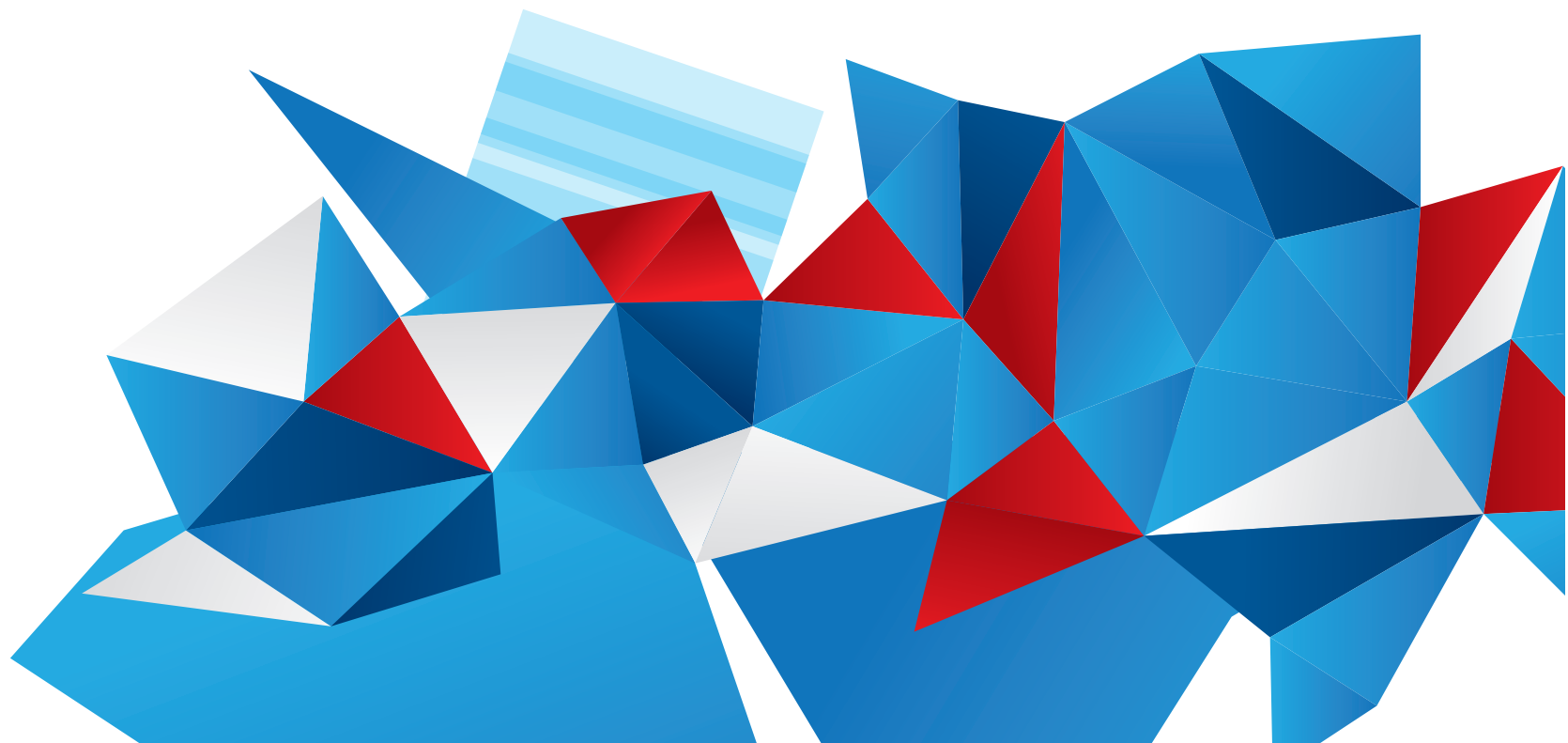




**USAID**  
FROM THE AMERICAN PEOPLE



REPORT ON PUBLIC OPINION RESEARCH  
**GIVINGS FROM DIASPORA**  
**FOR COMMON GOOD**





**Dear friends,**

Through the activities of the Ana and Vlade Foundation, around 100,000 individuals from the diaspora have so far helped the most vulnerable individuals and social groups in Serbia with donations worth as much as \$ 3.5 million. Thanks to this support, a large number of refugee families moved from temporary and uncomfortable accommodations to their own homes; more than one hundred talented and industrious children received scholarships; the unemployed were given the chance to find the way to a better life through retraining in the IT sector. Likewise, more than one hundred families from devastated areas such as Kuršumlijska banja and Vladičin Han can count on assistance in basic living needs; working equipment and livestock were purchased for a large number of young farmers, so they can earn a living in rural areas; vulnerable people on Kosovo and Metohija are being helped to have better living conditions, and the kids from the poorest families had more beautiful and sweeter holidays thanks to the delivered presents and gifts... People living in the diaspora have been our sincere partners and immeasurable support for 11 years. They always showed their responsibility when it was difficult, especially in the emergency situations and disasters that affected our country. We received concrete support for each of our appeals, but also friendly messages that we are not alone. We thank all donors from the diaspora for helping the most vulnerable individuals and social groups in Serbia with their good deeds, but also, for stimulating the development of the culture of giving in Serbia in an indirect way. We owe a special gratitude to an extremely large number of individuals from as many as 83 countries of the world who participated in the research "Giving for the common good from diaspora". The results of the research gave us a broader picture of the relationship between the diaspora and motherland in the field of philanthropy, which is the first step towards solving the identified challenges - from resolving problems in the legislative framework, by simplifying donation mechanisms to improving transparency and better informing about the needs, goals and results of concrete activities. With our joined forces, we have returned smiles to thousands of people, helped them to live a more dignified life, and encouraged them to move into a better future with more faith and courage. Unfortunately, the needs for your and our support are still high. We are sure that in the future we can support each other, convinced in the idea that good deeds are the best way to change the world.

Respectfully,

**Ana Koeshall**

Director at Ana and Vlade Divac Foundation



# CONTENT

INTRODUCTION	4
METHODOLOGY	5
RESEARCH 1 – SERBIAN DIASPORA POPULATION IN GENERAL	6
RESEARCH 2 – THE DONORS FROM THE SERBIAN DIASPORA	7
RESEARCH 3 – THE DONORS FROM THE SERBIAN DIASPORA	8
SERBIAN DIASPORA POPULATION – KEY FINDINGS	9
PHILANTHROPIC GIVINGS IN THE PREVIOUS 12 MONTHS	
–SERBIAN DIASPORA POPULATION AND DONORS COMPARATIVE KEY FINDINGS	13
PHILANTHROPIC GIVINGS FOR THE FOLLOWING 12 MONTHS	
–SERBIAN DIASPORA POPULATION AND DONORS COMPARATIVE KEY FINDINGS	17
INFORMING - SERBIAN DIASPORA POPULATION AND DONORS	
–COMPARATIVE KEY FINDINGS	22
IN-DEPTH INTERVIEWS WITH THE DONORS – KEY FINDINGS	23
STRATEGIC DIRECTIONS	31

Belgrade, december 2018.



## INTRODUCTION

In order to develop philanthropy in the Republic of Serbia, Ana and Vlade Divac Foundation, in cooperation with the public opinion research firm Proinsight, conducted a research on benefits for the common good from the diaspora. The research is part of the Framework for Giving project, which is financed by the American Agency for International Development (USAID), and is accomplished by Coalition for Giving, which is led by Ana and Vlade Divac Foundation. Coalition for Giving consists of Trag Foundation, Catalyst Balkans, SMART Kolektiv, Serbian Philanthropic Forum, Forum for Responsible Business and Serbian Chamber of Commerce.

During the process of making a questionnaire, key terms

are clearly defined so that the participants in the research avoid different interpretations. Philanthropic givings are defined as donations to organizations, institutions, church and religious organizations, socially vulnerable groups and individual recipients in the Republic of Serbia that are not members of the close or extended family of respondents.

The term diaspora refers to citizens of the Republic of Serbia who live abroad, and members of the Serbian people, emigrants from the territory of the Republic of Serbia and from the region and their descendants.

The donor is defined as a member of the diaspora who continuously and plannedly donates to the motherland for philanthropic purposes.



## METHODOLOGY

In order to gain a complete picture of diaspora benefits, the methodological approach required insight into the opinions of two different populations - members of the Serbian diaspora, for whom we do not know whether they donated and the donors that are already confirmed. The results of the research are based on the answers from the online questionnaires and the information gained through the in-depth interviews, which have provided a wider insight in the way of making decisions about the issues of giving for common good. So, this kind of research required a mixed methodology, both when it comes to the method of data collection, but also during the selection of the type of sample.

When reviewing the results, one must bear in mind that the specific topic of this research could have influence

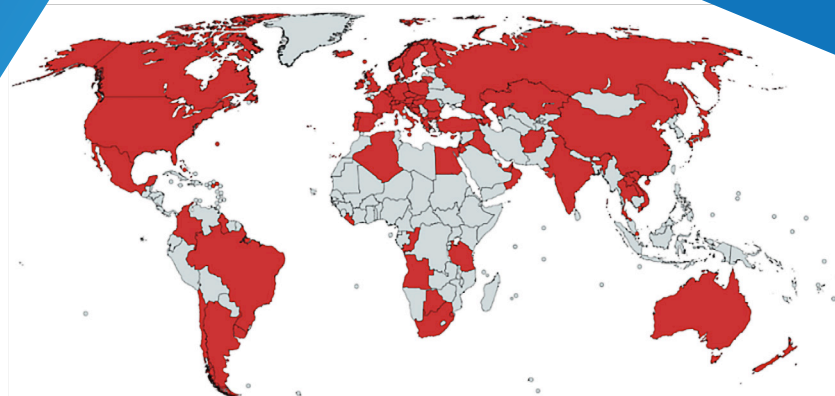
on respondents to provide socially desirable answers. In order for a socially desirable component of the response to have a lesser impact on the overall results, the research involved a large sample.

Three types of research were used for the realization of this research:

- 1. CAWI** (Computer Assisted Web Interview) – a survey with interviewing via online questionnaire
- 2. Mix Mode** – CAWI (a survey with interviewing via online questionnaire) and F2F TAPI method with donors who participated in the “Days of Diaspora”, an event organized by Singidunum University and Tesla Science Foundation.
- 3. In-depth interviews with donors** – people from diaspora that we know they have continuously been giving for the common good in the Republic of Serbia.

## RESEARCH 1

# DIASPORA POPULATION IN GENERAL



Red - the countries of residence of the Serbian diaspora representatives who participated in the research

**AIM OF THE RESEARCH:** The aim of the research is to find out the basic parameters in donating in diaspora population in general: whether they donate, why they donate, the attitude towards institutions which are receiving donations, etc.

**DATA COLLECTING METHOD:** CAWI (Computer Assisted Web Interview) - a survey with interviewing via online questionnaire

**SAMPLE:** 5.128 respondents from 83 different countries

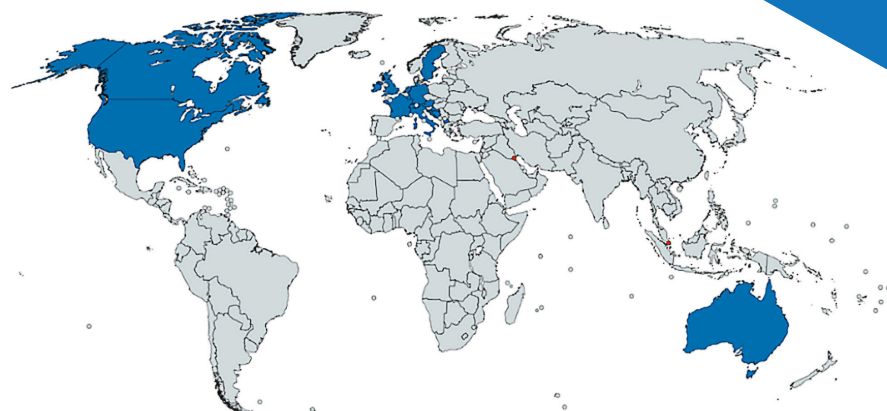
**LENGTH OF THE INTERVIEW:** 10 minutes on average

**TYPE OF SAMPLE:** Appropriate sample of available population by using a "snow ball" method. "Snow ball" method means that respondents send a questionnaire to other persons or provide researchers with e-mail addresses of potential respondents who correspond to the research according to their characteristics - in the specific case they are members of the Diaspora.

**PERIOD OF THE RESEARCH:** 11.09.2018 – 09.10.2018.

## RESEARCH 2

# THE DONORS FROM THE DIASPORA



Blue – the countries of residence of the donors from Serbian diaspora who participated in the research

**AIM OF THE RESEARCH:** The aim of the research is to find out the basic parameters in donating in the population of donors from diaspora: why they donate, the way they choose for giving donations, etc. This population serves as a basis for understanding the giving among the total population from the diaspora.

**DATA COLLECTING METHOD:** Mix Mode – F2F TAPI (face-to-face interviewing via tablet device) and CAWI (Computer Assisted Web Interview) – a survey with interviewing via online questionnaire.

**SAMPLE:** 529 donors from 18 countries.

**LENGTH OF THE INTERVIEW:** 8 minutes on average

**TYPE OF SAMPLE:** Appropriate sample of available population by using a “snow ball” method. “Snow ball” method means that respondents send a questionnaire to other persons or provide researchers with e-mail addresses of potential respondents who correspond to the research according to their characteristics – in the specific case they are donors from the Diaspora.

**PERIOD OF THE RESEARCH:** 20.09.2018 – 11.10.2018.



## RESEARCH 3

# DONORS FROM DIASPORA (IN-DEPTH INTERVIEWS)

**AIM OF THE RESEARCH:** The aim of the research is to get the information about opinions, attitudes, behavior and habits of the donors from diaspora.

**DATA COLLECTING METHOD:** In-depth interview – a qualitative method of research based on conversation between the moderator and only one respondent. The moderator asks already prepared questions of relevance to the research objectives, with the flexibility to adjust the topics to the respondent and the current situation. The goal is to reveal the opinions, attitudes, behavior and habits of the respondents. Interviews with respondents were conducted by telephone (Viber, Skype).

**SAMPLE:** Eight respondents from diaspora (USA, Europe) who have been donating in Serbia for the last five or more years.

**LENGTH OF THE INTERVIEW:** 40 minutes on average

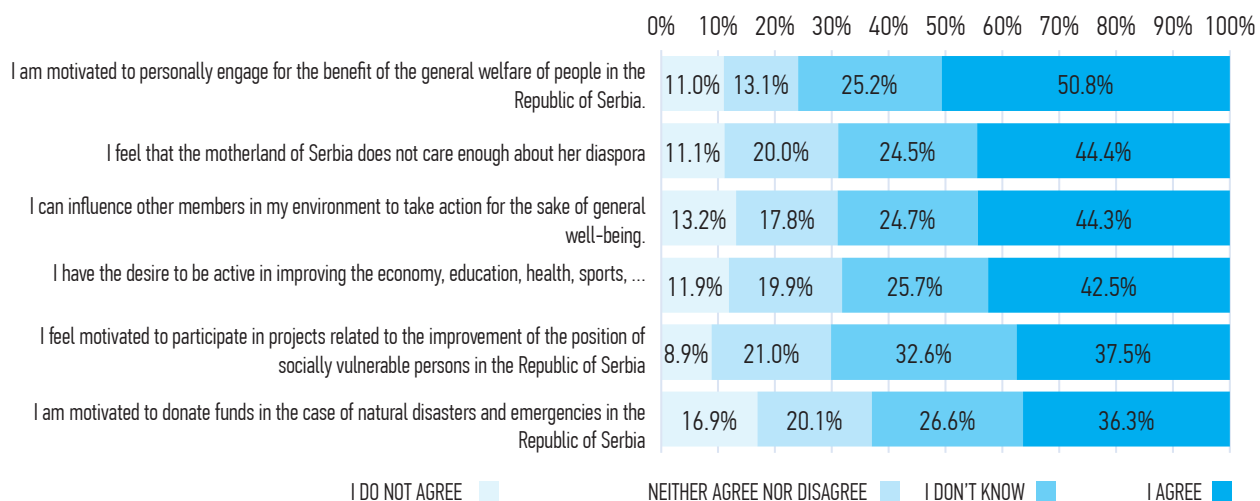
**TYPE OF SAMPLE:** Appropriate sample of available population provided by Ana and Vlade Divac Foundation.

**PERIOD OF THE RESEARCH:** 22.09.2018 – 10.10.2018.



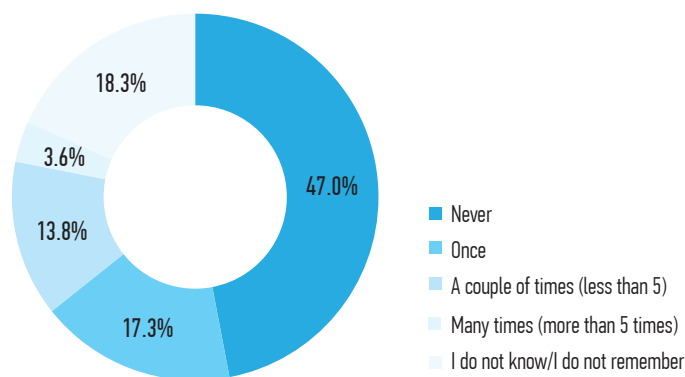
## DIASPORA POPULATION IN GENERAL

In order to find out which factors motivate diaspora members to donate, we asked them to what extent they agree with various claims about donating motives. In the general population, 1/2 of the respondents “very” and “strongly agree” to be motivated to donate in the case of natural disasters and emergencies in Serbia. On the case of floods in the region in 2014, we had the opportunity to see how such motivation can be strong. For a moment, it is surprising that there is no greater agreement with the mentioned statements, but in the analysis of the answers from the opposite part of the scale, we can see that only 11 percent of the respondents state that they would have no motive to donate in the case of natural disasters and emergencies. The lowest motivation is expressed in the statement: “I am motivated to personally engage for the benefit of the general welfare of people in the Republic of Serbia” – only 36 percent. This suggests that a strong driver is needed to motivate diaspora members to become more involved in philanthropic donations. Natural disasters and emergencies are a strong motivator, but there is a need to find a driver which would stabilize the givings for the common good, based on the developed awareness of the importance of philanthropy. A bit stronger motivation is noticeable when it is necessary to donate to socially vulnerable persons, but also for the needs of improvement of economy, education, health and sports (44 percent). The results of the research also show that 53% of respondents are not sure, i.e. they do not know if the motherland takes care of her diaspora sufficiently.



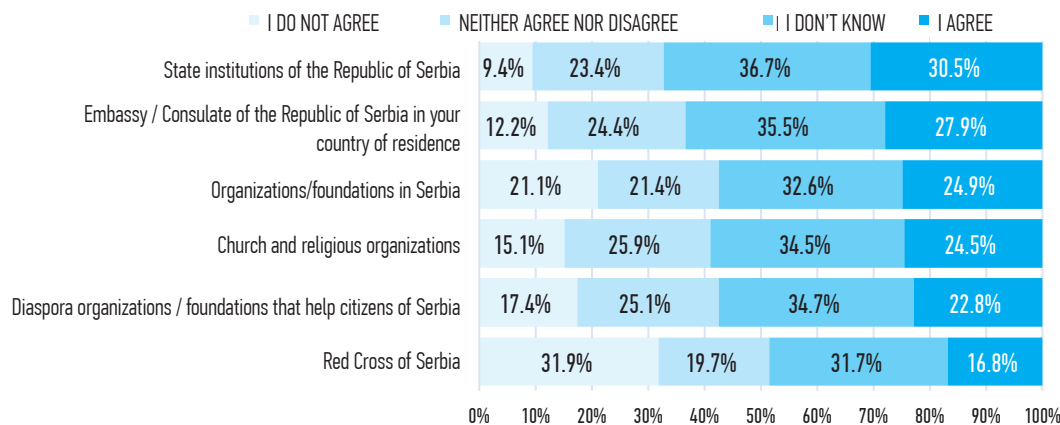
To what extent do you agree with the following statements?

Being asked whether they participated independently or joined with the members of their community to achieve a common good in Serbia, almost 1/2 of the respondents stated - never. From the remaining number of respondents, 1/3 states that they participated at least once in such an action. Analyzing the answers in the continuation of the research, this number drops to 1/5 of the respondents, which indicates that the participants in the research are dropping out of giving the socially desirable answers.



For the past 12 months, how many times have you individually, or together with the people from your community, teamed up to achieve a common good in the Republic of Serbia?

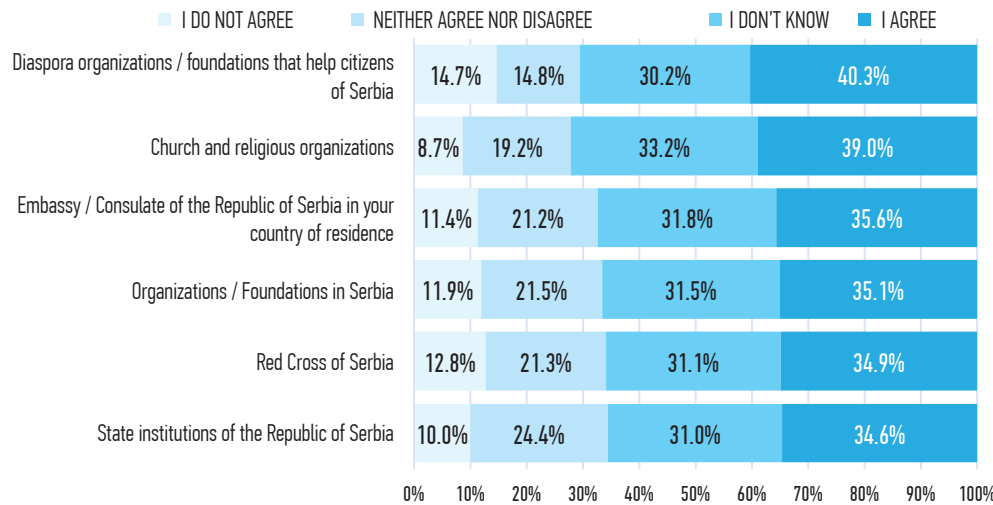
30.5 percent of respondents think that the Red Cross works in the best interests of Serbian citizens. On the other hand, even 31.9 percent of respondents think that state institutions do not work in the interests of the society as a whole, and they are followed by the church. About 1/4 of the respondents believe that other institutions, including organizations / foundations from diaspora, organizations / foundations from Serbia, embassies and consulates, work in the interest of the entire society.



To what extent do you agree that the following institutions work in the best interests of the entire society in the Republic of Serbia?

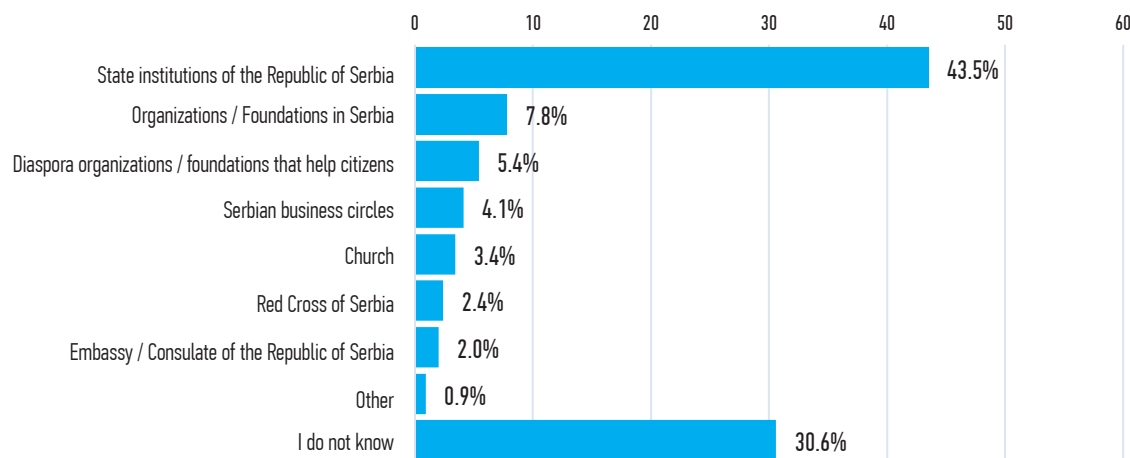


The participants in the survey believe that, in the first place, state institutions should be responsible for the welfare of society (as much as 40.3 percent). Organizations / foundations from the Diaspora are at the back of the list. High indifference is still noticed through answers “I do not know” and “neither agree nor disagree” (about 50 percent). These responses may also indicate insufficient knowledge of the work of organizations and institutions. Being familiar with the work of organizations and institutions would lead to greater confidence, and thus increase donor assistance to users in Serbia.



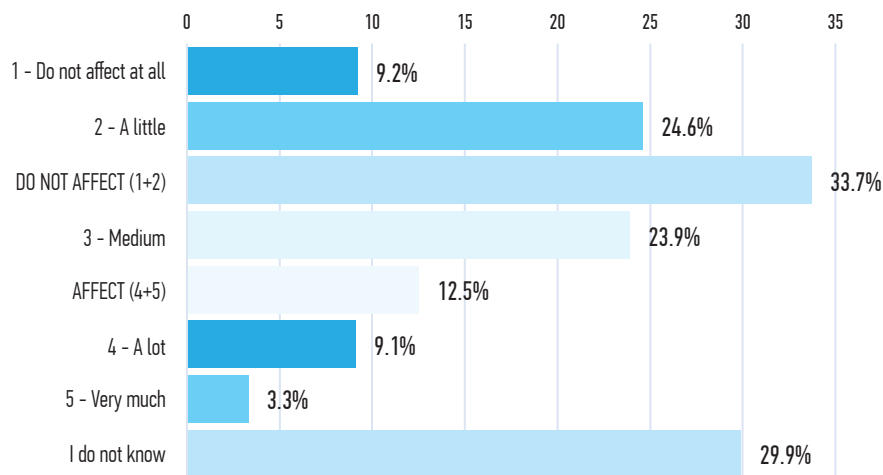
To what extent should these institutions be responsible for the general welfare of the entire society in the Republic of Serbia?

Members of the Serbian Diaspora see state institutions as institutions that can find the best way to solve the problems of Serbian citizens (about 43 percent), then organizations / foundations from Serbia (about 8 percent), organizations / foundations from the diaspora (about 5 percent) etc. Serbian business circles are not recognized as places where citizens' problems can be solved. A high percentage of respondents who do not have a stance still stands out, but this indifference is reduced through the continuation of the questionnaire.



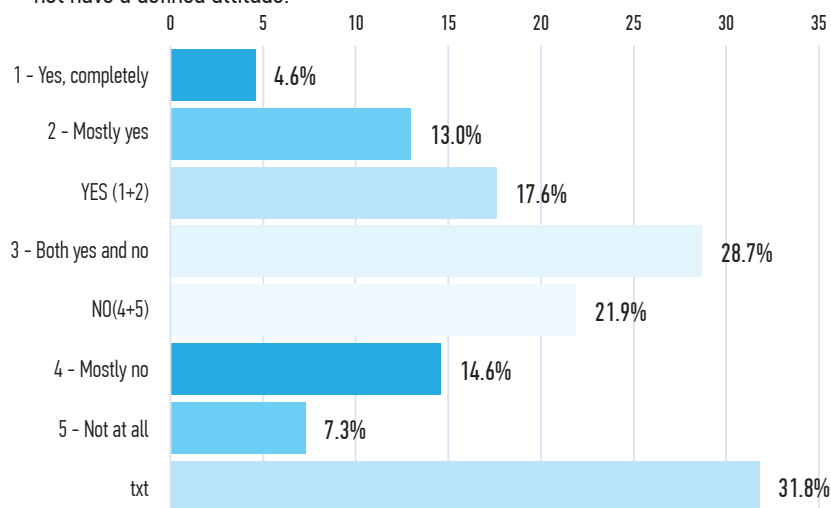
Which of these institutions can help in solving the problems of citizens of the Republic of Serbia in the best way?

Most respondents think that organizations/foundations cannot affect essentially the quality of people's lives. A total of 1/8 of the respondents consider it to be influential, while the number of those who do not consider it influential is nearly three times bigger- about 34 percent.



In your opinion, to what extent do organizations / foundations affect the quality of life in Serbia?

Being asked whether they believe that organizations/foundations could influence the improvement of life in Serbia, about 21 percent answered - no, while 18 percent think it is possible. There is still a high percentage of respondents who do not have a defined attitude.



Do you believe that organizations / foundations can help in solving the problems of the citizens of the Republic of Serbia?

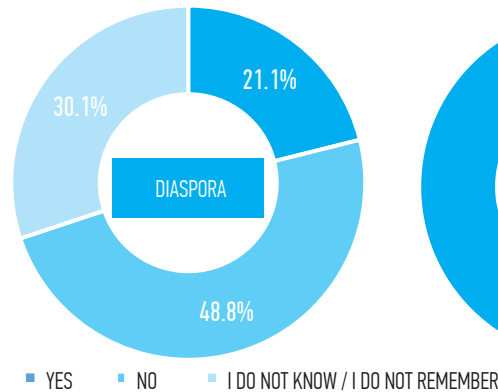


# PHILANTHROPIC GIVINGS IN THE PREVIOUS 12 MONTHS

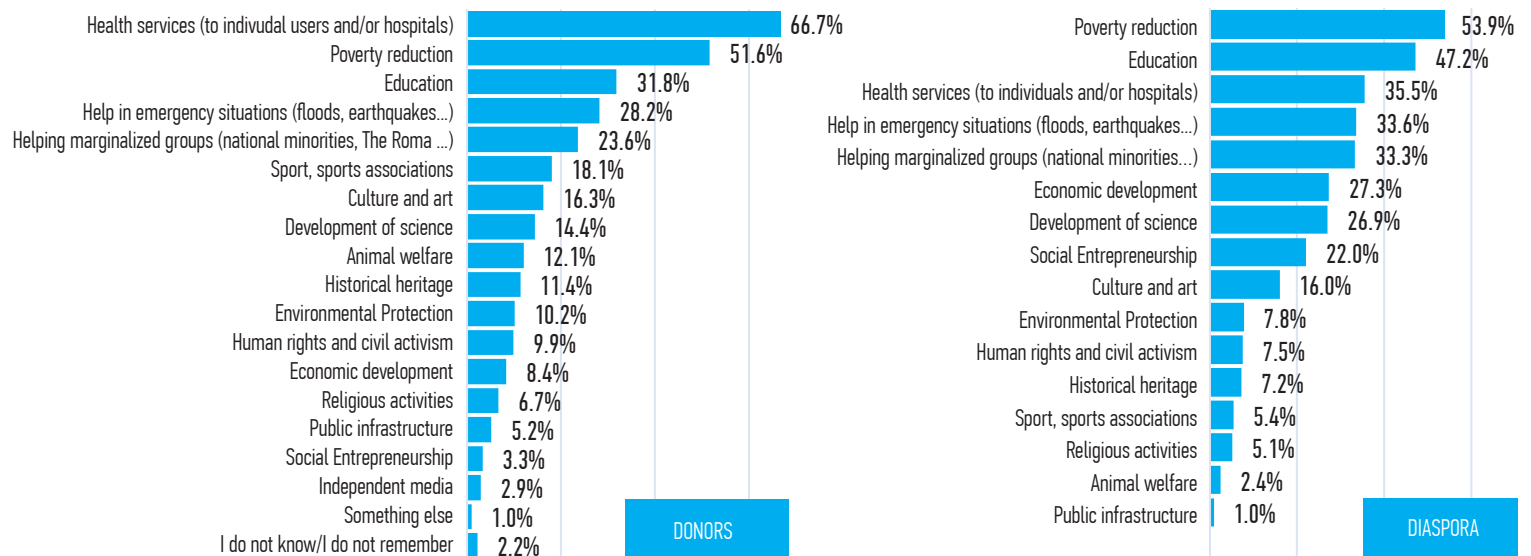
## – COMPARATIVE FINDINGS

The first group of respondents was consisted of the general population from diaspora, from which 21 percent stated that they donated. The other group of respondents was consisted of people who have donated for a longer period of time and continuously.

During the past 12 months, have you, independently or together with other people, done something for the benefit of the people in the Republic of Serbia?

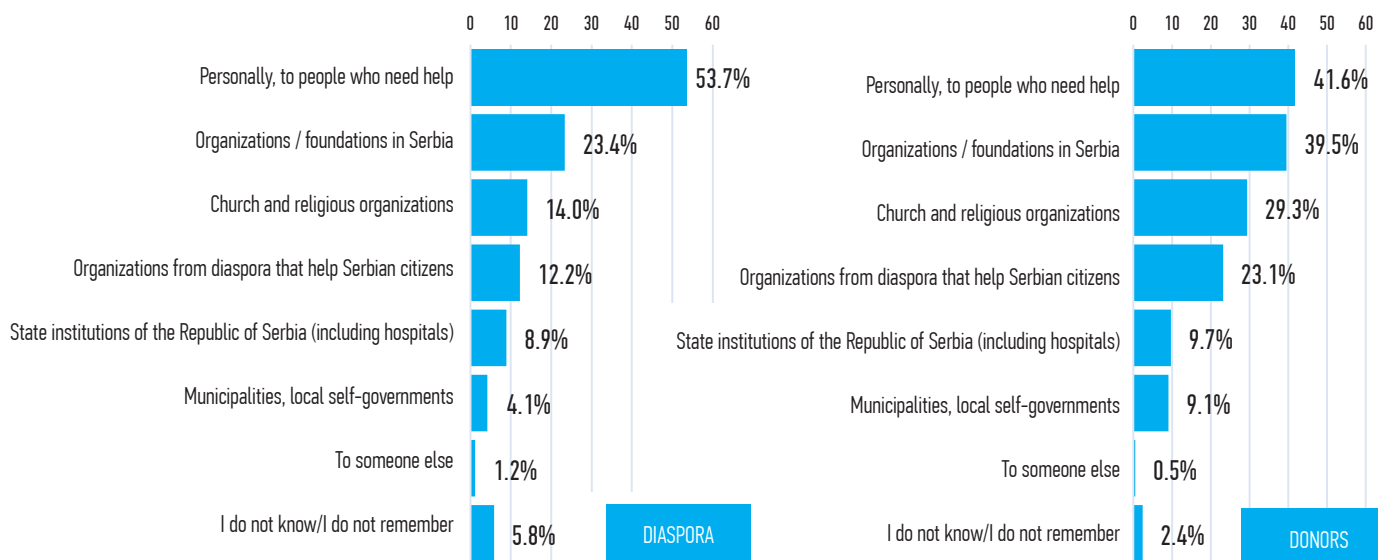


When asked about the most often donated area, the members of the general population from the diaspora singled out health care (about 68 percent). The focus of the respondents from the donor group was on reducing poverty (around 54 percent). It can be concluded that familiarity with problems in Serbia (regardless of the fact whether they are individual or of general interest) defines to whom the donations will be directed. Diaspora members can easily find out about health-disabled individuals, because the media is full of news and appeals for help. Donors are often informed via non-profit organizations that collect help and they make a decision where and to whom they will donate based on these findings. Members of the donor group from the diaspora allocate funds for improving the institutional framework in the Republic of Serbia, because they believe that in this way they influence the core of the problem whose resolution can improve the quality of life of all citizens.



What is the primary purpose, i.e. which of the following areas have you sent your donation to?

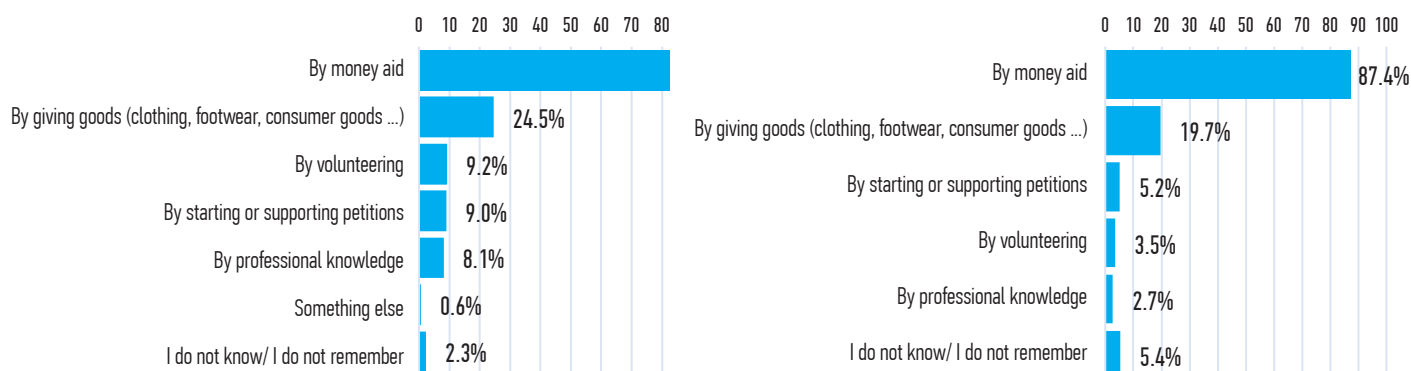
When we ask the respondents who they specifically donated, there is a disagreement between the two surveyed populations. Members of the general population from the diaspora who donate, mostly do it personally to people in need (54%), then organizations / foundations (23%), etc. The donor population has a wide range of donating with almost the same percentage of giving to people who need help the most (about 40 percent) and organizations / foundations from Serbia (about 40 percent). They are followed by organizations / foundations from diaspora (29 percent), and state institutions (around 23 percent).



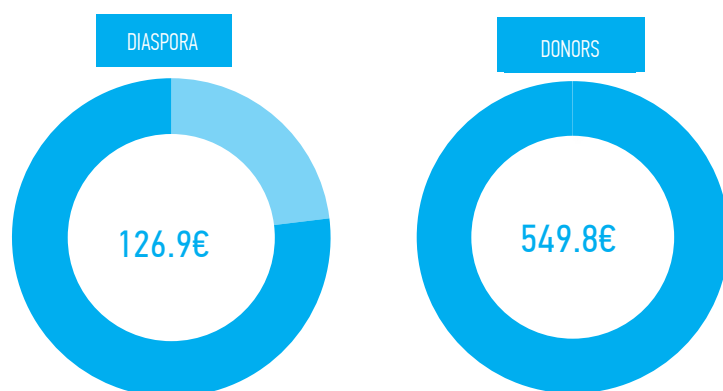
To whom did you specifically give a donation, i.e. who are the recipients of your donation?

There is no significant difference in the way donations are made between the two surveyed populations. Financial assistance comes first with 82 percent in the general population, and 87 percent in the donor population.

How did you help?

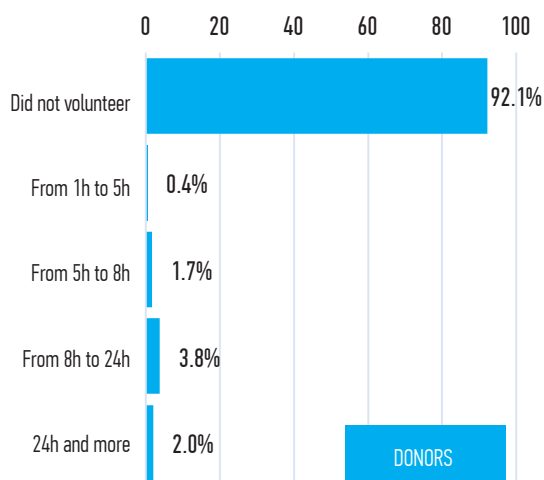
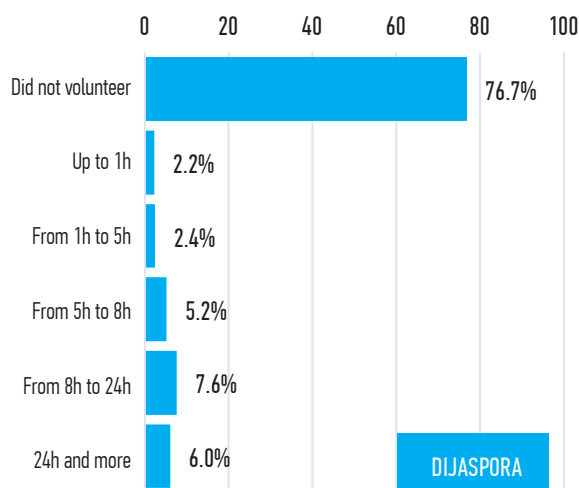


The mainly used currency was the euro. In the population of the diaspora, the euro was used in 65 percent of cases, while in the donor population, this percentage is slightly higher, and reaches the amount of about 70 percent. The average value of donations varies considerably between these two populations. In the general population of the diaspora, the average amount of donated funds is € 126.9, and in the donor population this amount is € 549.8. When we divide 126.9 € among all respondents from the general population of the Diaspora, we get the amount of € 26.8 which shows us the average donation per person. Please note that these amounts include both cash and non-cash givings (through valorisation of time spent on philanthropic activities).



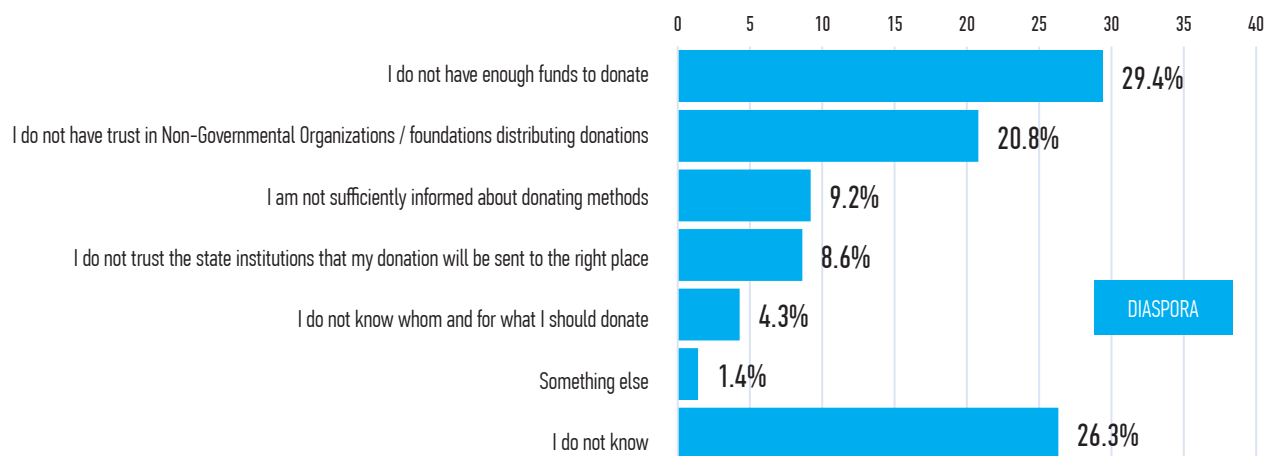
No matter how you helped, what was its value in money?

Besides the monetary amount, the respondents could write down the time they spent to help someone in Serbia. The average time spent on volunteering, giving expert advice or launching petitions in the general population from the diaspora in cross-section is 0.8h (about 48 minutes) per year, while in the donor population this value is slightly higher and is 1.4h (about 1h 24m) per year. 77% of the respondents from the category of those who donated from the general diaspora population did not volunteer, and this percentage is even higher in the donor category (about 92%).



How many hours did you spend providing help?

Based on the received answers, the reasons for non-donating of the general population from the diaspora are the lack of resources (30 percent), but also the lack of trust in organizations / foundations that collect and distribute help (21 percent).



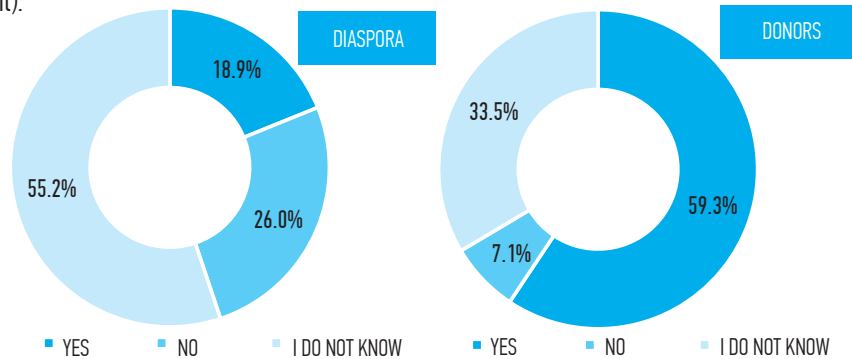
What are the reasons why you have not donated funds or assisted vulnerable groups in the Republic of Serbia?



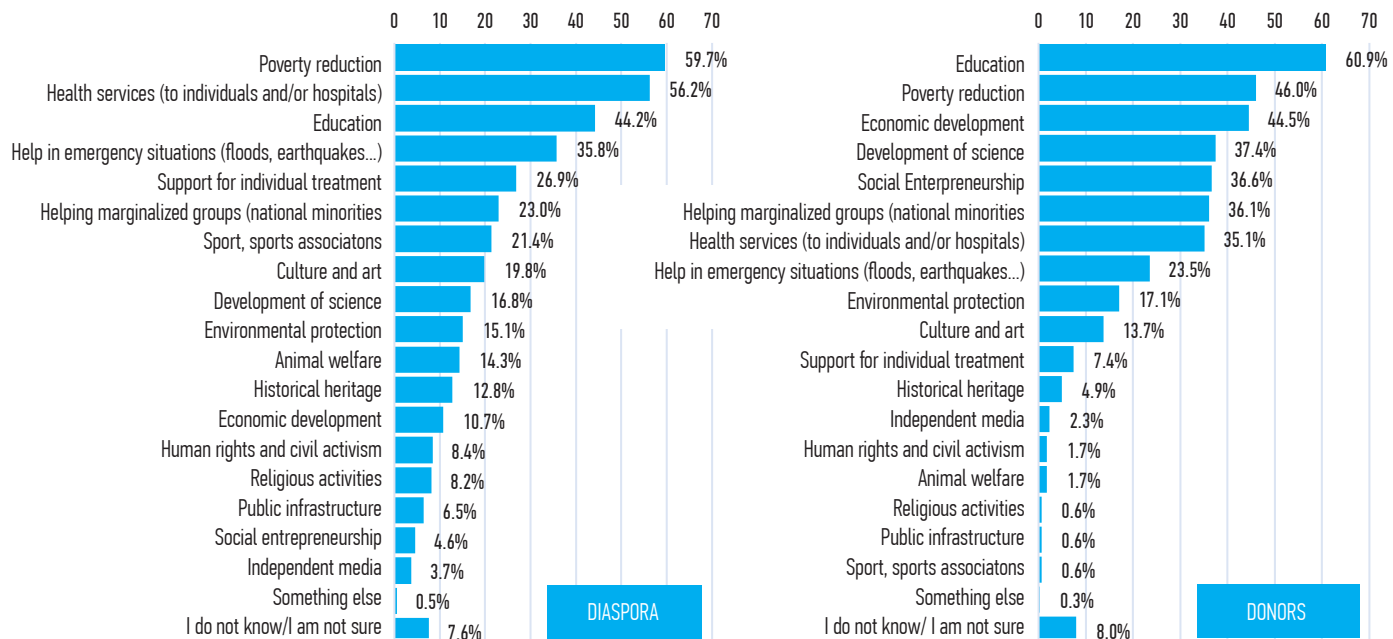
# PHILANTHROPIC GIVINGS FOR THE FOLLOWING 12 MONTH -COMPARATIVE FINDINGS

Based on the responses related to the intention to donate in the next year, the interest for donating by the general population of diaspora drops by 10 percent (from 21.1 percent to 18.9 percent), while in the donor population this decline is higher, with a decrease from 46 percent or almost 1/2 respondents (from 100 percent in the previous 12 months to 53.9 percent). 3/4 respondents of those who donated from the general population did not volunteer, while that percentage in the donor population is significantly higher (92 percent).

In the next 12 months, are you planning to do something for the benefit of people in the Republic of Serbia, individually or together with other people?

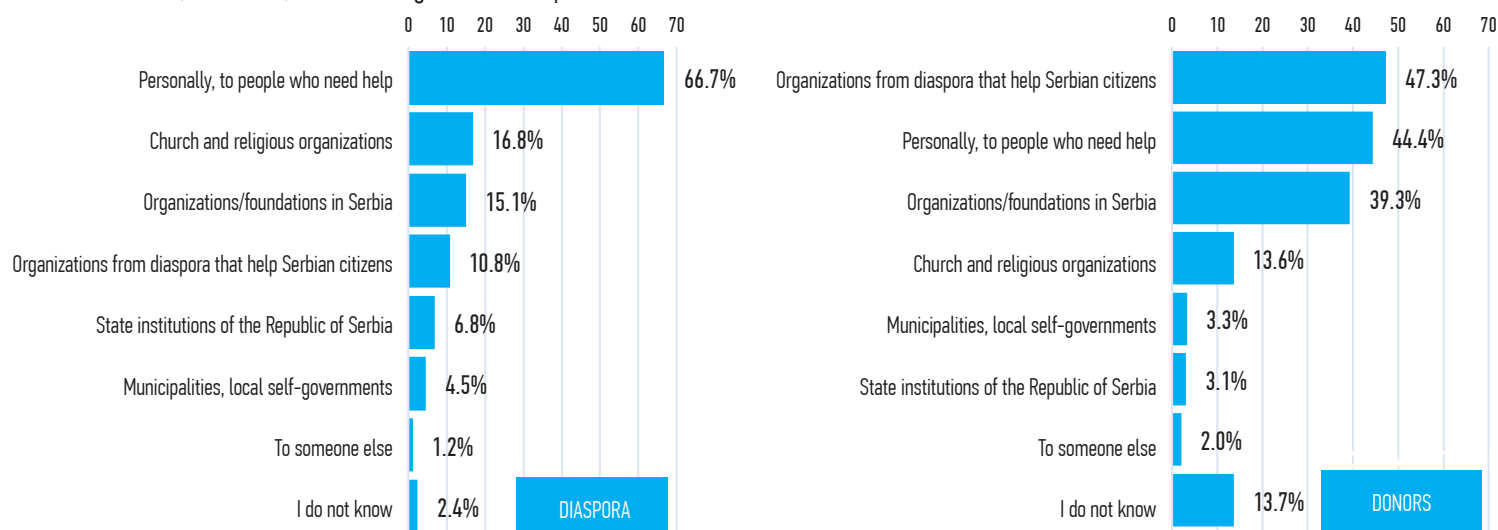


The main purpose of donating in the next 12 months in the general diaspora population will be poverty reduction (about 60 percent of future donations), while health care (58 percent) was the first in the last 12 months. The donors' focus is also changing, from poverty reduction (about 54 percent) to education (about 60 percent). The changes are not significant, but they show us a slight change in the interest of donors and potential donors.



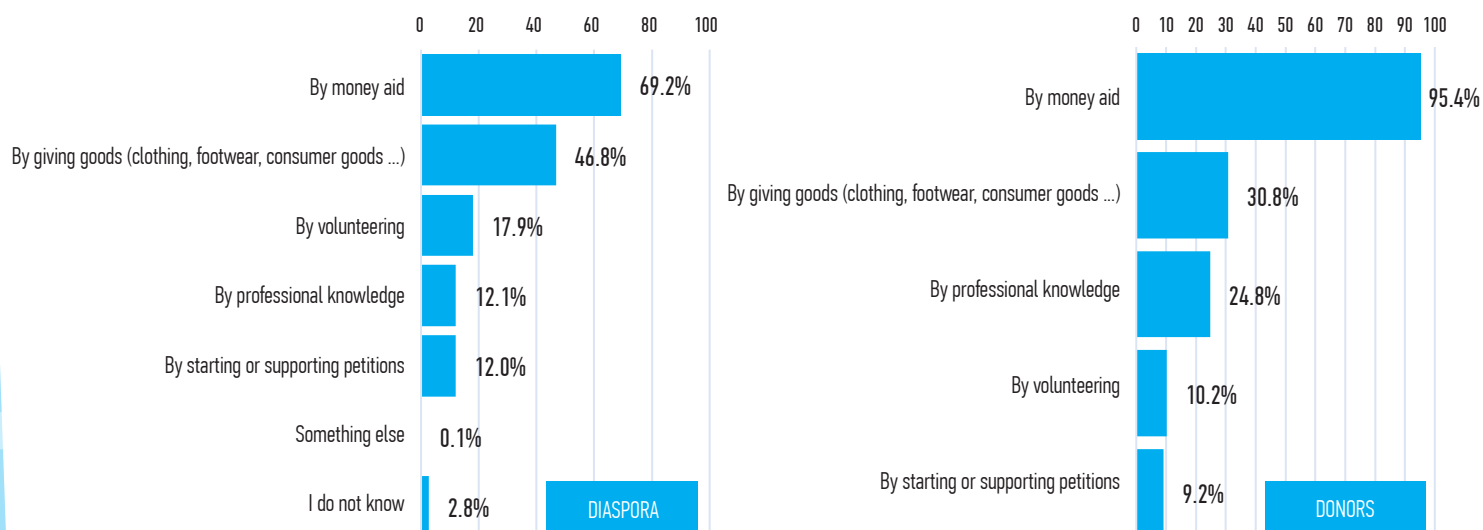
What is the main purpose, i.e. which of the following areas would you send your donation to?

In the general population, recipients of future donations remain approximately the same as in the past 12 months. Persons who need help (about 67 percent) are still in the first place. As for the donors, organizations/foundations from the diaspora (about 47%) are becoming the main recipients of the aid.



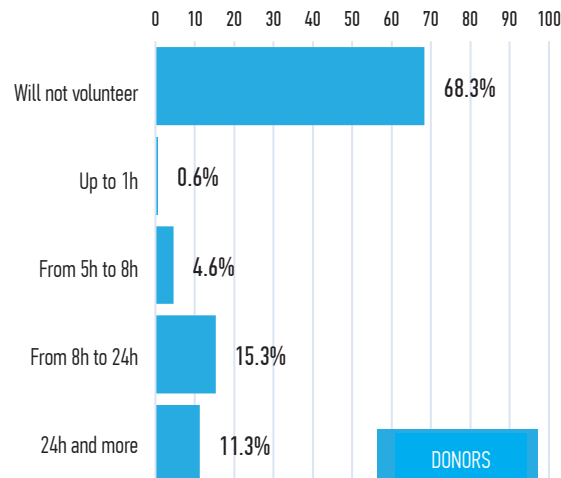
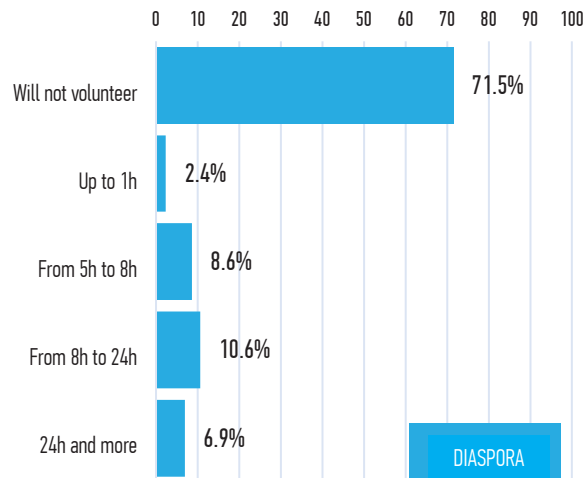
### Whom did you specifically give the donation to, i.e. who are the recipients of your donation?

When we talk about donating methods of the general diaspora population, we see a significant increase in giving goods - from 24 percent in the last 12 months, to 47 percent in the next 12 months. Financial assistance remains the dominant type of aid, but in the next 12 months we can expect reductions from 82 percent to 70 percent. Financial assistance continued to be in the first place (95%) among the donors, but donating goods also increased.



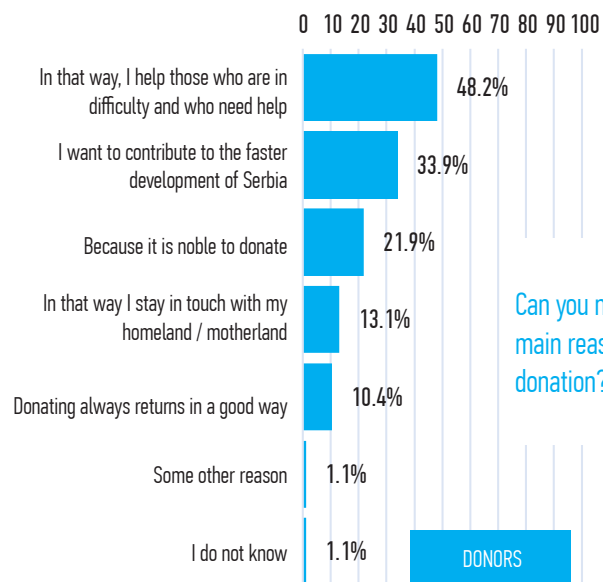
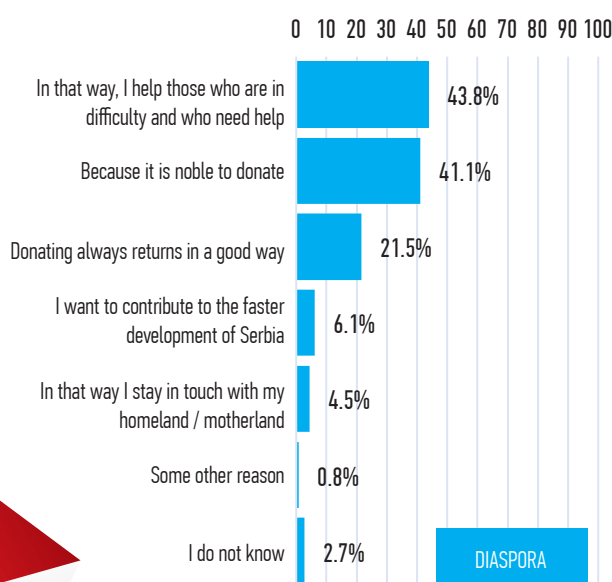
### How would you help?

In the general population, the time spent on volunteering and professional assistance, as well as the time spent on starting petitions, will remain almost unchanged in comparison to the previous 12 months. In the next period, 71 percent of respondents will not volunteer, compared to 77 percent of those who did not volunteer in the previous year. In the donor population, the picture has changed. In the next 12 months, 68 percent of donors will not volunteer, unlike the previous year when 92 percent of them did not volunteer.



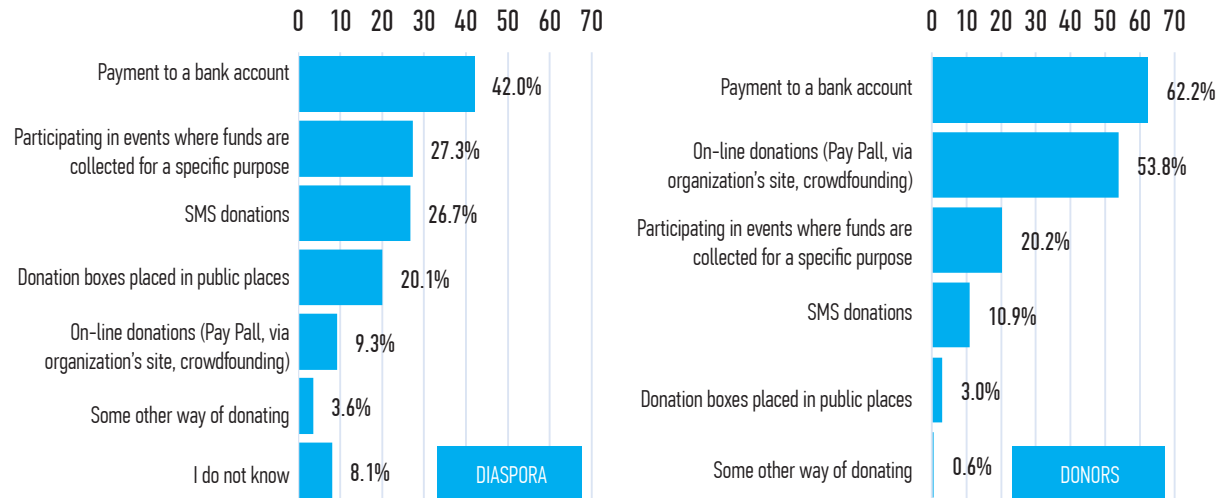
How many hours did you spend providing help?

The reasons for donating are similar in both populations. Both groups say that in that way they help people who are in difficulties and who need help. The difference in relation towards donating can be seen from the answer to the claim - "It is noble to donate". In the general diaspora population, this percentage is 41 percent, while in the donor population, it is a half less, only 22 percent.



Can you name the main reasons for your donation?

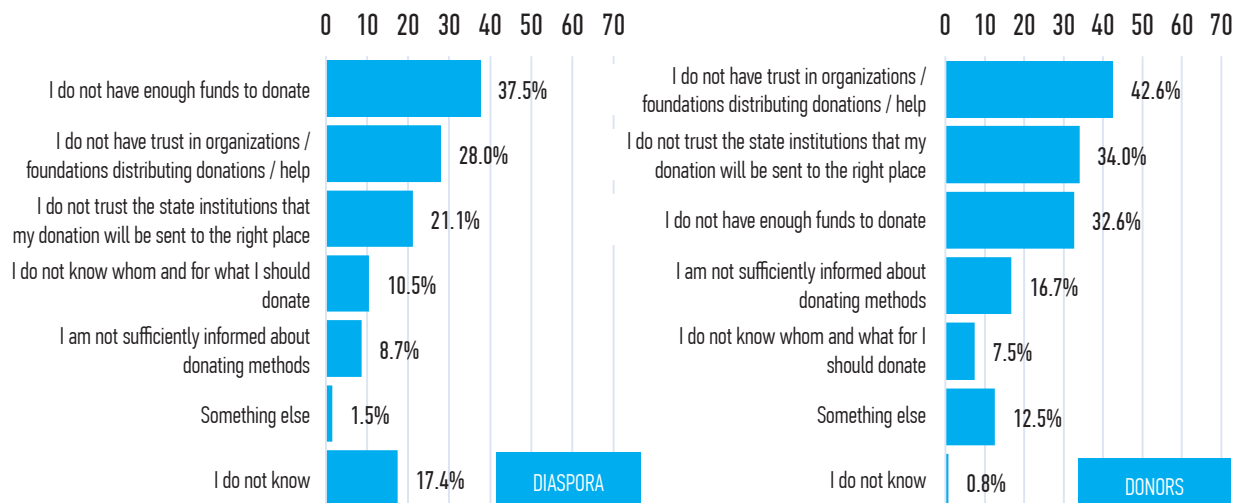
The most frequently used donation mechanisms are payments to a bank account. In the general population from the diaspora, 42 percent of the turnover are payments, and in donor population- 62 percent. The use of new technologies is more present in the donor population, 54 percent of them use Pay Pal, as opposed to the general population that uses Pay Pal only in 9 percent of cases.



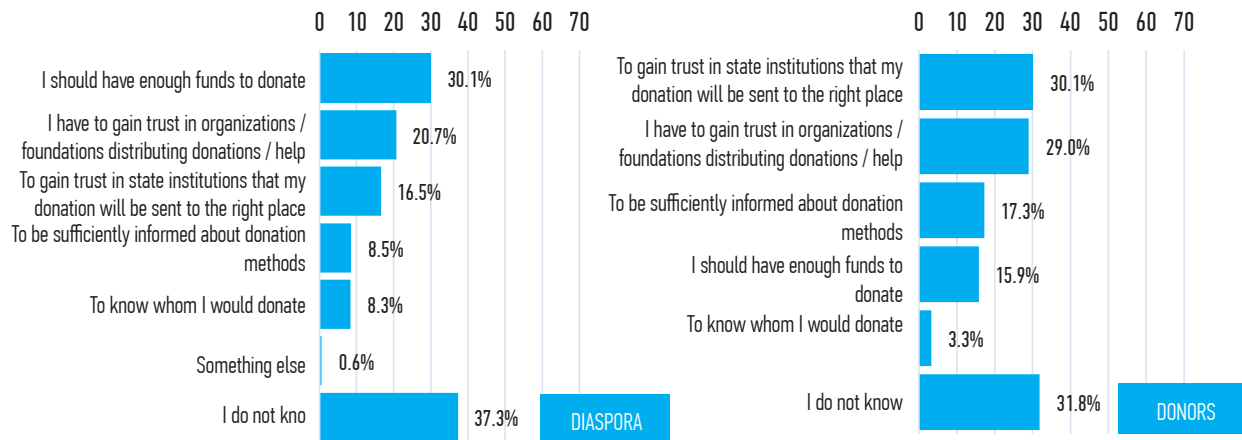
Can you tell us which mechanisms of giving / donating you are using?

Among the reasons for non-donating of members of the general population is the lack of funds (about 38 percent). For donors, the biggest reason is the lack of trust in organizations / foundations distributing help. We have to bear in mind that these are the answers of the respondents who do not plan to donate in the next 12 months.

What are the reasons why you do not plan to donate funds or help vulnerable groups in the Republic of Serbia?

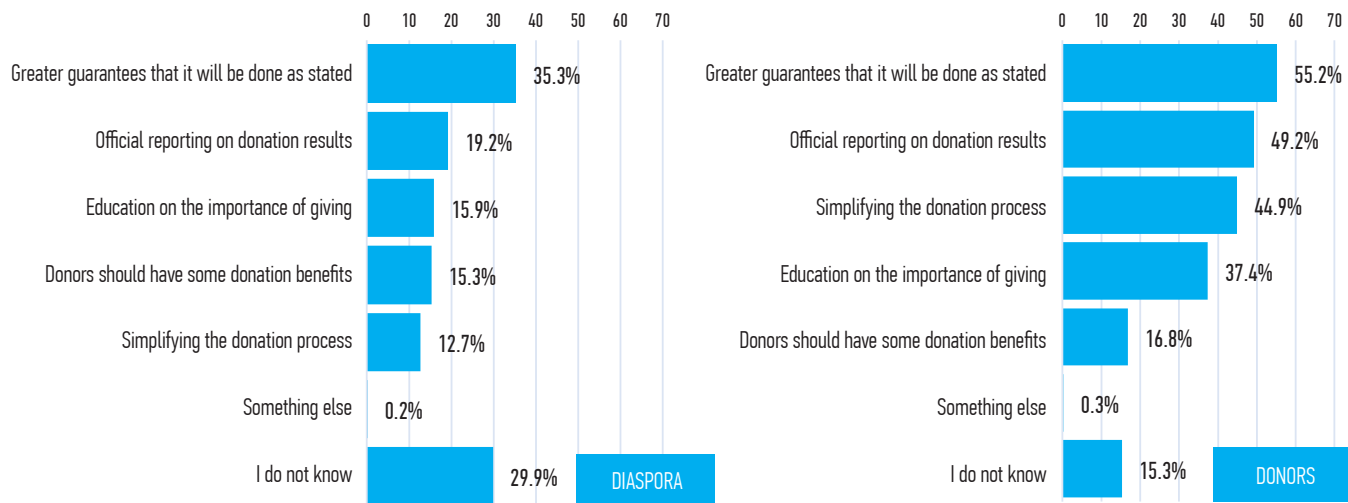


The reasons for non-donating in the general diaspora population are confirmed in responses indicating what needs to be changed in order for those who are not donating to begin with donor activities. Therefore, we see that the first and necessary condition is that the potential donor has enough funds to donate (30 percent). In the donor population, the first condition is to gain confidence in state institutions. Please note that there is a possibility for donors to equalize government institutions and organizations/foundations, because they cooperate with both of them as donors.



What has to change so you could start donating money for the common good in the Republic of Serbia?

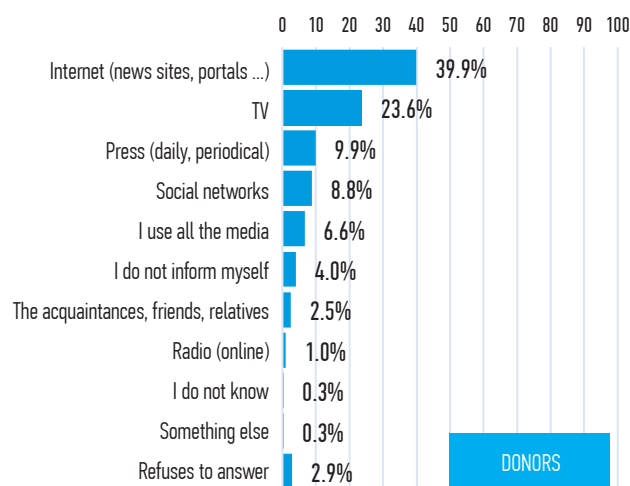
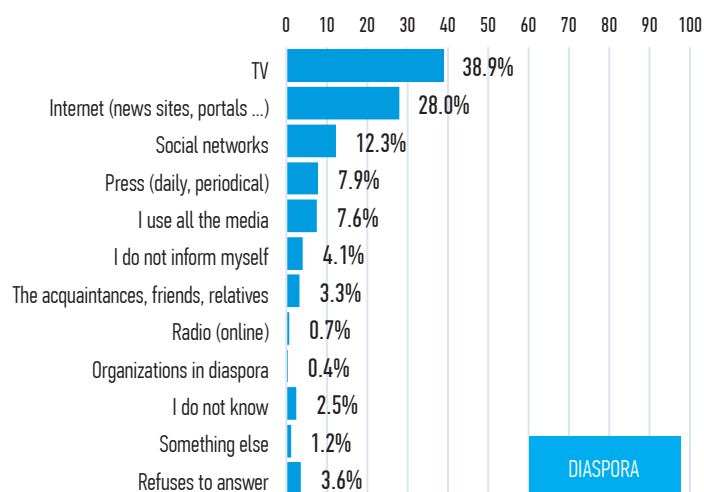
In both groups covered by the research in the first two places are - greater guarantees that it will be done as promised, and official reporting. Benefits for donating are not a necessary condition, but it is interesting to note that the donor population that will not donate over the next 12 months suggests simplifying the donation process (about 45 percent), while this reason is just over 12 percent in the general population of the diaspora. The reason for such a disparity in these responses may lie in the regularity of donations. Those who regularly donate want to shorten this process and thus make it easier for themselves, while the population of the general diaspora that does not donate regularly does not perceive the simplification of the donation process to such an extent.



Which of the above options would most likely, in your opinion, motivate the diaspora to increase the level of philanthropic givings/donations?

## INFORMING – COMPARATIVE FINDINGS

The donors who participated in the survey are most often informed via the Internet (about 40 percent). In the second place is informing via TV programs (24 percent). In the group of respondents who represent the general population of the diaspora, the situation is reversed. In the first place they are informed via TV (39 percent), and then via the Internet (28 percent).



What are your main sources of information about events in the Republic of Serbia?



## IN-DEPTH INTERVIEWS WITH DONORS FROM DIASPORA

Philanthropy is a complex phenomenon with many aspects, from which the focus is mostly on psychological, sociological and economical ones. Only the psychological aspects of philanthropy are considered in this review, by analyzing its individual dimensions such as: associativity, attitudes, motivation, familiarity, resistance, etc.

### **Associativity**

The first associations that come up with the word “donation” are positive and most often refer to children and helping with health problems or poverty. The words “giving” as well as “help” often occur in the formulation “from the one who has it - to the one who needs it.” In addition to the stated, there are also nobility, social entrepreneurship, scholarship and money payment as associations. There were frequent comments that associations have changed since they moved out of Serbia because now donations are “an integral part of life”, while in Serbia they were almost unknown.

### **Observing donors by their environment**

Donors think that others see them mostly positively, while a smaller proportion thinks they see them as “fools” who throw away money, because that money “does not end where it is needed.” A negative attitude towards donors, they say, is actually an excuse for people who do not help. Donations and donors are viewed differently in America and Serbia. Participants in the study explain that in America it is normal that everyone gives, and that is part of the culture of living. Donors are “ordinary, normal people” there, while in Serbia donors are more like an exception. Donation in Serbia is mostly related to wealthier individuals or to small elite groups (which are mainly strategic donors). Donors are, as participants in the conversation say, generous people who “stand firm on the ground”, but are still tied to Serbia and want to help their motherland.



### **Basic motives of the donors**

Donors' motives are linked either to the general need for giving or helping the motherland with a desire to contribute to changes. Donors claim that they feel better because they help and fulfill their human obligation (prosocial motives). In this way, they try to change some norms, but also attitudes (e.g. towards women's role in society, gender-based violence, etc.).

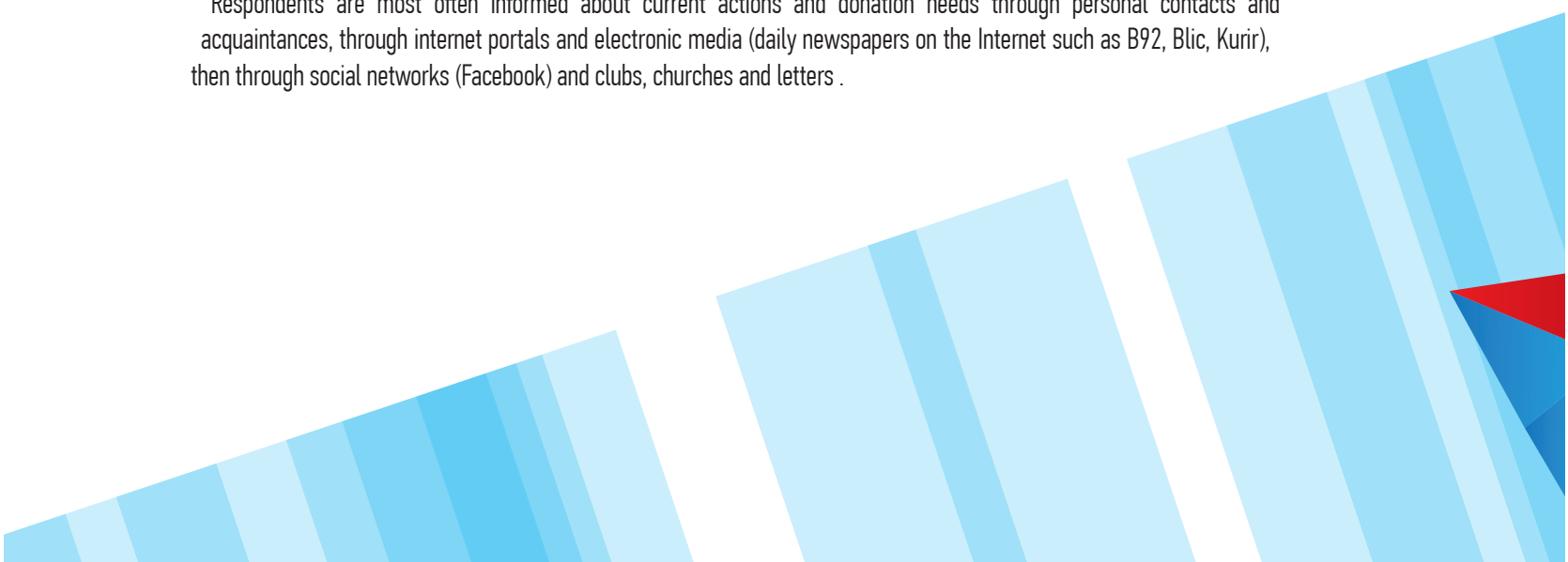
Donating in Serbia is most often associated with the financial capabilities of individuals, i.e. material wealth. Participants in the conversation agree that people in the West are wealthier and therefore more potent to donate. The motive can often be looking up to individuals in the environment who are dedicated donors. Gratitude also appears as a motive for donating, because of the received help in the past and therefore a feeling of obligation to help others, the same way they were helped.

### **Donating methods**

Based on the received answers, it can be concluded that the most common form of donation is a direct donation to a specific person or institution in need of assistance. Money is paid to the bank through a special-purpose account, via SMS, through the foundations, the donation.rs site or via payment form that comes with the Infostan bill. For donors outside Serbia, there is a limitation if the foundations do not have branch offices abroad, because in this case they cannot receive tax exemptions. Besides the foundations, donors also send help through the church, and there are also intermediary firms.

### **Informing about needs for donating**

Respondents are most often informed about current actions and donation needs through personal contacts and acquaintances, through internet portals and electronic media (daily newspapers on the Internet such as B92, Blic, Kurir), then through social networks (Facebook) and clubs, churches and letters .





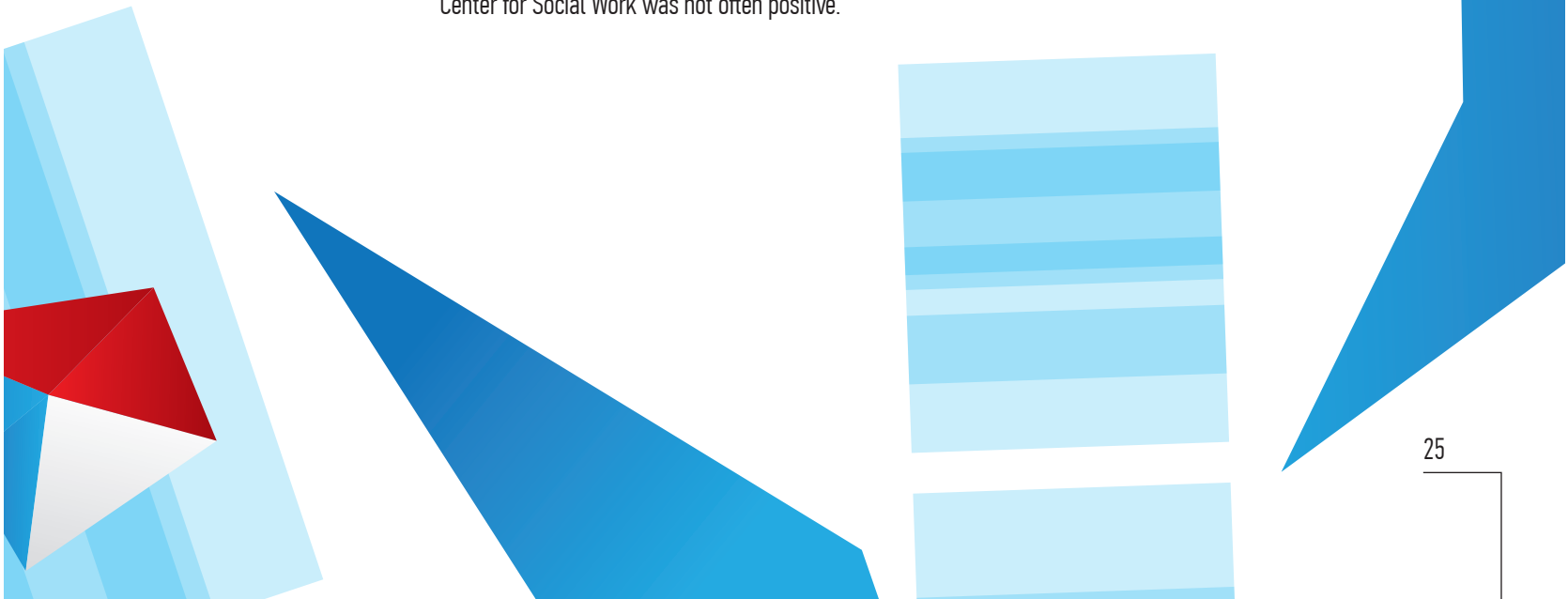


### **Organizations' awareness**

The most frequently cited organization, and usually the first one, is the Red Cross of Serbia. Participants in the conversation believe that the Red Cross has a long tradition and is the most prominent. Other organizations that are recognizable are Ana and Vlade Divac Foundation, JATO Foundation, Support Life Foundation, Group 484, Doctors Without Borders, UNICEF and local churches. In addition to the organizations, participants in the survey mention the "actions" organized by Blic (Children's Heart), then the actions of the Safe House, the Autonomous Women's Center, etc.

### **Relation towards state institutions and non-profit organizations**


It is usually said that non-profit organizations are distinguished by professionalism, that they are more active, they represent projects better, they are more visible and collect donations by themselves. They are regarded as organizations that are closer to citizens and have clearer goals. They are also considered not to be related to politics and political parties. On the contrary, the participants in the research believe that state institutions, as opposed to non-profit organizations, generally have insufficient level of professionalism, transparency and efficiency, but donors do not only have this opinion about state institutions in Serbia, but everywhere in the world. Donors believe that the Center for Social Work can be one of the most important institutions in the donation chain because, by the nature of its job, it has records of the individuals who need help. However, the experience of members of the Diaspora with the Center for Social Work was not often positive.





### **Obstacles during donating**

All that complicates the donation process is an obstacle to donors. The donation process often consists of an excessive number of steps and complicated procedures that require from the donor to spend more time at the computer in finding additional information, contacts, instructions... That is why donors often decide to donate where the simplest procedures are. The ideal donation would be the one that could be realized with "one CLICK" on the keyboard of a computer or a phone. However, according to statements of the donors from the diaspora, SMS donation, which is the simplest one, does not exist as a possibility abroad. The commission taken when donating money is one of the disadvantages to a smaller number of donors. It is considered too high and should be reduced in order to allow more money to go to the one who needs it. The donors who participated in the survey noted that a large number of organizations do not have sites that can be directly donated and there is no possibility of PayPal payments. It can be said that the common attitude of the surveyed donors is that better, faster and easier payment systems are needed. The second challenge is the suspicion whether the money will really be delivered to those to whom it was intended (mistrust due to bad experience in the past). Donors' limited resources are another obstacle, because in such situations one helps the relatives first, and then the others, if the money remains.



### **Attitude towards non-profit organizations**

The attitude of donors towards non-profit organizations is positive in general. Organizations like Ana and Vlade Divac Foundation, Trag Foundation and others have done a lot for the development of philanthropy in the past period, but there should be more such organizations. These organizations are trying to make changes and involve a large number of citizens in the philanthropic life of the community. The donors who participated in the survey showed much greater trust in non-profit organizations than state institutions and organizations dealing with the same tasks. Some of the respondents consider that non-profit organizations take a high percentage for mediation, so there is a proposal to increase the portion that goes directly to the beneficiary and reduce the percentage for mediators. However, there is awareness of the problems non-profit organizations are facing, such as sustainability, and therefore they need support. Speaking of trust in organizations, it is slowly being built and with donors from abroad this is a growing trend.

### **Deficiencies**

As one of the biggest deficiencies, donors state that most non-profit organizations and foundations do not have the possibility of “online” donating. It is generally believed that there would be more donations if there were more organizations with the possibility of such a payment. Based on the participants’ responses in the survey, there is an impression that improving transparency should be continued, despite the fact that transparency in non-profit organizations is now higher than in government institutions. Donors still lack information before action - on what results are expected if funds for a specific purpose are collected, as well as information on the achieved results. It is also considered that there are not enough organized promotional activities aimed at raising awareness about the importance of donation. Another obstacle is the frequent use of bureaucratic vocabulary or words that are characteristic for internal communication in the sector. That kind of dictionary is not understandable to the majority of the population. The intentional or unintentional spoiling of the image of certain non-profit organizations or foundations by placing unverified information leads potential donors to a dilemma and diminishes confidence in their work. Respondents believe that non-profit organizations should invest more in defending against unwarranted attacks and negative campaigns. In general, there is insufficient incentive in the country, such as, for example, tax relief, so that the culture of giving could be at a higher level.



### **Donating and impact on the improvement of life**

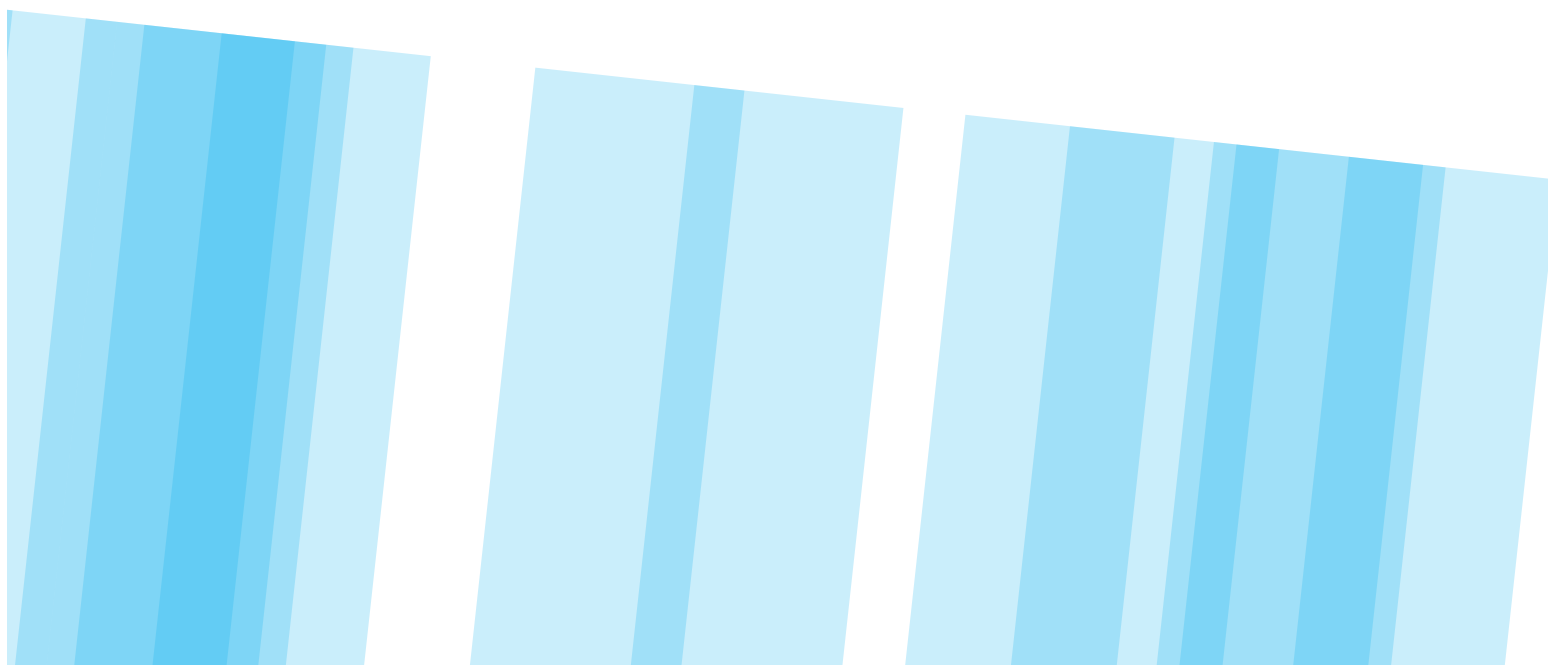
The donors who participated in the research believe that donating certainly improves the quality of life of the most vulnerable individuals and social groups. Similarly, the donors believe that donating is not enough to make big changes in society, but it still helps “on a micro level.”

### **The most common recipients of donations**

The most common help is directed to specific people – currently the most vulnerable and children who are struggling with health problems and poverty. Then, it is donated in case of natural disasters and emergencies, for social entrepreneurship, the fight against corruption, empowering communities through investing in working resources, etc.

### **Donation content**

Most frequently donated are: money paid by payments to special-purpose accounts, then goods and volunteer work. It is noticeable that volunteering as a form of donation is not sufficiently present like in the Western countries.





### **Operational steps in donating**


The donors most often stick to the following steps: searching available websites, finding a humanitarian organization/foundation, finding a person/group that needs help. It is necessary that the mechanism is as simple as possible, so that the donating is realized quickly and efficiently, in order to avoid omissions. The lower financial scope of the donation is, the more quickly the payment is made.

### **Planned or impulsive donating**

Based on the research, there is an impression that donating is mainly impulsive, reactive or random for smaller donations, but for larger ones - planned. Unplanned donations of smaller financial volume are more acceptable for the respondents, because they do not burden the home budget. Planning periodicity and volume of donations can limit the provider, and therefore does not leave the possibility for immediate (flexible) reacting in accordance with some unplanned situation, i.e. sudden circumstances when an individual or group needs help.

### **Determining the sum**

The amount of donation is most often determined by the current financial situation of the donor, the subjective assessment of the vulnerability of the person to whom the aid is intended, as well as the assessment of the organization itself. As a factor that influences the determination of the donation amount, there is also a subjective assessment of the number of people who will respond to the action (if it is assumed that there will be massive donating, individuals will segregate lesser sums).






### **What should change in Serbia in order to increase the giving?**

Within the research, the following activities were proposed in order to increase the volume of donation in Serbia:

- creating a platform / application (such as Facebook, a social network) that would simplify the process of exchanging ideas about donating mechanisms
- providing more feedback on fundraising and donating effects
- improving the general donating climate in Serbia, which is not considered good, neither the volunteer culture is developed, nor an agreement on the common interest in local communities, etc
- providing tax relief for those who already donate (from abroad)
- greater engagement of the Serbian Philanthropic Forum in promoting organizations in Serbia, better management of donors (even those whom respondents consider the best examples, such as the Ana and Vlade Divac Foundation)
- introducing technical payment facilities (primarily computer and phone applications)
- restoring confidence in donating through greater transparency in work (from presentation of projects/actions, goals, to results)
- increasing transparency and responsibility for those who are collecting donations
- opening more new donor organizations
- including the culture of giving into school curriculum in elementary schools
- developing generosity from a young age and building a society that will rely on the values of philanthropy
- creating an umbrella organization for all non-profit organizations and foundations in order to facilitate access to information on all who need help

### **Preferred cooperation in the future**

The donors have a unique attitude towards future donations, and for all of them, this will generally be done through non-profit organizations. The main motive for such a commitment is trust in their professionalism and transparency in their work. The donors will also donate through individuals perceived by the people as prominent citizens, who are not into politics. In the future, donors from the United States will be oriented towards our organizations that are registered in America.



## STRATEGIC DIRECTIONS

The results of the survey indicate that donors from the diaspora generally have a positive image of non-profit organizations and foundations that deal with the collection and distribution of assistance. The respondents emphasized the contribution of the Ana and Vlade Divac Foundation, Jato and other organizations in the popularization of the culture of giving. Nevertheless, although the attitude towards non-profit organizations and foundations is positive, there is room for further improvement.

### **Communication with donors from abroad can be improved:**

- by developing computer and telephone applications that will enable easier donation from abroad in Serbia
- by more transparent and clearer donation mechanisms and regular reporting on the results of donor activities
- by introducing tax relief for donors
- by improving the presentation of non-profit organizations and foundations that are registered in the territory of Serbia abroad



### **Communication with citizens of Serbia can be improved:**

- by promoting donating as a preferred form of behavior in order to improve the culture of giving (e.g. through the educational system, the media, etc.)
- by improving the general donor climate through transparent work and frequent presentation of stock results
- by involvement of the Government of the Republic of Serbia in creating policies that will encourage benefits for the common good
- by improving communication with the public on the role of non-profit organizations and neutralizing the perception of these organizations as “enemies” of the society
- by promoting volunteering as a form of donating

### **It is necessary to intensify work in all segments of the process of attracting donors, taking into account the donor's pyramid attraction - from the base to the top:**

1. awareness and understanding
2. positive feeling, essence, trust, uniqueness
3. personal connection
4. sense of urgency
5. appeal for donation

The motivation of the donors from diaspora moves from the extrinsic, i.e. external motivation (everyone donates in the society because it is normal, and so will I), to an intrinsic, i.e. inner (I want to donate because I want to help my country). It is extremely important that, through a better presentation of the results of all donation-related activities, the significance and the link between donors from the diaspora and the help they provide to the motherland are emphasized.



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Report on public opinion research

## **GIVINGS FROM DIASPORA FOR COMMON GOOD**

**Authors:** Bojan Gligorijević, MSc in Psychology  
Marko Lazović, researcher

**Editors:** Maja Vranić  
Tamara Vlaškalin  
Željko Mitkovski

**Translator:** Zorica Antić Brcan

**Proofreading:** Miljana Kerču

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11120 Belgrade  
Email: [hod@divac.com](mailto:hod@divac.com)

**Design:** Siniša Grahovac





