

Partnerships for Giving

Goal

Strengthen legal and institutional systems that nurture and stimulate a culture of philanthropy to increase giving by companies, communities, and private individuals that support development.

Duration

November 2021–November 2025

Total Funding

\$750,000

Implementing Partners

Association Konekt in collaboration with European Center for Not-for-Profit Law, Indigo, American Chamber of Commerce in North Macedonia, and Economic Chamber of North-West Macedonia

Key Counterparts

Ministry of Justice
Ministry of Finance
Public Revenue Office
Association of Banks
Civil society organizations
Private companies

Contact

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CHALLENGES

Philanthropy in North Macedonia has historically focused on meeting the immediate needs of individuals, neglecting its potential to achieve locally led, sustainable social development. However, research shows that substantial philanthropic capacity is untapped in North Macedonia. Over half of companies and citizens engage in philanthropic giving but lack a strategic approach and tools for impact measurement.

Further, civil society organizations and community groups primarily rely on foreign donors and rarely ask for donations from local companies or citizens. The legal framework in North Macedonia intended to stimulate giving is not effectively implemented, as bureaucratic red tape demotivates corporate and individual philanthropy. Additionally, no digital platforms exist to make it easy to donate online, connect donors with causes they care for, and assess impact.

ACTIVITY DESCRIPTION

This activity aims to 1) create an enabling environment for philanthropic giving using legal and tax frameworks to reward the corporate, community, and individual philanthropy of entities both present in the country and from the country's diaspora; 2) increase levels of philanthropic funding raised by local stakeholders from companies, communities, and individuals for development activities; 3) support companies in the development of corporate philanthropy strategies and operational plans; and 4) catalyze the establishment of sustainable fundraising platforms and tools that can easily be upscaled in times of emergency.

EXPECTED OUTCOMES

- The legal framework will be revised to encourage giving.
- \$500,000 of local, in-kind and financial resources will be raised.
- Increased number and value of funds raised through digital/other platforms.
- Companies and citizens that participate in the project will commit to donate two percent of their income to philanthropic giving for development.
- Sixty companies will have new or updated strategic philanthropy and Corporate Social Responsibility plans.

KEY RESULTS IN 2023

Increased Philanthropy

More than 880 citizens and 68 companies donated over \$54,600 to locally-led development initiatives of 32 non-profit organizations through the Donation Fund. Over 330 citizens and youth volunteered in activities and donated labor and skills with an estimated value of \$3,750.



ACCOMPLISHMENTS

The first ever domestically funded philanthropic **Donation Fund** was established to support civil society organizations and locally led economic and social development projects.

A new version of the **law** on Incentivising Donations and Sponsorships in Activities of Public Interest was developed and drafted through a participatory process. The co-creation of the law included civic organizations, companies, commerce chambers, the Ministries of Justice and Finance, and the Public Revenue Office.

36 companies joined the Responsible Businesses Club with the President of the Republic of North Macedonia to facilitate sustained private sector contributions to **advance** the country's **development**.

Donation Platform



In 2023, the activity launched a crowdfunding platform that enables citizens and civil society organizations to fundraise online. The platform also strengthens donor management and increases organizational transparency and accountability of donations.

Capacity Building



189 representatives from 114 civil society organizations and informal groups learned how to mobilize resources locally from individuals, families, and corporations to properly plan, use, and cultivate relationships with local donors. Over 130 representatives from 101 companies have either acquired new knowledge or received support to strategically apply Environmental, Social, and Governance principles to corporate philanthropic efforts.

