563,36
<b>III. OPERATING COSTS</b>	<b>6.813.713,90</b>
SALARIES,TAXES AND CONTRIBUTIONS	6.067.168,71
OTHER TAXES AND FEES	71.979,75
TRAVEL EXPENSES	181.385,00
OTHER ADMIN COSTS (RENT,UTILITIES,COMMUNICATIONS,BOOKKEEPING...)	493.180,44
TOTAL EXPENDITURES 2012	40.609.277,26

1 usd = 86 rsd (exchange rate on 31.12.2012)  
1 USD= 0,7578 EUR (exchange rate on 31.12.2012)

# DONORS AND PARTNERS 2012

12 Points doo	Extreeme doo	Prva TV
ABB doo	Flow doo	PUC Infostan
Akva Butik doo	Graficroom doo	Radio 3
Alma Quattro	Gross	Radio Naxi
Alstom doo	HD Win doo	Ramipa
B92	Human Synergetics	Represent Communications
B92 Fund	Humanitarian Center Novi Sad (NSHC)	RTS
Balkan Community Initiatives Fund (BCIF)	Hyatt Regency Beograd	Saint-Gobain doo
Balkan Trust for Democracy (BTD)	I.C.P.S. doo	SC Usce
Belgrade Fair	IDEA	Scout Association of Serbia
Belgrade Marathon	Institute for Sustainable Communities (ISC)	Serbian Association of Managers
Belgrade University	Interactive	Serbian Orthodox Church, Diocese of the North and South America
Binemikom doo	International Organization for Migrations (IOM)	Serbian Orthodox Church, Metropolitanate of Australia and New Zealand
Bioldea Soaps	IQ Company	Sitari doo
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Color Media	Mercator S	Telenor doo
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Dubes doo	New Free Look LS	Vizija
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Educational Center	Nikola Tesla Airport	Vulkan Book store
Erste Bank	Novolux doo	Young Researchers of Serbia
Eunet doo	OMV Serbia	Youth of Jazas
Eurobank a.d. Beograd	Organization of Creative Gathering	Yuglob doo
Executive Group doo	PC TENT	Yugoslav Drama Theater Beograd
Expert PT	Propaganda Film I Video	

During the 2012, the Ana and Vlade Divac Foundation was supported by more than 30,000 individual donors from Serbia and all over the world. We would like to express our gratitude to all of them for given support and trust. We owe a special gratitude to Mr. Duke Petrovich for a long term partnership and commitment to Foundations goals as well as to Ms. Rebecca MacDonald for trust and exceptional contribution to Lets All Help campaign.



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