



**FOUNDATION
ANA AND VLADE
DIVAC**



LETTER FROM ANA AND VLADE DIVAC

Guided by the idea of humanity to create better living conditions for those in need and driven by the passion to devote our time and knowledge to promoting a better future for Serbia we have launched the *You Can Too* campaign. Even though we have experience with similar initiatives, from the very onset we felt that this project was pioneer.

The issue of refugees and internally displaced people living in collective centers requires enormous financial resources, cooperation between the civil and public sectors and engagement of experts and non-governmental organizations. Remarkable results have been accomplished since the day the foundation was launched and we are proud to say that during the course of this initiative our objective was to solve the housing problem of the target population whereupon all collective centers in Serbia would be closed. These results could not have been achieved without exceptional support from our partners, donations and assistance from government institutions, international organizations and foundations, and above all, the support of our people.

We hope that philanthropy at work will continue to play a great part in the Serbian tradition, *Ana and Vlade Divac*

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FOUNDATION ANA AND VLADE DIVAC

Foundation Ana and Vlade Divac was established in 2007, after almost 20 years of family's devotion to charitable work in numerous humanitarian projects and assistance to all those in need. Throughout their charitable initiatives, Ana and Vlade Divac have raised over 15 million US dollars for humanitarian aid and educational programs not only in Serbia, but also in many other affected countries and regions all over the world.

The objective of the *Ana and Vlade Divac Foundation* is to provide financial and all other resources to meet physical, psychosocial and other needs of refugees, internally displaced and abandoned persons, regardless of their gender, religion, nationality, or any other affiliation or commitment.

Divac Foundation is deeply devoted to young people and promotion of positive role models among youth. The focus of youth related initiatives is promotion of sport activities among youth and refurbishment of state owned sports and kindergarten playgrounds across Serbia. The objective of all these activities and initiatives is to create better and healthier environment for children and youth in Serbia.

YOU CAN TOO – CAMPAIGN FOR REFUGEES AND IDPs



Serbia is still a country with the largest number of refugees and internally displaced people in Europe. Thousands of them still live in poor living and sanitary conditions, often without any opportunity to provide material security for themselves and their families.

Unfortunately, after 19 years of hard life, many refugees and internally displaced persons (IDPs) still live in inhuman conditions without employment and income, in deep poverty, with lack of educational prospects and access to health services.

Objectives of the *You Can Too* campaign:

- 1) Permanent Housing Solutions (donation of village houses, building of social housing in supportive environment, distribution of building material and construction of prefabricated houses),
- 2) Employment and Economic Sustainability (Support in providing sustainable income generation for refugees and IDPs through *RAISE* project)
- 3) Social Integration (Professional assistance for refugees and IDPs essential for facilitating integration into local communities)

Campaign *You Can Too* is implemented in cooperation with the Office of the *United Nations High Commissioner for Refugees* (UNHCR) and the *Commissioner for Refugees of the Republic of Serbia*.

Permament Housing Solutions – Donation of village houses



Foundation Ana and Vlade Divac is focused on reaching durable solution for more than 3,000 people still accommodated in collective centers throughout Serbia. The project covers the purchase and renovation of village houses for refugee or IDP family.

Until now, thankfully to donations and support from Diaspora, private foundations, corporative sector, and individuals from Serbia and all over the world, permanent housing solution has been created for more than 135 families from Collective Centers in Serbia.

The *You Can Too* campaign will be continued until the very last family accommodated in the collective centers in Serbia reestablishes their own home, and create perspective to live again as a decent human being.



Permament Housing Solutions – building of social housing in supportive enviroment



Besides previosly mentioned, Foundation started with building of social housing in supportive environment providing accommodation for the most vulnerable individuals in buildings owned by the state Centre for Social Work. Due to their incapacity to take care for themselves, the Centre actively supports the tenants in daily activities through the assistance of its social workers and the host family permanently residing in such residential building.

So far, one building in Prijepolje has been completed and the last 13 families (refugees and IDPs) from Prijepolje collective center are provided with accommodation. Construction of three more social houses in supportive environment in Belgrade are in progress, while the Foundation is currently fundraising for the fourth building. In the new buildings (to be opened during 2012), the tenants will be using over 100 apartments accomodating more than 300 persons.



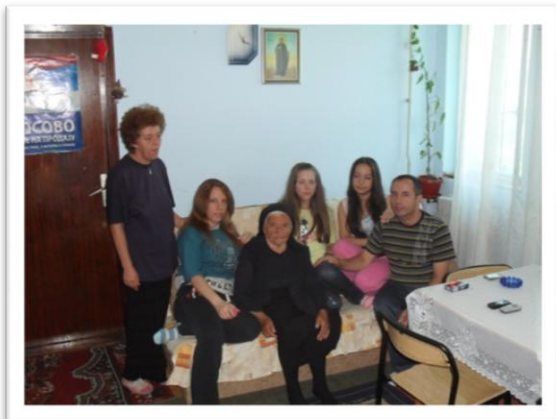
You Can Too! Distribution of Building Material – Project designed for finishing previously started houses and construction of prefabricated houses



The project for distribution of building material is aimed to benefit those refugee and internally displaced families which have already begun building their own homes but do not have enough money to complete them by themselves. The goal of the project is to help the people who managed to start building their own homes finish the building and leave Collective Centers. The grant includes 4.500 Euros in building material for completing construction of the house, and by now 76 families benefited from this assistance.

The project has been implemented in cooperation with the organizations *Intersos* and *Grupa 484*.

In Svrljig municipality, five prefabricated houses has been constructed and five families has been relocated from Collective center to their own homes. This project was implemented in cooperation with Svrljig municipality and *International Organization for Migration*.



Employment and economic independence - RAISE project



The *RAISE* project implies economic and social integration of refugees and internally displaced families whose houses have been obtained through the *You Can Too* campaign through the village houses project. Housing problems, unemployment, social isolation and lack of information are the largest obstacles in the process of integration of refugees and internally displaced persons in Serbia.

With a mission to contribute to the support of refugees and internally displaced persons from collective centers during the process of their integration, the *Foundation Ana and Vlade Divac* has initiated a project "Rural and Agricultural Integration in Supportive Environment" (*RAISE*). This project is being implemented since January 2009, with support of the *Unidea UniCredit Foundation*, and in cooperation with the *Humanitarian Centre Novi Sad*, and civil society organization *Vizija*.



Employment and economic independence - „RAISE” project



The project follows up the families who obtained village houses through the *You Can Too* campaign with objective to fully integrate those families into new environments in economic and social sense. Each participating family received a grant of 2,000 Euros for starting an individual business and through a specially designed program of professional and business training and professional orientation advises, they were given essential knowledge and skills for running of their own business.

Economic stability is one of the most important elements that Foundation Divac is focused on in the process of refugees and IDPs integration. Project resulted in 138 families of refugees and internally displaced people successfully starting and developing their own business.



Social integration



Refugees and IPDs need assistance for integration in everyday life. It is often happening that they are excluded from the new social environment and they don't have capacity to involve in new milieu.

That way the Divac Foundation, with its partners have provided professional help from sociologist and psychologist to families who move into their new house. This is important so people who have lost faith in life, themselves and better future could adopt to normal life. Professional assistance is very important for integration of refugees and IPDs in local community and their integration into the new social environment.



Big Heart affinity card was launched in partnership with *Eurobank EFG* in March 2010 with the objective to refurbish state owned kindergarten playgrounds across Serbia. By using this unique *Big Heart MasterCard affinity card*, the citizens of Serbia are given an opportunity to support the reconstruction of playgrounds for children in Serbia with no additional costs involved.

With every transaction done using the *Big Heart MasterCard* credit card the Bank and the Foundation allocate 1% of total value of the transaction and 50% of monthly account maintenance fees to the project *Big Heart* and the reconstruction of kindergarten playgrounds. The more clients use this unique MasterCard credit card *Big Heart*, the higher support is provided for the betterment of our children who will grow up in a more secure, happier and healthier environment.

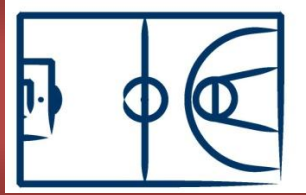


Project has started in May 2010 and since than kids across Serbia are getting new kindergartens on which they can do the sports and have healthy and joyfull youth.



During 2010 3 kindergartens have been renovated in Belgrade and Niš. During 2011, 6 more kindergartens are renovated in Nova Pazova, Pančevo, Vlasotince, Bor, Čačak and Prokuplje.

GAME STARTS. THE COURT IS YOURS!

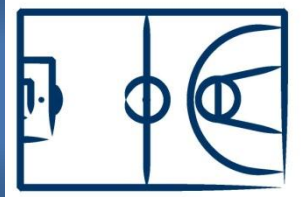


In May 2011, *Foundation Ana and Vlade Divac* with *KBC bank* started project *Game starts. The court is yours!*. Aim of this project is reconstruction of the sport courts in Belgrade.

Sport courts in Belgrade are often in need for renovation. By this project, we are changing this bad picture and providing children and adolescents to engage in sports in their neighborhood.



GAME STARTS. THE COURT IS YOURS!



Based on received applications, decision was made to reconstruct following fields:

- bowling field in Crnotravska street (Voždovac municipality)
- sportski courts in Luke Vojvodića street (Rakovica municipality)
- sport field in Disney street in Borča (Palilula municipality)
- basket court in front of Rudo buldings (Zvezdara municipality)



SHARED VALUES OF SERBIA'S YOUTH



Positive society values lost their significance during crisis period in Serbia in last 20 years. This negative trend is especially noted at youth population who often find their role models among wrong people who are very present in the media and public life in general.

Aim of project *Shared values of Serbia's youth* is affirmation of positive social values among youth population. Attention is focused on decreasing od negative symptoms, such are: street violence, mistreatment, lack of tolerance and respecting of the others.

Partner on this project is Serbian Youth Umbrella Organization and project is also supported by USAID trough *Civil Society Advocacy Initiative program* guided by *Institute for Sustainable Communities*.



SHARED VALUES OF SERBIA'S YOUTH



Project of affirmation of positive values among youth population is realized by campaign *Really important*.

First phase of the project consists of media campaign in which famous sportists and artists are promoting positive values among the youth population. One of the aims is inclusion of the youth who expresses what is important for them by social networks and project web site.

Next phase includes creation of activities platform which will link all the foreign and national stakeholders. Aim is to identify activities and fund resources which are necessary in order to reduce difference between current and desired situation regarding values at young population in Serbia.



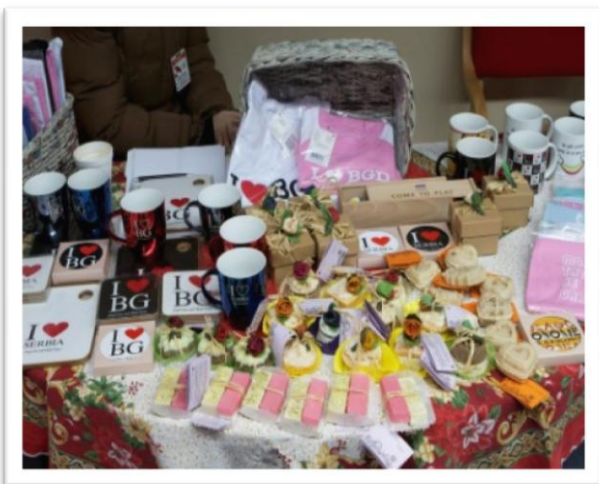
SOCIAL ENTERPRISE

Foundation Ana and Vlade Divac started a social enterprise Divac Ltd. in 2010. Complete profit is used for realization of Foundations projects.

This idea is supported by many artists and celebrities who created design for new products and helped in media campaign. All products are also available in online store of the Divac foundation www.fondacijadivac.org

Social enterprise have also received donations for its points of sale in retail chains and centres, such as: *Ušće shopping centar, SuperVero, Mercator, Roda* and shops on Belgrade airport.

Beside the products who are offered to individual customers, Divac Ltd. have created corporate gifts. Companies can order: planners, calendars and different types of promo materials. This activity is supported by great number of companies who contributes to the humanitarian activities of the Divac Foundation.



DEVELOPMENT OF PHILANTHROPY

Philanthropy describes a goodwill towards mankind and charity to the common good. In Serbian language it is often translated as benefaction or the love of humanity.

Philanthropy in Serbia have a long tradition, but during economy crisis it is important to encourage and preserve its resources. In order to motivate company or individuals to support philanthropic projects it is necessary that they are precise, focused and, above all, transparent.

Foundation Ana and Vlade Divac is promoting active and responsible relationship to Serbian most vulnerable population and youth also. By different activities, Foundation is encouraging development of individual and corporative philanthropy in Serbia and diaspora.

Untill now, Foundation activities have been supported by over 150.00 individuals and over 100 companies, organizations and institutions. Thanks to gathering of great number of philanthropists, Foundation is in position to succesfully realize number of different projects every year and to step into every new year with even bigger ambitions.

