

Philanthropy in Serbia and Montenegro

Key Initial Findings from a Public Opinion Survey
April - June 2004

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The Balkan Community Initiatives Fund (BCIF) has operated in Serbia and Montenegro since 1999. BCIF supports the development of communities by funding initiatives that encourage the active participation of citizens in addressing common problems. BCIF recently transformed into a Serbian fund and continues to build on its significant grantgiving experience.

To date, BCIF has awarded over 165 small grants amounting to over 295,000 Euro. Funded projects cover a range of issues, such as support and interaction between disadvantaged groups and the wider community, civic participation in decision making, increasing ethnic tolerance and protecting and improving the environment.

In the beginning of 2004, BCIF decided to take a more active role in encouraging the development of local philanthropy because it considers it to be one of the key elements in ensuring the future sustainability of civil society initiatives in our country.

INTRODUCTION

In the last several years, Serbia and Montenegro has undergone a difficult process of transition to a modern, democratic society. Experiences from Central and Eastern Europe have demonstrated that the active participation of citizens is one of the key factors that can accelerate the process. These experiences also showed that the sustained development of independent initiatives focusing on various fields of social development (protection of the environment, culture, education, human rights or social care) plays an important role in encouraging such activism.

Although the not-profit sector in Serbia and Montenegro currently receives significant foreign donors support, it is important that we begin thinking about the future and sustainability of such initiatives. Among other things, sustainability requires the activation of local resources. In this context, it is necessary to support the development of local philanthropy – both through revitalization of positive traditions existing in our country and by developing new approaches that can contribute to sustainability in the arena of social development. To begin this process, The Balkan Community Initiatives Fund (BCIF) conducted a study of local philanthropy in Serbia and Montenegro.

What is Philanthropy?

The word *philanthropy* comes from the Greek words *filos* – friend (love) and *anthropos* –man (mankind). It is translated as *charity or beneficence* and described as ‘a caring disposition towards people’ and investing efforts to make a good thing happen. The widely understood current definition of modern philanthropy refers to charitable donations for the public good.

In some contexts, one finds use of the terms ***organised philanthropy***, which most commonly refers to a network of foundations and/or other non-profit organisations (though the term is sometimes used to describe any kind of institutionalised philanthropy), ***individual philanthropy***, which refers to donations made by individuals, and ***corporate philanthropy*** which includes donations for charitable purposes made by the private sector.

Aims and Methodology of the Research

For the purposes of this research, BCIF has defined philanthropy as “obtaining financial or in-kind donations from individuals, organisations and the private sector that seek to invest in the public good”.

The research principally focused on extracting information about attitudes to philanthropy in Serbia and Montenegro, the present situation of local philanthropy and factors influencing its development. The research focused on the following areas:

- awareness and attitudes to local philanthropy
- status of local philanthropy
- factors influencing attitudes to charitable donations
- roles of relevant institutions and organisations in charitable giving
- awareness of the existing legal framework
- factors encouraging philanthropic practices
- attitudes to involvement with local charities

The research was conducted in cooperation with the SMMRI Group (Strategic Marketing and Media Research Institute) between April and June 2004. The following research techniques were applied: an opinion poll (quantitative technique), focus groups and in-depth interviews (qualitative techniques). Opinion poll questionnaires contained both open and multiple choice questions, while in depth interviews were mostly based on open questions. Focus groups interviews were used both before and after opinion poll: before as to help in better defining the questions and after, as to help in better understanding of the results of the survey. Copies of the opinion poll, focus group agenda and interview questions are available from BCIF upon request.

The target group was a national representative sample in Serbia and Montenegro of 1.228 adults in Serbia and 317 in Montenegro. Six focus groups were also held involving 48 adults, both male and female, from Belgrade, Novi Sad and Nis. The opinion poll also included representatives of 10 different media and 10 representatives of the business sector.

Results

One of the outcomes of the research is a recognition that understanding of the terms used in the survey and the actions we have broadly categorised as **philanthropy** may differ from one person or context to another. Moreover, term philanthropy is not widely used in Serbia and Montenegro. Instead, people often use term **humanitarian or charitable actions** that describes all organized actions of obtaining money or goods in philanthropic purposes (consequently, this term is used in this report as well). Furthermore, philanthropic activities are often understood as only humanitarian activities. While recognising this ongoing challenge, we believe that the survey permits us to improve our understanding of the current public environment for philanthropic activities in Serbia and Montenegro.

The detailed results of this work have been analysed and presented in four slightly different reports containing information relevant to the groups represented in the survey: representatives of the non-profit sector, representatives of the private sector, representatives of the public sector (Government and Parliament) and media representatives. We felt that this was the best way for representatives of different sectors to obtain the information relevant to their respective sectors. This report, however, brings all key initial findings.

The results are presented in sections addressing the following themes:

- understanding and awareness of philanthropy
- citizens' perception of the status of local philanthropy
- factors that influence opinions on charitable donation/actions
- factors that influence people to make a contribution/donation
- role of relevant institutions and organisations in charitable donations/actions (including the role of the non-profit sector, business sector and media)
- factors that might encourage the further development of philanthropy

In each section, the most important findings are bulleted.

This research is only the first step in the systematic effort that will be necessary to develop local philanthropy and as such, raises a number of issues and ideas for further research. Nonetheless, the survey does provide some useful initial findings and points to certain concrete steps that could contribute to the development of local philanthropy over the short term. We hope that the results of the survey will spark discussion among important stakeholders in this effort.

Regardless of the perception of philanthropy, it appears that philanthropy is seen as a response to people's needs and an opportunity for people to influence social, cultural and, more indirectly, political developments in Serbian and Montenegrin society. Given the process of transition in our country, investments in developing and encouraging philanthropy are meaningful, long-term investments in the future of Serbia and Montenegro.

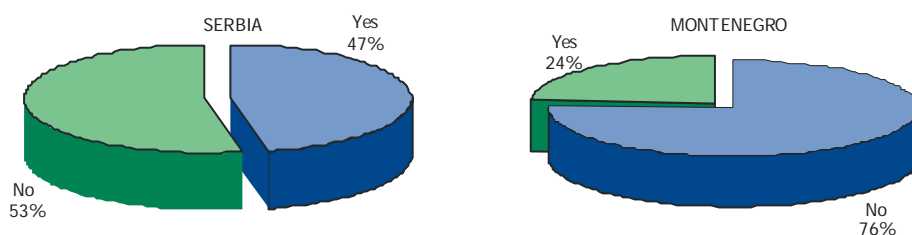
1. UNDERSTANDING AND AWARENESS OF PHILANTHROPY

- **Charitable giving refers mainly to humanitarian actions for people in need**

There is a general positive perception of charitable giving, but people generally associated philanthropy with humanitarian actions. Only if prompted did the individuals polled show awareness of a variety of additional target audiences and themes that may benefit from charitable giving. In these cases, they mentioned cultural and sport events, the preservation of cultural heritage, health care, etc.

- **Generally speaking, citizens are not well informed about philanthropic actions and the work of foundations**

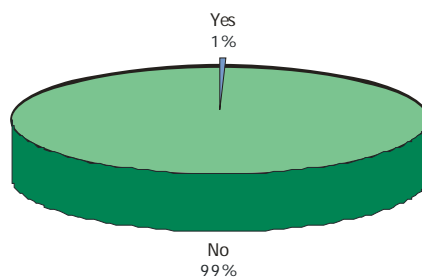
More than one half of respondents in Serbia and more than three quarters of those polled in Montenegro are not able to name any organization or institution engaged in charitable giving. The percentage is higher among those polled with lower levels of education, living in non-urban areas, are elderly and those who have never taken part in charitable giving.



Graph 1: Do you know any foundation/institution engaged in charitable giving?

The only charitable actions that citizens are familiar with are those that have received substantial media coverage but there were only a small number of such actions. Organizations with a long tradition (such as the Red Cross, UNICEF and church organizations) are the best known and the most trusted.

- **Legal regulations related to charitable giving are completely unknown to citizens and media representatives.**



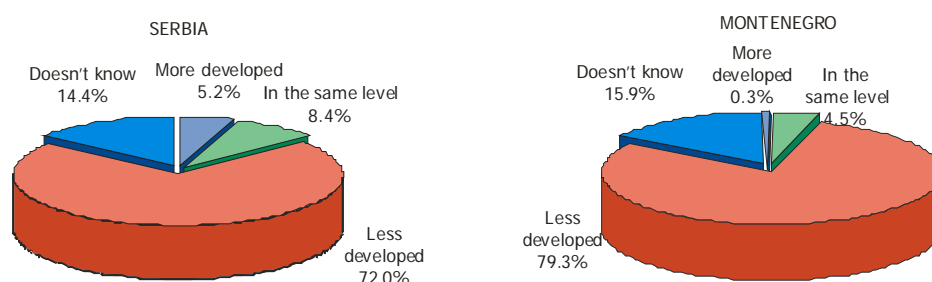
Graph 2: Awareness of legal regulations among respondents

The media and business sector feel that charitable giving is needed and important and they welcome all the actions that have been organized to date. They feel that the number of philanthropic actions are insufficient and that they occur without continuity, partly as a consequence of the lack of governmental support in terms of legal framework.

2. STATUS OF DOMESTIC PHILANTHROPY AT THE LOCAL LEVEL

- **Philanthropic actions are not sufficiently developed in our country.**

More than 70% of citizens feel that philanthropy in our country is less developed than in EU countries.



Graph 3: Presence of philanthropy as compared with other European countries

Representatives of all sectors agree that the reasons for this situation are:

- **Poor economic situation** – the largest part of the population lives on very limited resources and is forced to hold several jobs at once. As a consequence, they do not have sufficient time, financial means, and very limited desire for additional involvements.
- **Distrust of citizens** – the Milosevic regime and conflicts in the 1990's created a situation in which citizens witnessed a great deal of misuse of humanitarian donations and people's goodwill and limited results of charitable actions despite the often strong turnout of citizens.
- **Lack of awareness among citizens of existing actions**
- **Absence of a culture and habit of giving and activism** - this is a consequence of the former political system in which the state assumed responsibility for all care and assistance.
- **Problems related to the macro-plan** – the society is perceived as insufficiently organized and lacking in good legislation and enforcement of laws. Political instability diverts attention from social issues, thus increasing the disinterest of citizens in their community and the people around them.

- **The current legal environment does not stimulate philanthropy** – on the one hand, it does not facilitate financial controls and transparency in charitable giving, and on the other hand does not provide incentives for such initiatives.

Media representatives feel that the philanthropic consciousness of citizens is underdeveloped and that this theme is therefore not interesting to the public. Consequently, the media is not motivated to address the theme of philanthropy. At the same time, media representatives are aware of the role they might play in developing awareness of philanthropy, but feel they can only work in this field *in cooperation with other sectors*. Media representatives cite the poor economic situation, as the main reason for the lack of philanthropic awareness.

“People are too preoccupied with themselves and their own problems.”

“There are not many people ready to volunteer because salaries are small and people are struggling”

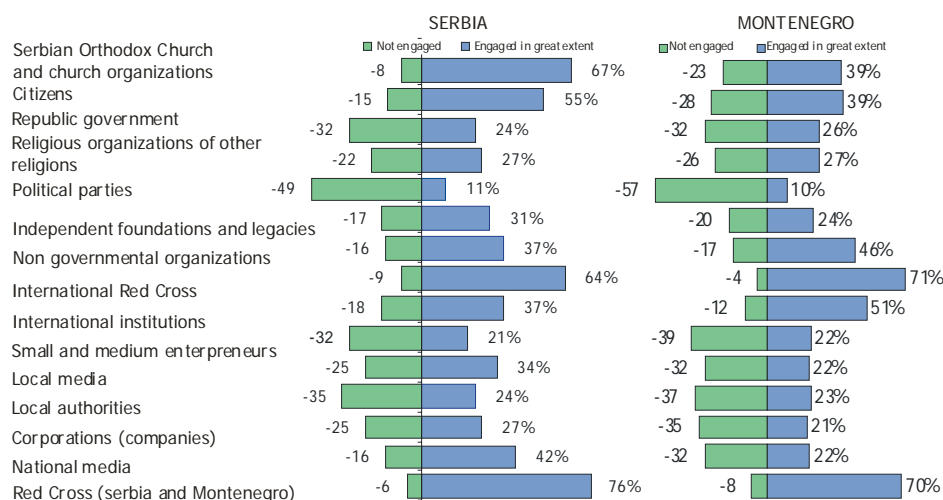
Representatives of the business sector also agree that charitable giving in our country is not sufficiently developed, but feel that it is not their role to initiate such giving - help needs to be requested, they feel. The business sector would be happy to join in such giving/actions even though the sector itself also faces serious financial constraints – interviewed representatives feel that there is a small number of successful companies that can contribute significantly to charitable giving.

“The mentality for investing in and giving to community is lacking. Something very bad has to happen for people to unite. The bad economic situation encourages people to focus on their own problems and think that someone else will solve the problems in the community.”

“Our company takes responsibility for society and the environment in which we live. We don't have much support for this in the society.”

“Strong companies have the attitude that it is necessary to help. Strong action is needed for people to unite. Everything now is ad hoc”

- **The most visible organization is The Red Cross**



Picture No. 4: Present extent of involvement of institutions and organizations in charitable actions

The most visible organization in Serbia and Montenegro is the Red Cross (both local and international). People also believe that the church has a significant role in Serbia.

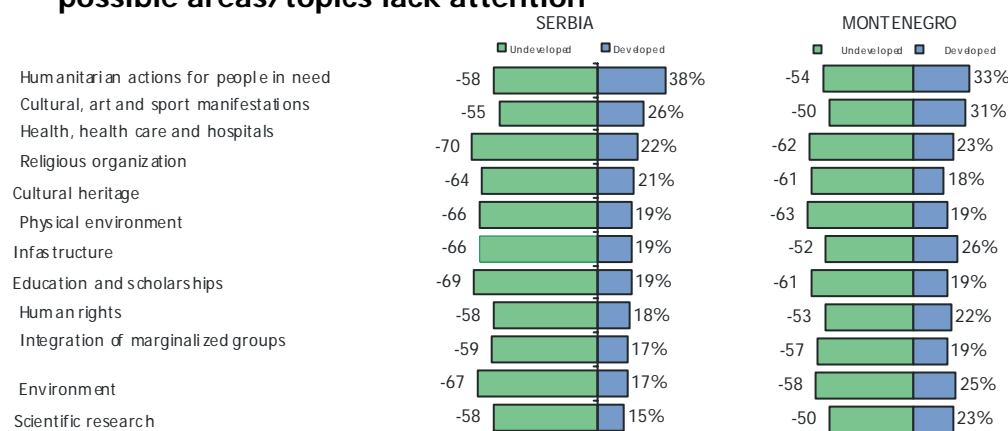
Only one-third (1/3) of the respondents from Serbia believe that non-governmental organisations and independent foundations are currently involved in charitable actions to a large degree. In Montenegro, international organizations and NGOs have a bit stronger position than their equivalents in Serbia.

In Serbia as well as in Montenegro, only one fourth (1/4) of people believe that the government - both at the Republic and local level - are involved in charitable actions to a great extent.

More than one fourth (1/4) of people seem to feel that the business sector (small and medium enterprises) at this moment is not sufficiently involved in charitable actions.

A significant percentage of citizens (every fifth respondent) believe that the media are not sufficiently and appropriately involved in charitable giving actions. Almost one-fourth (1/4) of those polled feel that *'the media never covers the whole action – most often, they report only on the beginning of an action but always fail to report on its results'*.

- **People feel that most money is given for humanitarian purposes, while other possible areas/topics lack attention**



Graph 5 Present situation of charitable giving by field/topic

- **People believe that the legislative framework is not satisfactory**

Respondents from all sectors agree that the legal framework does not stimulate the development of philanthropy because there are:

- no detailed and clear procedures for charitable investments
- no procedures to encourage accountability and transparency
- limited legal benefits for charitable giving

The business sector believes that the existing legal environment for charitable giving is extremely discouraging:

- charitable giving, just like any other financial transaction, is taxed at 20%.
- there are no tax exemptions, or if they exist it is only in specific areas (for example, investments in culture)
- giving involves complicated bureaucratic procedures. A company must make a plan for investment at the beginning of the year. If the plan is revised or there is a desire to make additional investments, the company has no opportunity to make additional donations because legal procedures prevent it from doing so.

"It doesn't make sense that I help and then that I have to pay taxes"

"It is pretty strange legislation. You have to forecast giving for the next year. If you don't forecast properly, you can't help. And then you pay the taxes"

3. FACTORS INFLUENCING OPINIONS ON PHILANTHROPIC ACTIONS

- **The key factors influencing peoples' opinions are information, confidence and the adequacy of help**

Individuals singled out the following factors as the crucial factors that influence their opinion on charitable giving initiatives:

1. Information about actions – In the opinion of citizens, information on charitable giving is very often missing or is not given sufficient attention. As a rule, information about outcomes never reaches those who give, for example, how much money was collected, what happened to any eventual surplus, who received assistance, what the funds were spent for, and whether the problem was entirely or partially solved.

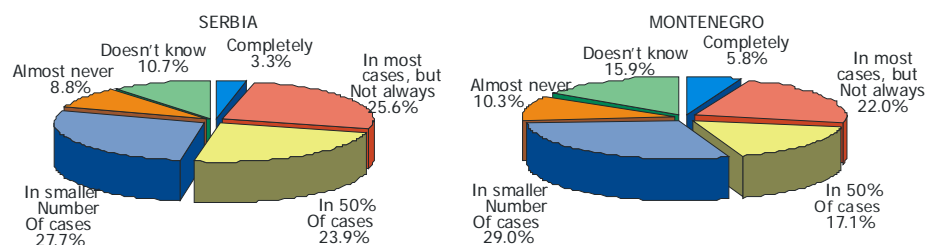
'I have never heard information like "the action has been completed. And for instance, "There was a need for 25,000 but we collected 28,000 Dinars. " I do not want to have my money back. I just want to know what happened to it".'

2. Confidence has a great impact on the creation of a general attitude towards philanthropy. Positive or negative views seem to depend on the following factors:

personal experience and speculations of misuse – personal experiences vary, both positive and negative examples are quoted but there are lot of stories about different kinds of abuses.

recognition of altruistic motivation – if the citizens recognize motivation of those who ask for donations as genuinely altruistic

transparency of actions – flows of money should be visible and open to careful scrutiny.



Graph 6: Do the resources go where intended?

3. Adequacy of help – Those polled frequently referred to the inadequacy of types of assistance provided (often the aid collected is not adequate aid for the needy).

'... aid recently arrived consisting of hundreds of small mirrors and lipsticks for poor children and children with visual imparities. They would need much more a pair of thick socks. '

- **The general position of the representatives of the media who were interviewed is that topics such as charitable giving are very important for our society but, at the same time, are not appealing to the wider public.**

In addition to the already quoted factors, the opinion of media representatives with regards to charitable actions depends on the following:

- perception of the relevance of a charitable giving to society – whether the action is only of local importance or it is unique and involves educational aspects that might attract citizens of the whole country.
 - confidence in the organisers – familiarity and positive experience with the organisation and/or recognition of the altruistic motives of the organisers.
- **The business sector feels that the most important element of any action is for it to have concrete objectives and tasks.**

The views of the business sector on charitable giving is contingent upon the following factors:

- concreteness of the charitable action – whether it has concrete aims, solves a real problem, and whether there is a way of monitoring spending of the money;
- priority of the problem – whether the state or media perceive the problem as a high priority
- previous experience in charitable giving or with the organisers

4. FACTORS THAT INFLUENCE THE DECISION TO MAKE A DONATION

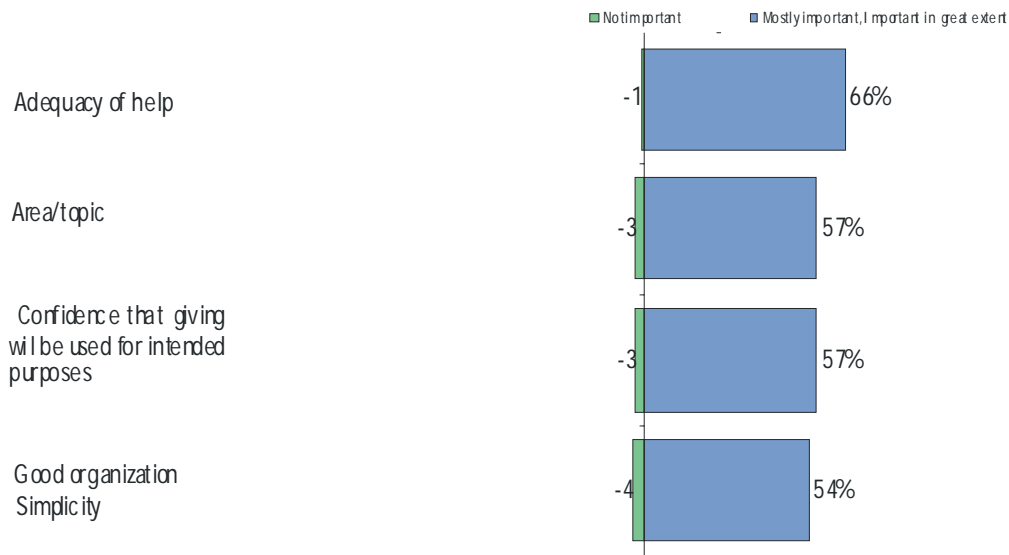
4.1. Factors that influence peoples' involvement in charitable giving

- **A desire to bring about change is the main stimulus for people to take part in charitable giving**

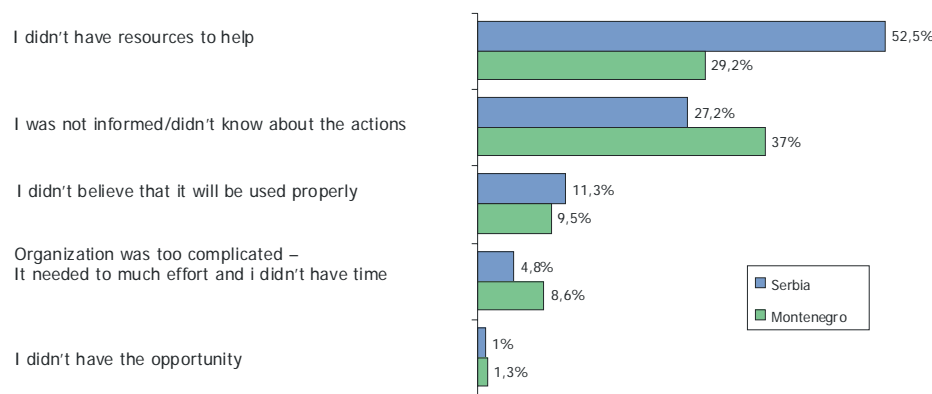
That is why bringing about change and raising awareness that the charitable action was successful is of crucial importance for further motivation to give.

Generally, people will take part in charitable giving if:

- every donation counts – the most frequently mentioned obstacle is the potential donor's financial situation so people prefer actions to which they can contribute smaller amounts of money or provide in-kind contributions;
- a simple form of participation – the possibility to react to 'the initial impulse', without excessive engagement;
- good media coverage – information on the outcomes of the action;
- well organised actions that focus on high priority problems and offer adequate assistance– actions that yield tangible results in a short period of time;
- organisers instil confidence – it is very important for people to be aware of the existence of some kind of monitoring either internal to the organization or external (state institutions and the media).

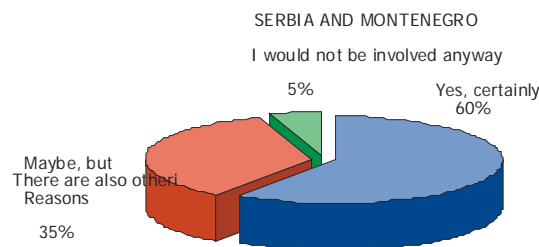


Graph 7 Motives for involvement in charitable giving



Graph 8 Why people are not involved in charitable giving

Sixty percent of those polled are convinced that knowing that they would be informed of the results of a charitable giving would motivate them to donate. Those polled who had already been involved in charitable giving would be more stimulated by information about the results than those who have never donated before.



Graph 9: Better information regarding the results of charitable giving serve to stimulate people to take part in them

Most people in Serbia and Montenegro (according to the results of the opinion poll, about 2/3 of those polled) would take part in charitable giving at the local level rather than give for cause that is national in scope.

Factors that additionally influence non-participation in charitable giving are as follows:

- lack of awareness of the need to invest in the public good – lack of awareness that ‘it is my problem’. Charitable giving is completely overlooked in today’s society and people are not educated about it;
- administrative barriers and lack of stimulus from the state – those polled believe that a person’s initiative is very often limited by the legal framework for giving;

4.2. Factors that influence involvement by the business sector

- **The basic stimulus for the business sector is a wish to help.**

Representatives of the business sector feel that their main stimulus for charitable giving is a wish to help. Though this type of giving improves the image of a company, this is not the main reason for giving. Funds invested in marketing and the quality of products are deemed much more useful for companies. Still, over the long term, charitable giving by companies help develop a positive vision of the company among clients, business partners and the public, as well as among employees of the company.

The role of the business sector is perceived to lie primarily in investing in future employees (i.e. education of youth, investments in culture, health, sports) and humanitarian assistance, most often in-kind assistance corresponding to the company’s activities. The forms of participation by the business sector are seen mainly as financial donations and donations in the form of equipment and educational opportunities.

The business sector prefers actions:

- that involve concrete objectives and tasks
- the results of which are known and visible - people know how the money was spent and what results were achieved;
- with organisations with which they have already had a positive experience – when it comes to the development of new cooperative relationships, there is a tendency to start with small projects and small amounts so that the partners can get to know each other better and so the recipient has the opportunity to prove itself;
- which have asked for support – the business sector is explicit in its attitude that help has to be requested. They feel they cannot be expected to identify priority problems, organisations and individuals in need on their own
- that relate to the company’s general strategy for charitable giving – most foreign companies act in accordance with established strategic giving plans or through their own foundations, while domestic companies rarely have a strategy, but react when they are prompted to help.

‘We think that we should invest in an action in accordance with our scope of activities. We support organizations that can produce adequate results that correspond to the investments. We prefer to support an organization that has been achieving positive results for years’.

‘We choose the problems that are most urgent and solvable. Sometimes they are general problems, sometimes they are individual problems. We make sure that the funds are properly spent’.

‘We give ‘for infrastructure and to improve the living standard of workers’.

‘The business sector should invest in its personnel – scholarships, workshops, transfer of good practice, equipment and literature, youth and education’.

Still, the business sector quoted the following obstacles to their involvement in charitable actions:

- in our country, there are a very small number of stable companies that can afford major donations;
- there is effort to involve several donors who provide smaller donations
- absence of a legal framework for charitable giving – every donation is taxed just like any other financial transaction, there are none of the tax exemptions one finds in many other countries.

4.3. Factors that influence media involvement

- **For the media, important factors are how interesting the information is, the clarity of the 'message' and the internal policies of the media itself.**

For most journalists, the topic of charitable giving is a part of the broader theme of the development of civil society.

Media representatives quoted the following factors as influencing their decision to cover or not cover a particular action:

- organisers of the charitable giving action must draw attention to the progress of the action;
- the issue needs to be attractive – the more attractive the topic, the faster the media reaction and the more extensive the reporting. Journalists feel that the public is not interested in charitable giving; in their opinion, the public is interested in this topic only in emergency situations when reports on charitable giving are attributed special importance due to some political or social phenomena;
- the media prefers reporting on creative actions with clear messages that can 'appeal' to the public;
- the political situation – in moments when there is a political crisis, elections or some other political events there is a little space to cover philanthropic actions

Factors within the media environment itself that influence attention to charitable giving:

- the interest of journalists in this topic is usually determined by the editorial policy of the media house. Most often the way they cover charitable giving initiatives is through a short reportage. Reporting on this type of action is not considered to be a prestigious task and it is therefore left to younger and less experienced colleagues.
- ownership structure: the private media are focused on profit and pursue the interests of their owner. They cover these types of topics only if they feel that it will contribute to creating a favourable image for them. The state media, as a public service, are expected to give more coverage to such actions and thus set positive examples and educate the population
- size of the media operation: the general opinion of media representatives is that local media should report more on philanthropic actions and focus on those in their respective communities, while media with a wider audience should focus on exemplary or interesting actions and thus educate citizens about these types of activities

'There are a lot of attractive events so that journalists are not able to focus on topics such as charitable actions. This is not always the case. But NGOs have to "make" the media cover their events.'

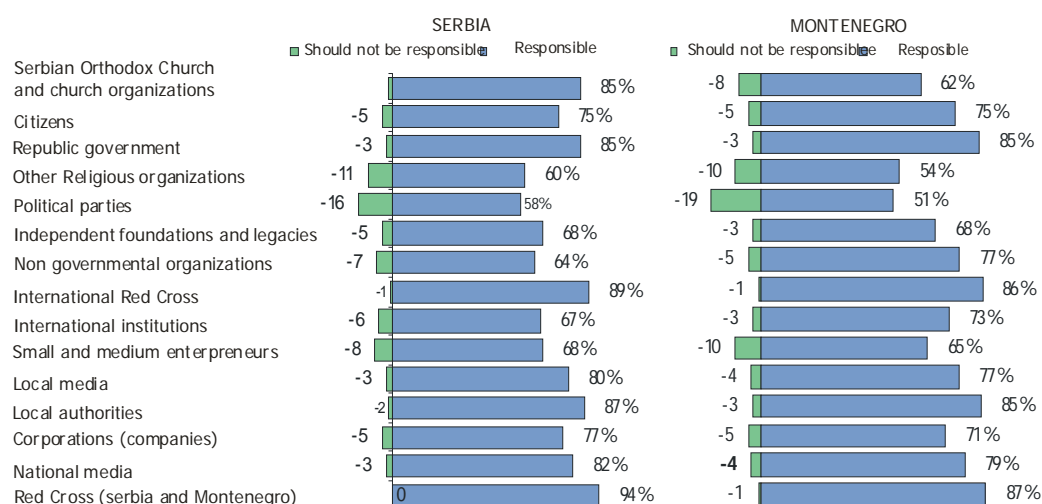
"It all depends on the editor's selection and assessment of what is perceived as interesting by public. The local media have more space to cover such actions."

"It is the importance of the information that counts. It is difficult for a journalist to receive acknowledgement by reporting on such activities."

5. ROLE OF RELEVANT INSTITUTIONS AND ORGANISATIONS

- The prevailing opinion is that charitable actions have to involve as many different stakeholders as possible

According to the results of the opinion poll, two thirds (2/3) of citizens feel that *'charitable actions must include as many different organizations as possible'*, while one third (1/3) were of the very different opinion that *'the state should play the main role in charitable actions'*. A thesis about decentralised aid is less common among people with lower educational levels and is more common among people with higher levels of education.



Graph 10 Who should be involved in charitable giving?

People expect all sorts of institutions to be involved in charitable giving. They expect the most from the Red Cross (as a large humanitarian organization), local government, governmental authorities at the Republic level (as institutions of the state) and the church. The role of the church is seen to be mainly in the domain of humanitarian assistance to people in need. There is a sense that the function of the church is to help people, and it seems that this is the main reason for people's great confidence in the church when it comes to charitable giving.

5.1 Role and Expectations of NGOs

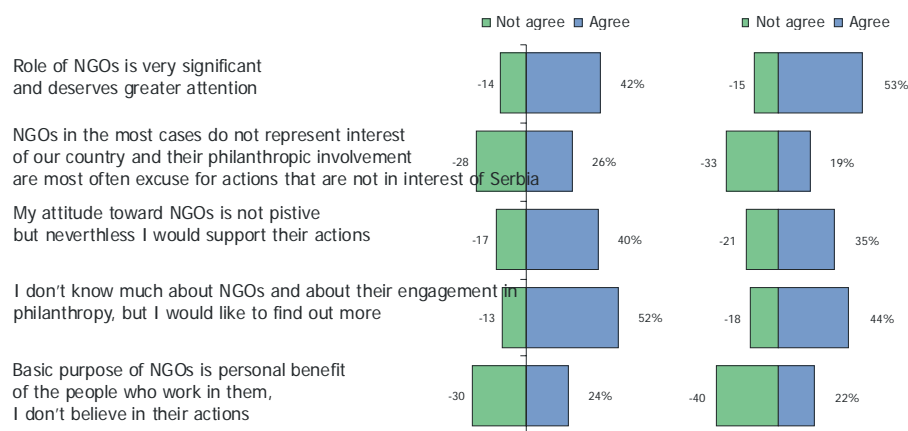
Citizens expect that non-governmental organisations, independent foundations and international organisations should be involved in charitable giving to a greater extent than they currently are. More than two thirds (2/3) of the individuals polled expressed *high expectations* of the NGO sector with regards to initiating and organising charitable actions.

Still, people expressed the following opinions about the work of non-governmental organisations:

- activities of the NGO sector are generally not well known
- the term NGO itself triggers a feeling of distrust– specific organisations are respected, but a generalised negative attitude towards NGOs persists.

Perception of the work of NGOs greatly varies – those with a dominant positive attitude toward the NGO sector feel that it serves to correct the state and plays an important role in civil society

development and they are able to refer to well-known NGOs and individual cases. Those with a negative attitude to the NGO sector refer only to individual cases - they express opinions that NGOs work against the interests of the country, are involved in criminal affairs, or that the individuals involved are seeking to benefit personally under the guise of humanitarian work. Attitudes towards NGOs are a bit more positive in Montenegro than in Serbia.



Graph 11: Attitude of citizens to the role of the non-governmental sector in charitable actions

Citizens commented on the activities of NGOs in the following manner:

'It is so easy to set up a NGO, everyone can get permission'.

'People working in NGOs have salaries of 1,000 Euros. You cannot talk about altruism when the basic motive is money'.

'The authorities say that the role of NGOs is very important. On the other hand, the opposition communicates completely different messages. I am confused and I do not know what to think'.

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'They were set up in the times of Milosevic. It is a way for foreign countries to influence us.'

'I do not have a clue as to what NGOs are doing. It is mostly money laundering'.

'I know nothing about NGOs'.

In the opinion of citizens, the media should clarify the role of NGOs and report on the concrete impacts brought about by non-governmental organisations. One of those polled said:

'I do not have a positive attitude towards NGOs. I think that they work against the interests of the country. However, listening to others, I realised that I really know nothing about them. Perhaps that is why I am so suspicious. One is always the most afraid of unknown things. Why doesn't the media explain to us what the whole thing is about, what are the positive and negative sides of NGO work.'

The business sector and the media also feel that they do not have extensive knowledge about NGOs. However, unlike the individuals polled, they do link NGOs with charitable actions for the development of society and communities. They think that NGOs are most active in the field of protection of rights, development of tolerance, interethnic dialogue and humanitarian work. Nonetheless, judging by the results, NGOs do not address these topics sufficiently. All their efforts were assessed as being insufficiently systematic forms of support.

Comments from the business sector included:

'I have a moderate attitude. Abuses do exist, as well as sincere and honest efforts to make a change.'

'NGOs 'have a bad image. People who work in big companies and have a lot of money are rather sceptical about NGOs. This is bad. Perhaps the reason for such a perception lies in the fact that most NGOs originated from foreign organisations. Many view NGOs as money laundering institutions or organizations aspiring to influence the political situation'.

'The business sector and NGOs can cooperate if they have common interests and common goals'.

'There must be a sort of guarantee of quality. Many NGOs ask for help, but definitely only those that have been addressing problems for a long time are worthy of support'.

Media representatives expressed the following opinions:

'There are a lot of NGOs. They cover many fields. Their main roles are to act as watchdogs of the state and influencing important social phenomena, as well as humanitarian work, educating people and raising awareness about the values of society.'

'Many draft laws were initiated by NGOs because some of them have real experts'.

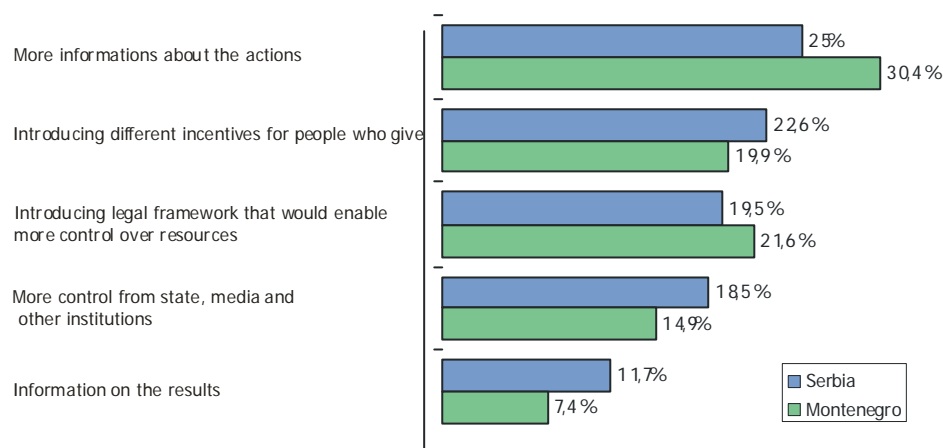
'People often complain and I refer them to NGOs. They then come back again having received no support from NGOs. What is then the purpose of NGOs?'

'Some NGOs compromise the NGO sector as a whole because they are prone to machinations'.

The main criticism by the majority of those polled – private individuals, and representatives of business sector and the media - related to the lack of records and limited oversight over the work of the NGO sector. It is felt that there are a lot of NGOs, a certain number of which do function properly, while others exist only fictionally to achieve different interests. For this reason, it is not very easy for representatives of other sectors to find true partners among NGOs. They feel that NGOs themselves should address the media, private individuals and the business sector and that they have to initiate cooperation among sectors if they want support. The best way for NGOs to defend themselves against a bad image is seen to be by promoting positive results.

6. WHAT WOULD STIMULATE PHILANTHROPY?

In the opinion of the general public, participation in charitable giving could be encouraged by increasing awareness and stimulating citizens' initiatives through state actions such as the introduction of incentives for charitable givers and the introduction of a legal framework that provides procedures for financial accountability and transparency, as well as better mechanisms for monitoring the work of charitable organisations.



Graph. 15: Factors that might stimulate citizens for charitable giving

Media representatives stressed the importance of collaborative actions carried out by different sectors. They felt that the organisers of charitable giving actions should take the initiative in approaching media institutions. Media representatives mentioned several ways of encouraging media participation in charitable actions:

- organisations involved in charitable activities should inform the media about their efforts
- some form of stimulation or a legal obligation should be put in place to encourage the media to cover a certain percentage of charitable actions
- editorial policies at media houses should be established that aim to address topics that are not sensational

The business sector accentuated the importance of the legal framework and mentioned:

- cancelling taxes on charitable giving
- introduction of incentives for charitable giving
- less bureaucratic procedures for those who want to give
more freedom with regards to decision-making processes within companies with regards to charitable giving

CONCLUSION

BCIF's research on philanthropy is only the first step in gaining better insight into some of the **attitudes to philanthropy** in Serbia and Montenegro, thereby opening possibilities for further research and activities.

This research clearly points out that local philanthropy could be advanced through:

- 1) **Establishing a supportive legal framework** that would enable both businesses and individual donors to give and would better enable not-for-profit organisations to receive donations;
- 2) **Promotion of charitable giving** both as an idea and as an activity that brings beneficial results and positive outcomes;
- 3) **Building the image of the not-for-profit sector** as responsible, accountable and efficient recipients of philanthropic giving.

This survey is clearly only the beginning of an effort to better understand and improve conditions for philanthropic activity in Serbia and Montenegro. It is clearly necessary to create a more favourable environment for charitable giving, which can be done only through

strengthening cooperation of different sectors. We hope that the survey will serve as the basis for increased ***cross-sectoral discussions*** about ways of developing and encouraging a variety of forms of charitable giving (individual, corporate, state) and social responsibility. We believe that increasing awareness of the importance of philanthropy will provide opportunities to bring about specific ***changes in governmental policies***, to implement ***concrete measures that will impact*** the legal framework, but also procedures for increased popularisation, organisation and involvement of people in philanthropic actions in various fields, and education aimed at better understanding and development of philanthropic manners.