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## FRAMEWORK FOR GIVING PROJECT

The Framework for Giving Activity broadens and strengthens philanthropy and charitable giving in Serbia. The activity focuses on deepening cross-sector partnerships, improves the legal and policy framework to make giving easier and more transparent, and increases public awareness of philanthropy efforts in Serbia.

### ACTIVITIES IN SERBIA

- Supports research and data collection related to philanthropic giving, private sector and diaspora engagement, and cost-benefit analysis of different policy solutions and best practices.
- Improves the legal and policy framework which incentivizes the development of efficient and transparent giving.
- Expands a transparent culture of giving, volunteering and engagement among citizens, companies, and non-profits.
- Removes obstacles to philanthropic giving, such as, unclear tax regulations, lack of official data on giving and reporting standards, limited payment mechanisms.
- Tests and pilots innovative mechanisms for resource mobilization which includes the development of local endowments, a venture philanthropy fund, community cards, and advancement of online crowdfunding.

### RESULTS TO DATE

- Instituted an annual National Day of Giving in Serbia which highlights the importance and impact of philanthropy.
- Supported the formation of a Council for Philanthropy within the Prime Minister's cabinet

- Conducted and presented research on public opinion on philanthropy in Serbia and diaspora.
- Created cost-benefit analysis for increasing non-taxable amounts for scholarships, and the VAT exemption for in-kind donations by legal entities.
- Launched the “Really Important” community card, an innovative fundraising tool and customer loyalty card that connects citizens, civil society, and local community.
- Supported Council for Philanthropy, working groups that develop legal framework for food surplus donations, corporate giving, individual giving, and criteria for VAT relief for individual donations.
- Promoted individual and corporate philanthropy through annual VIRTUS awards for philanthropy.
- Promoted the crowdfunding platform donacije.rs through organizing the National Day of Giving and Race of Goodness campaigns in partnership with Belgrade Marathon.

## ADDITIONAL INFORMATION

### PROJECT FUNDING

U.S. Agency for International Development  
(USAID/Serbia)

### PROJECT IMPLEMENTATION

Ana and Vlade Divac Foundation in collaboration with: Trag Foundation, Catalyst Foundation, Smart Kolektiv, Serbian Chamber of Commerce (SCC), Serbian Philanthropy Forum (SPF), Responsible Business Forum (RBF)

### KEY COUNTERPARTS

Government of Serbia, private sector, civil society sector, media

### PROJECT SPAN

Nationwide

### PROJECT DURATION

April 2018 until January 2022

### TOTAL FUNDING

\$1,998,646

### CONTACT

Ana and Vlade Divac Foundation  
Ilije Garašanina 53a/7  
11120 Beograd  
Telefoni: +381 11 3341755  
Email: [hod@divac.com](mailto:hod@divac.com)