



ANNUAL REPORT

2024 In Review

ANA AND VLADE DIVAC FOUNDATION

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Our Vision

is a society in which citizens take responsibility and understand the power of unity in addressing personal and societal problems.

Our Mission

is securing quality life to vulnerable groups and their integration into a local and wider community by strengthening equality, solidarity and tolerance in society; the Foundation is developing philanthropy as the basis of solidarity and the spirit of unity in society.

Our values

- Solidarity
- Respect for Diversity and Tolerance
- Responsibility
- Integrity
- Lifelong learning and skills development

A Note from the Founders

The world we live in is constantly changing, confronting us with uncertainties that, unfortunately, tend to impact those in the most vulnerable positions the hardest. Political instability, global crises, and growing social inequality continue to deepen poverty and make everyday life more difficult for many families and individuals in Serbia. In such an environment, the solidarity, support, and trust we build with communities become even more important.

For 18 years now, the Ana and Vlade Divac Foundation has strived to be a pillar of support for people in times of hardship. Through direct humanitarian aid, support in education and employment, empowerment of local communities, and promotion of civic engagement and philanthropy, we work to provide every individual with the opportunity to live with dignity and take part in creating positive change — while fostering an enabling environment.

Despite all the challenges, we remain committed to our mission and deeply grateful to everyone who supports us — our partners, donors, volunteers, and friends of the Foundation in Serbia and around the world, especially the Serbian diaspora. Their support gives us the strength to move forward boldly, with a vision of a fairer society.

We believe that together we can build a world where solidarity overcomes crisis, and every person has a chance for a life of dignity.

*Ana and Vlade Divac
Founders of the Foundation*





Message from the Director

In 2024, the Ana and Vlade Divac Foundation, with the support of donors, partners, and individuals from Serbia and the diaspora, directly supported more than 23,000 people across the country through donations totaling \$2.5 million. As in every previous year, we strived to make the most of every opportunity to once again demonstrate how solidarity, partnership, commitment, and trust can truly change lives for the better.

Our programs focused on supporting families living in poverty, young people who wish to stay and live in rural areas, women entrepreneurs, people with disabilities, educational and healthcare institutions, as well as civil society organizations working tirelessly in the field. Through our four pillars of action — humanitarian assistance, economic empowerment, strengthening of local communities, and philanthropy development — we continued building better living conditions throughout Serbia.

We are especially proud of our work with young people, whose efforts and talents we recognized and supported — through scholarships, educational opportunities, and assistance in launching their own agricultural businesses. Our work was also recognized with the Recognition of Kindness awarded by the Serbian Philanthropy Forum on the National Day of Giving, a recognition that further inspires us to continue empowering future generations.

By investing in education, employment, gender equality, and sustainable development, we aim to reach all segments of society that are often

overlooked but are essential to a truly just system. From supporting 305 agricultural households and planting over 13,000 trees, to rebuilding homes, constructing water supply systems, and assisting schools and hospitals — every one of our activities carries a face, a name, and a story.

We are grateful for the trust and support you give us every day. Together with partners from the public, private, and civil sectors, as well as numerous volunteers and the media, we continue turning ideas into tangible change.

Thank you for standing by us once again this year.

We move forward with the same belief and energy — that together we can achieve more and do better.

Ana Košel
Director, Ana and Vlade Divac Foundation

Four Strategic Focus Areas of the Foundation

The Ana and Vlade Divac Foundation is dedicated to improving the quality of life for people across Serbia, with a special focus on the most vulnerable social groups — children, youth, single parents, farmers, and families living in difficult conditions. A particular emphasis is placed on supporting young people in rural areas by investing in the development of family farms, directly encouraging them to remain in their communities and contributing to the reduction of migration to larger cities.

Through direct support, local capacity building, and the promotion of philanthropy, the Foundation fosters a spirit of solidarity, responsibility, and collective action — empowering individuals and communities to actively participate in addressing societal challenges.

The Foundation's work is based on four key pillars:

1. Support in Emergency Situations and Humanitarian Aid
2. Economic Empowerment and Promoting Employment
3. Development of Democracy and Support to Local Communities
4. Development of Philanthropy

In 2024, our programs focused particularly on youth and single parent employment, support for agricultural households and rural youth retention, improving education, strengthening local communities, and promoting a culture of giving. Across all initiatives, the Foundation consistently upholds its mission — to ensure a better quality of life and greater inclusion of vulnerable groups into both local and broader society, while nurturing equality, tolerance, and mutual respect.

At a Glance – Foundation Results in 2024

23,000 people across Serbia supported

\$2.5 million (approx. RSD 260 million) in total aid provided

2 homes rebuilt for vulnerable families

25 packages of food, firewood, and essential supplies delivered to families in Kosovo

200 food packages distributed to vulnerable and single parent families

16 families received wood-burning stoves

60 households in Kuršumlijska Banja gained access to improved water supply

A passenger vehicle donated to the Singidunum Crvena Zvezda Club for Basketball Players in Wheelchairs

The Foundation received the Recognition of Kindness Award from the Serbian Philanthropy Forum for its youth support programs

39 rural youth received grants to start their own farms

100 youth-led projects implemented through **7** youth funds to improve young people's quality of life

156 exceptional high school and university students from low-income families received monthly scholarships

154 young people enrolled in the IT Bootcamp, a non-profit school for retraining in the IT sector

4 primary schools equipped with new furniture

9 secondary schools with 5,000 students received donations to support modern STEM (science, technology, engineering, and math) education

305 agricultural households received support, improving rural living conditions for over 1,100 people

228 farms in 7 municipalities received greenhouses

38 farms received interest-free loans through 4 agricultural revolving funds

100 farmers trained in safe disposal of pesticide packaging, with **500** kg of waste collected

Representatives of **19** companies planted **13,182** oak trees on Fruška Gora

2,000 hot meals distributed monthly to people in need

2 animal shelters received regular monthly donations

6 civil society organizations supported through grants, mentoring, and capacity building

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1 Support in Emergency Situations and Humanitarian Aid

Since its founding, the Ana and Vlade Divac Foundation has been committed to providing concrete and timely assistance to the poorest and most socially vulnerable families and individuals in Serbia. The humanitarian support offered by the Foundation often has a critical impact on the quality of life of those it reaches, enabling them to live with greater dignity and security. In times of emergency, whether due to natural disasters, humanitarian crises, or economic hardships, the Foundation responds swiftly, directing resources to those most in need. Through cooperation with donors, institutions, and local partners, it continues to build a nationwide network of solidarity and shared responsibility.

Support for Fellow Citizens in Kosovo and Metohija

In addition to poverty, Serbs in Kosovo and Metohija face daily uncertainty, lack of security, social exclusion, and limited access to education and the labor market. Thanks to the support of philanthropist Anka Erne from the diaspora and in partnership with the Visoki Dečani Monastery, 23 families, totaling 90 members, living in the most difficult conditions received aid packages that included basic food items, clothing, footwear, household appliances, and firewood. This assistance sent a clear message that they are not forgotten and that they continue to have the support of fellow citizens from Serbia and the diaspora.



Support for Vulnerable Families in Kuršumlijska Banja

In 2024, more than 500 people from villages surrounding Kuršumlijska Banja continued to receive our support, with the invaluable help of our long-time collaborator Filip Filipović, a postal worker who tirelessly ensures that aid reaches even the most remote households. Most of these residents live in extremely difficult conditions, in isolated and hard-to-reach areas, and without Filip's dedication, it would be nearly impossible to reach all those in need. Throughout the year, we distributed packages containing food, hygiene products, clothing, as well as agricultural machinery, livestock, and seeds for planting.

A particularly significant milestone was achieved in 2024: for the first time, residents in this area gained stable access to running water in their homes. As a result, many families also received washing machines, which greatly eased their daily lives.



Water Supply System in Villages Around Kuršumlijska Banja

Thanks to a new water reservoir built in 2024 with our support, as a continuation of the assistance provided the previous year with the purchase of a pump, more than 60 households with over 100 residents in Kuršumlijska Banja now have improved and regular access to water.

Initially, the pump was connected directly to a well and operated continuously, 24 hours a day. With the installation of a 12,000-liter reservoir, the pump now functions only intermittently to refill the tank as needed, extending its lifespan and significantly reducing electricity consumption. The reservoir was built on elevated terrain, on land donated by a local resident for community use, enabling natural water flow and consistent pressure in the system. As a result, residents now have reliable and continuous access to water, greatly improving their everyday lives.



Facade Renovation of the Stojanović Family Home in Kruševica near Vlasotince

The reconstruction of the Stojanović family home in the village of Kruševica, near Vlasotince, which began the previous year, was completed in 2024 with the installation of a new facade.

Radomir and Slavica Stojanović live with their nine-year-old daughter Nikolina in a remote village, far from the nearest paved road, in living conditions that for years lacked basic dignity. Thanks to a donation, their bathroom was renovated in 2023, and in 2024, the facade was completed, giving their home safer, healthier, and more dignified living conditions.

Radomir, who lives with a disability because he has lost one eye, works hard as a seasonal laborer. With the help of friends, he personally carried out all the renovation work, thus significantly reducing the overall cost. The family expressed deep gratitude for the support, which has provided them with a warmer and more secure environment for everyday life.



A New Home for the Tasković Family near Vranje

Since February 2024, Tomislav and Sanja Tasković and their daughters Anđela and Milica have been living in a new home near Vranje, where they finally have the conditions for a dignified and comfortable life. The house they moved into was purchased thanks to a fundraising campaign launched by the Tamara Misirlić Foundation, joined by renowned singer Dragana Mirković and the Ana and Vlade Divac Foundation.

Previously, the Tasković family lived in the remote village of Lepčince, at the top of Mount Vučica, in extremely difficult conditions, without a bathroom, in a house with deteriorating walls and a leaky roof, and without access to a road that could take them to a larger village or the nearest town. Today, Anđela and Milica have their own room, and their mother Sanja no longer has to wash clothes by hand, because she now has a washing machine.

In addition to the house, the family also received a plot of land where they can continue farming, while the proximity to the city and regular bus transport allow their older daughter Milica to look for work.

This initiative, supported by several donors, once again demonstrated how the power of community can bring hope — not only to one family but to an entire community.



Renovated Home for the Six-Member Šarović-Stojković Family in Vlasotince, Thanks to Citizen Donations

Thanks to individual donations collected through donation boxes at Nikola Tesla Airport in Belgrade, the six-member Šarović-Stojković family from Vlasotince can now live through the winter in a warmer and safer home.

Their deteriorated house, with a damaged roof, worn-out facade, and old window frames, is now better prepared for harsh weather conditions. A new roof was installed, along with PVC windows and a new facade, providing the family with basic conditions for a safe and dignified life.

This support is especially meaningful as it came directly from individuals who made donations at the airport. Their solidarity enabled this low-income family to gain a secure place to live.

Representatives of the Foundation, along with the Mayor of Vlasotince, Bratislav Petrović, visited the family and once again emphasized the importance of collective action and philanthropy in building a better future for the most vulnerable citizens.



Gratitude to Individual Donors at Nikola Tesla Airport

The Ana and Vlade Divac Foundation extends its sincere gratitude to all individuals who place their donations in the donation boxes located at Nikola Tesla Airport in Belgrade. Thanks to these contributions, numerous humanitarian initiatives have been made possible, including support for rural families and home renovations for those in greatest need. Your support is changing lives.

Van Donated to the Club for Basketball Players in Wheelchairs

Thanks to a donation from longtime Foundation supporter from the diaspora, Anka Erne, the Singidunum Crvena Zvezda Club for Basketball Players in Wheelchair received a specialized van – a modern, fully equipped vehicle adapted for transporting people with disabilities. This van will significantly ease the transportation of players and equipment to tournaments and competitions, while also providing substantial cost savings for the Club, which previously had to rent transportation.

The Club's President, Željko Ćirković, emphasized that this is the most important donation the Club has ever received, as it solves the long-standing issue of transportation and opens the door to participating in more tournaments, holding more training sessions, and involving a greater number of young people with disabilities in sports.

The Ana and Vlade Divac Foundation has been supporting the empowerment of people with disabilities for many years through various activities, and with this donation, it further contributes to greater inclusion and the promotion of sports as a means of empowerment and connection.



Support for the Church Soup Kitchen in Belgrade

Thanks to the Foundation's support, the Church Soup Kitchen in Belgrade continued in 2024 to provide around 2,000 cooked meals each month to the most vulnerable citizens – those who cannot afford a meal due to unemployment, abandonment, low pensions, illness, disability, or homelessness. For many, this is the only guaranteed meal they receive each day.

Operating continuously for nearly 50 years under the humanitarian mission of the Serbian Orthodox Church, this soup kitchen remains a vital source of support for people facing severe social hardship.

Relief Packages for 100 Families in Svrljig

Forty households directly affected by flooding caused by the overflow of the Pravac River and torrential streams in the municipality of Svrljig in early May received food and hygiene packages through the Ana and Vlade Divac Foundation, with the support of a donation from The Church of Jesus Christ of Latter-day Saints.

A total of 100 packages were distributed to families who suffered direct damage from the flood, as well as to other low-income households in Svrljig.

Although there were no casualties during the flooding caused by heavy rainfall, local authorities managed to evacuate livestock that had been trapped in barns. However, around 40 households suffered significant damage to their homes.

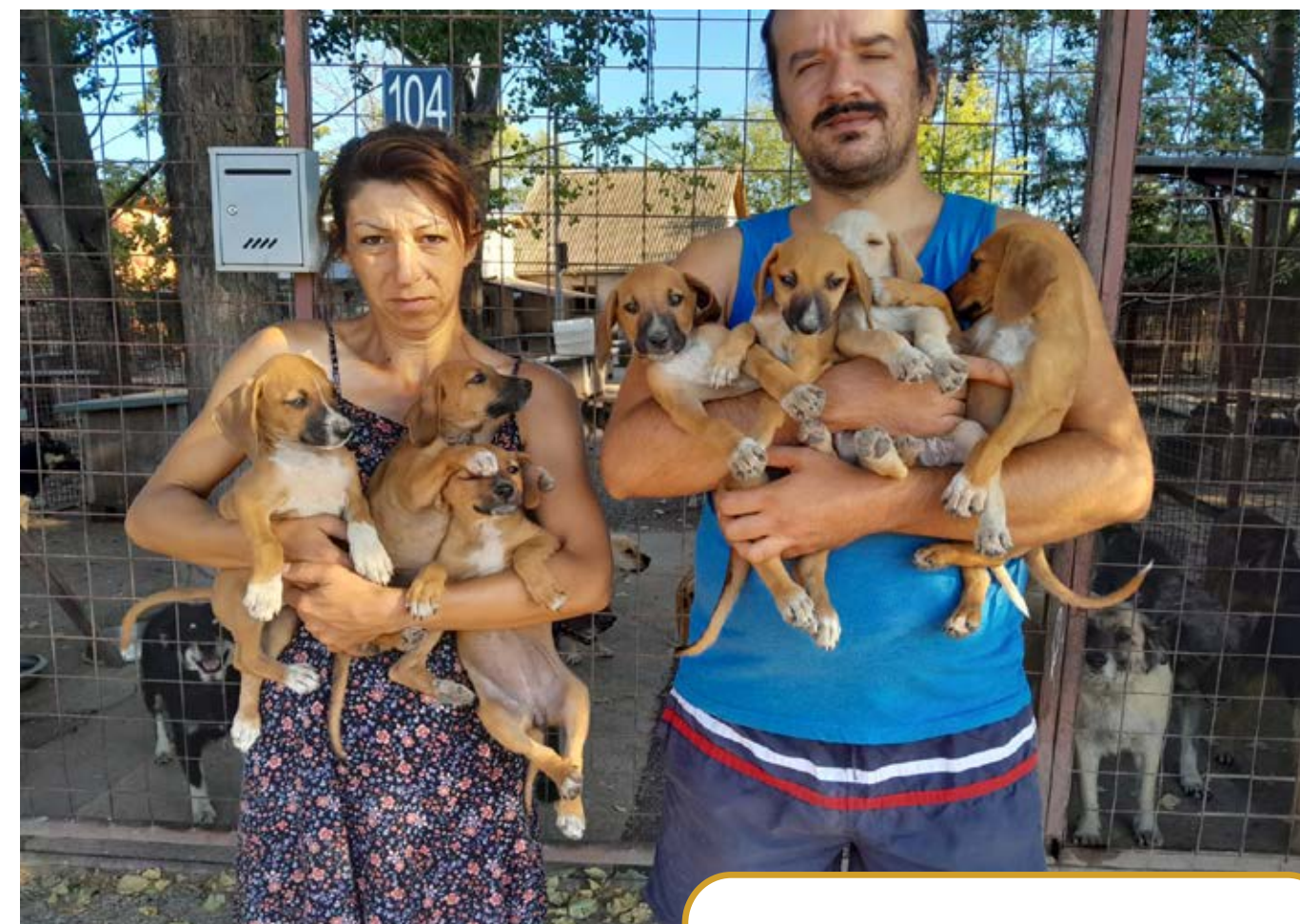


Food Packages for Single-Parent Families

Thanks to a fundraising campaign organized by company P&G in cooperation with the Ana and Vlade Divac Foundation, food packages were distributed to 100 single-parent families across Serbia during April and May 2024. The campaign was implemented by the company donating 50 dinars for every package of Pampers diapers sold between September and October 2023, while the total amount collected, RSD 750,000, was dedicated to this humanitarian initiative.

The packages were distributed in Belgrade, Starčevo, and Pirot, in cooperation with the organizations Evo Ruka, Majke sa troje dece, and Lav, which provide support to single parents, families with children with disabilities, and large and socially vulnerable families.

This initiative is yet another example of successful partnerships between companies and civil society organizations, aimed at supporting the most vulnerable groups, and reflects the Foundation's ongoing commitment to improving the quality of life throughout Serbia.



Support for Animal Shelters

With the generous support of donor Anka Erne from the diaspora, the Ana and Vlade Divac Foundation continued its efforts to help abandoned and stray animals throughout 2024. These animals face hunger, illness, and daily dangers on the

streets, making support for organizations and shelters that provide veterinary care, temporary shelter, and opportunities for adoption essential to their well-being. This support not only saves lives but also promotes compassion in the community and contributes to building a more responsible attitude toward animals.

Thanks to this support, over 300 animals at the Riska shelter in Belgrade and the Orpak shelter in Kruševac received proper medical care, sanitary living conditions, and a chance at a fresh start. Today, many abandoned and vulnerable animals are in much better condition and waiting for their new families.

Additionally, funds were secured for emergency veterinary care and the sterilization of more than 50 stray cats in Kragujevac. Thanks to this assistance, Aleksandra Miletić, who has been caring for stray cats in her city for years, was able to provide them with the treatment they needed and the chance for a healthy and dignified life.

2

Economic Empowerment and Promoting Employment

Through various programs and projects aimed at promoting employment and entrepreneurship development, the Ana and Vlade Divac Foundation continuously works to improve the economic position of individuals and families across Serbia. We place special focus on supporting youth, women, returnees, and residents of rural areas in order to help reduce poverty and prevent migration from smaller communities. Through grants for starting and expanding businesses, mentoring, education, and market access, the Foundation has enabled hundreds of people to achieve economic independence and secure a more stable future for themselves and their families. Our work in this field is based on the belief that economic security is a fundamental prerequisite for active citizen participation in community life.



Development of Agriculture

For many years, the Ana and Vlade Divac Foundation has prioritized the economic empowerment of families in rural areas, young farmers, and agricultural producers from less developed municipalities, firmly believing that such support directly contributes to poverty reduction, decreased migration, and more balanced regional development in Serbia. Since its establishment, the Foundation has supported more than 350 families in more than 50 municipalities through donations of equipment and machinery, training, mentoring, and participation in local development programs.

Local Revolving Funds for Agriculture Development

One of the most successful and sustainable initiatives of the Ana and Vlade Divac Foundation is the establishment of local revolving funds for agriculture development, implemented in partnership with local governments, regional development agencies, and the USAID-funded "Big Small Businesses" project implemented in Serbia by ACDI/VOCA.

Since the launch of the first fund in 2020 and through the end of 2024, a total of 21 revolving funds have been established in 21 municipalities. Through these funds, more than 280 farmers have been supported with over 87 million dinars in interest-free loans aimed at improving agricultural production. These revolving funds operate in such a way that farmers and small traditional producers, who typically face limited access to financing for expanding production or purchasing equipment, repay the borrowed funds over a period of three years, without interest. The repaid funds are then redistributed to new beneficiaries, making the funds self-sustaining and beneficial to local communities in the long term.

By the end of 2024, local agricultural development funds had been established in the following 21 municipalities across Serbia: Bogatić, Topola, Ljubovija, Babušnica, Golubac,



Sečanj, Čajetina, Vranje, Prijepolje, Svrlijig, Ražanj, Užice, Dimitrovgrad, Brus, Veliko Gradište, Novi Pazar, Vlasotince, Nova Crnja, Velika Plana, Arandjelovac, and Batočina.

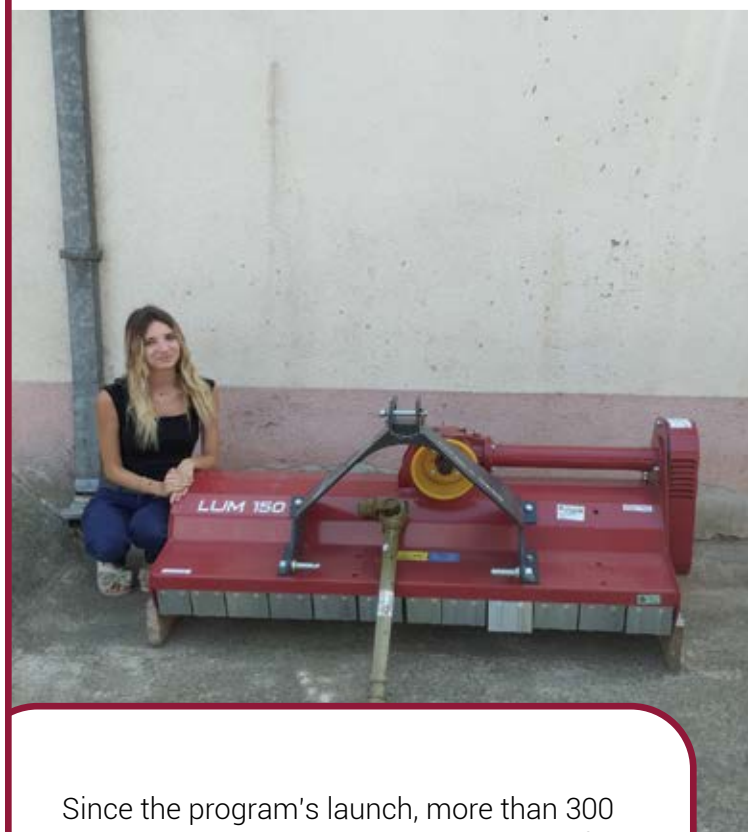
In 2024, a regional meeting was held in Kragujevac, bringing together representatives from 50 local governments, schools, and development agencies to present the results of the initiative and encourage new partnerships. Additional investments were also made in the existing revolving funds throughout the year.

Empowering Young Farmers – Investing in the Future of Rural Communities

One of the key challenges that rural areas in Serbia are facing is the increasing outmigration of young people. The Ana and Vlade Divac Foundation recognizes that sustainable rural development cannot be achieved without young people who see their future in these communities. For this reason, and in cooperation with USAID through the “Big Small Businesses” project implemented in Serbia by ACDI/VOCA, the Foundation has developed innovative support models for youth who wish to stay and work in rural areas.

Since 2018, in partnership with local governments and agricultural high schools, the Foundation has launched specialized funds aimed at empowering young farmers, specifically the final-year students of agricultural schools. The program combines education, mentoring, and financial assistance. Participants learn how to develop business plans, receive expert advice on profitable and sustainable production, and apply for grants to start or improve their own agricultural activities.

In 2024, program activities were implemented in schools in Svilajnac and Požega, attended by students from multiple municipalities – Užice, Gornji Milanovac, Arilje, Čajetina, Prijepolje, and Nova Varoš. Thirty-six young farmers received direct support in the form of equipment and machinery worth a total of 5.5 million dinars, while several hundred others participated in training and advisory sessions.



Since the program's launch, more than 300 young people have taken part, and 113 of them have received grants to support their agricultural ventures, totaling 18.2 million dinars. These incentives, both financial and knowledge-based, offer young people the tools and encouragement they need to pursue their professional ambitions within their own communities, by building farms and choosing to stay in rural areas.

By supporting youth in rural regions and creating opportunities for their professional growth, the Foundation contributes to the long-term revitalization of villages and the strengthening of local communities, through the people who see their future in them.

Jelena Radulović from the village of Bobovo near Svilajnac actively supports her parents in their agricultural work and plans to take over the entire family farm in the future, with the goal of improving farming practices.

Although her parents have been gradually shifting toward service-related activities over the years, they fully support their daughter in following her dreams and continuing the agricultural tradition. Jelena sees her future in the countryside and is dedicated to enhancing the operations of the family farm.



Nemanja Vujičić from Kušiljevo near Svilajnac comes from a very poor family. He and his brother live and work in the village, while also holding jobs at a local factory in order to provide for their family, as their parents are ill. The entire household income depends on the two of them, who struggle to balance farm work with factory shifts. Unfortunately, they do not have the financial means to fully dedicate themselves to agriculture and leave their factory jobs.

The equipment Nemanja received through the donation has been a significant support for both him and his brother. It gave them the motivation to continue developing their agricultural holding and strengthened their belief in themselves and their dreams.



A Barn for Luka Sikirić from Vardište near Višegrad

Luka Sikirić from Vardište near Višegrad is one of the youngest agricultural producers in the Republic of Srpska. He recently turned eighteen and is already successfully developing his family farm through cattle breeding. In May 2024, he graduated from high school and immediately received a job offer abroad, but he chose to stay and live in his village.

On his farm, Luka produces over 150 liters of milk every two days. His plan is to build a barn with significantly larger capacity and improved conditions for the livestock.

Thanks to the support of donor Anka Erne through the Ana and Vlade Divac Foundation, Luka was able to purchase the material needed for the construction of the new barn, which is expected to be built during 2025.

Development of Greenhouse Production

Climate change, increasingly unpredictable weather conditions, and market uncertainty present serious challenges for small-scale agricultural producers in Serbia. In response to these challenges, the Ana and Vlade Divac Foundation implemented one of its most comprehensive greenhouse distribution programs to date in 2024, in cooperation with local governments and partners.

Thanks to the generous support of The Church of Jesus Christ of Latter-day Saints, ADM Cares, philanthropist Anka Erne, and the Parojčić family from the Serbian diaspora, a total of 228 agricultural producers from seven municipalities received greenhouses of various sizes, giving them the opportunity to start or improve production in a protected environment.

Greenhouses were distributed in Medveđa (55), Svrlijig (44), Prijepolje (44), Užice (26), Nova Varoš (20), Dimitrovgrad (23), and Lučani (16).

In all municipalities, the greenhouses were awarded through local greenhouse development funds, an innovative model of collaboration between the Foundation, local authorities, and international donors. Although the support was provided in the form of a donation, all beneficiaries participated with a symbolic contribution of 5–30% of the total greenhouse value, ensuring greater ownership and sustainability of the investment.

The program primarily supported large rural families and women-led agricultural households. In some municipalities such as

Svrlijig and Užice, women accounted for up to 50% of the selected beneficiaries. Each household received not only equipment but also expert support from agronomists, as well as training on sustainable greenhouse production, sales, and production planning.

This initiative not only improves the economic security of families but also enables stable yields year-round, regardless of weather conditions. Moreover, transitioning from open-field to greenhouse production directly contributes to mitigating the effects of climate change and reducing the dependence of local communities on food imports.

The Foundation continues to build partnerships and develop local support mechanisms for small producers, firmly believing that investing in small family-owned businesses lays the foundation for long-term resilient, functional, and sustainable rural communities.

Zorica Krpović from the village of Seljašnica near Prijepolje proudly continues her family's agricultural tradition as the third generation of producers in the Krpović family. Despite the challenges of farming on mountainous terrain, Zorica has established herself as a skilled vegetable grower. However, with the addition of a new greenhouse, equipped with a modern irrigation system and a sturdy steel structure, her production is expected to become significantly more efficient.

Zorica and her family primarily use the vegetables from their greenhouse and garden for their own consumption, while any surplus, depending on the success of the season, is sold to local buyers.

Željko Kostić from the village of Karan near Užice plans to use his greenhouse for cultivating cornichons. As a small-scale agricultural producer, he has faced the consequences of climate change and unstable yields. By moving part of his production into a protected environment, Željko will be able to achieve more consistent yields, especially when it comes to sensitive plant varieties.

Safe Disposal of Pesticide Packaging Project in Five Municipalities

In 2024, the Ana and Vlade Divac Foundation continued the implementation of the pesticide packaging safe disposal project, which began as a pilot initiative in the municipality of Požega in 2023, with the voluntary participation of the municipality of Arilje. Building on excellent results and strong interest from local stakeholders, the project was expanded and implemented this year in five municipalities of southwestern Serbia—Požega, Arilje, Lučani, Nova Varoš, and Užice.

Educational workshops were organized in all five municipalities, during which experts from the Agricultural Advisory and Expert Service of Užice trained several hundred farmers on the proper use and disposal of plant protection product packaging.

Participants were introduced to legal regulations, the triple-rinse procedure, safe storage methods, and the importance of environmental protection, as well as their own responsibilities in this area.

Following the workshops, two pesticide packaging collection campaigns were held in June and October 2024 across more than 30 locations. Over 150 local farmers took part, collecting more than 500 kilograms of packaging waste.

This broader initiative builds on the findings of a 2021 study on the (mis)use of pesticides in Serbia, conducted by the Ana and Vlade Divac Foundation with a sample of 1,030 farmers from 116 municipalities. The research revealed concerning patterns—50% of respondents reported disposing of pesticide packaging in municipal waste, while only 9.3% stored it properly until collection. These findings contributed to recommendations included in the Ministry of Finance's Economic Reform Program for the 2023–2025 period and were presented at international conferences.



Through this project, the Foundation supports the long-term goal of raising awareness about the importance of proper pesticide packaging waste management and the protection of human health and the environment in rural Serbian communities. The project serves as a strong example of how local knowledge, a partnership-based approach, and community engagement can lead to sustainable environmental protection solutions.

Support for Women's Entrepreneurship

We continued to support ten women in developing their small businesses, that started during the previous year. The women received non-refundable grants used to purchase equipment, improve product design, or enhance their overall operations. In addition to financial assistance, they were provided with mentoring support and training sessions to strengthen their knowledge and skills.

The most promising business ideas were selected through a public call announced in 2023, with priority given to single mothers. The selected businesses include food and beverage production, clothing design, and the production of sweets and cakes.



Jovana Pavlović from the village of Varjača near Brus is engaged in the production of ajvar and various types of organic jams. Thanks to the grant she received, she was able to purchase a tunnel oven for roasting peppers, which allowed her to increase production from 300 kilograms per day to an impressive 200 kilograms per hour. This investment significantly accelerated the production process and expanded the capacity of her small business. The increase in production also enabled her to employ five additional workers.

"In addition to acquiring new equipment, the training was especially valuable to me because I had the opportunity to exchange experiences with other producers in the same field and gain new ideas for organizing my business and delegating tasks," Jovana emphasized.



IT Bootcamp, a Non-Profit School for Retraining In IT Sector

The "IT Bootcamp" retraining project for youth in the IT sector continued this year. Established in 2018, the program has so far been successfully completed by 1,831 young people, with 58 percent of them having secured employment or paid internships in their field across more than 300 IT companies. The program maintains a roughly equal number of male and female participants.

During its first four years, the project was funded exclusively through donations from individuals in the diaspora, thanks to the Serbian Philanthropic Association, which raised significant funds through philanthropic galas held in New York. In recent years, the project has received substantial support from the NCR Foundation as part of the "Education for a Digital Society" initiative, as well as from

the international IT company GoDaddy, which made a valuable in-kind contribution by donating a WordPress web development course, significantly reducing overall costs.

In 2024, out of 154 participants who completed the courses, 41 found employment or a paid internship in the IT industry. A total of five retraining courses were delivered, focusing on software testing (QA), web development (JavaScript), and web development (WordPress).

"IT Bootcamp," which aims to provide motivated individuals with access to free IT training, also contributes to strengthening Serbia's economy by increasing the number of qualified IT professionals. The program emphasizes the development of practical technical skills essential for successful entry into the labor market.

Job Fit: Economic Empowerment of Persons with Disabilities

Within the project "Job Fit: Economic Empowerment of Persons with Disabilities," implemented by the Forum of Youth with Disabilities in partnership with the Ana and Vlade Divac Foundation, Caritas Serbia, Smart Collective and the Center for Independent Living of Persons with Disabilities of Serbia, with support from the United States Agency for International Development (USAID), intensive efforts continued throughout 2024 to improve employment access for persons with disabilities and promote an inclusive labor market.

A key focus was placed on the establishment of the first incentive fund for the employment and self-employment of persons with disabilities in Serbia. The fund was created in Kragujevac through strong cooperation with the City of Kragujevac and the Regional Agency for Economic Development of Šumadija and Pomoravlje. The fund was endowed with \$20,000, out of which \$12,500 provided through the Ana and Vlade Divac Foundation and \$7,500 contributed by the City of Kragujevac. A public call for applications was launched in August, while contracts with selected beneficiaries—persons with disabilities launching or improving their own businesses, as well as companies employing persons with disabilities—were expected to be signed in 2025. The support model combined 70% interest-free loans (repayable within three years) with 30% in grants, ensuring the fund's sustainability and continued support for new beneficiaries in the years to come.

In addition to establishing the fund, 2024 saw continued promotion of the online portal zaposljavanje.fmi.rs, which connects employers with job-seeking individuals with disabilities, as well as the promotion of Career Centers in Belgrade, Novi Sad, Niš, Zrenjanin, Valjevo, and Subotica. Both the portal and the Career Centers recorded steady growth in users and successful employment placements.



In April, a special event was held to mark the successful completion of a cycle of internships organized by the Forum of Youth with Disabilities. The event brought together representatives of the corporate sector, the media, and program participants. Through subsequent media events, the Award for the Most Inclusive Employer, presented by Smart Kolektiv and the Business Leaders Forum, was also promoted.

The Tailored Employment project was additionally showcased on National Day of Giving through business-focused activities at the Serbian Chamber of Commerce and citizen-focused outreach at the Philanthropy Festival in Topličin Venac.

The Ana and Vlade Divac Foundation remains committed to economic empowerment, firmly believing it is the most effective and sustainable way to support vulnerable groups in society.

3 Development of Democracy and Support to Local Communities

The Ana and Vlade Divac Foundation consistently invests in empowering local communities as the foundation of a democratic and compassionate society. We believe that change begins at the local level, where citizens live, learn, work, and build relationships based on mutual trust.

Through partnerships with international and local organizations, municipalities, informal groups, and civil society organizations, we support initiatives that improve quality of life and strengthen local democracy. Through grants, technical support, and joint activities, we promote social values such as equality, gender equality, tolerance, and active citizenship.

Our approach is based on engaging the community, especially young people, in decision-making processes and in creating content that reflects their needs and potentials. In this way, we contribute to building more inclusive, resilient, and sustainable environment for all.

Social Pillar of the "SDGs for All" Platform

The Ana and Vlade Divac Foundation is committed to aligning all its programs and projects with the Sustainable Development Goals (SDGs) and puts special effort into its active participation in the "SDGs for All" Platform. Within the Platform, the Foundation, together with the Center for Democracy Foundation, co-coordinates the work of the Social Pillar.

This five-year initiative, supported by the governments of Switzerland and Germany and implemented by GIZ through the "Public Finance Reform – Agenda 2030" project, aims to establish dialogue among key stakeholders in society and align Serbia's development priorities with the SDGs. The Platform, launched in 2020, is organized around three pillars – social, economic, and environmental.

Within the Social Pillar, numerous activities were implemented throughout the year. Between March and September 2024, social mapping of vulnerable groups was conducted in five municipalities – Apatin, Sombor, Zrenjanin, Arilje, and Nova Varoš. The goal of this research was to identify the needs of vulnerable groups such as single parents, the elderly, persons with disabilities, and children with developmental difficulties, in order to improve local social services and contribute to planning local development and social policies. The results of the mapping are expected to be presented in 2025.

The fourth monitoring report of the Platform, "Is the End Goal in Sight?", was published, assessing Serbia's preparedness for implementing Agenda 2030. The report notes that Serbia ranks 30th out of 34 European countries according to the 2023/24 Europe Sustainable Development Report, with modest progress in certain goals. The report provides recommendations for strengthening institutional mechanisms, localizing the goals, aligning planning documents, and improving monitoring and reporting in collaboration with public institutions and civil society. The monitoring report was also presented at the



UNECE Expert Meeting on SDG Statistics in Tirana.

Collaboration with the business sector was further strengthened through a meeting of the Global Compact Network Serbia held on 25 September, highlighting the importance of involving companies in socio-economic dialogue and joint advocacy initiatives, particularly in the fields of women's entrepreneurship, decent work, and respect for human rights in business practices.

A public debate of the thematic group "Achieve Gender Equality" was held on 4 October in Belgrade, focusing on the integration of gender perspectives into the work of socio-economic councils and social dialogue.

A panel held on 30 September in Užice brought together representatives of local governments to exchange experiences on planning inclusive local development and integrating the principle of "leaving no one behind." Discussions also covered gender-responsive budgeting, intermunicipal and intersectoral cooperation, and data collection for the development of local public policies.

Throughout the year, the Platform continued to inform the public via its website www.sdg4all.rs, promote recommendations and reports, and participate in advocacy and educational processes at both the national and local levels.



Expanding Choices: Towards Family-Friendly Working Environment

In 2024, the Ana and Vlade Divac Foundation launched the project "Expanding Choices: Towards family-friendly working environment for the Private Sector in the Western Balkans – Phase 2", in partnership with the United Nations Population Fund (UNFPA) and with support from UN agencies. The project focuses on advocating for the systemic implementation of gender-responsive family policies in both the private and public sectors in Serbia, through the promotion of the "Family-Friendly Workplace" model.

The model was developed based on best international practices and adapted to the local context, aiming to improve work-life balance, encourage a more equitable distribution of unpaid care work, and contribute to the increased retention of women in the labor market.

During the first year of project implementation, three info sessions were held in Belgrade, Niš, and Novi Sad for company representatives. Six business associations (including the Chamber of Commerce and Industry of Serbia, Union of Employers of Vojvodina and the UN Global Compact) publicly supported the project. Meetings were held with 22 companies,

of which 10 joined the mentorship program, after which a workshop on implementing the "Family-Friendly Workplace" model was organized.

The first four companies—TGRS d.o.o., Intens d.o.o., SDPS d.o.o., and Ribella Foods d.o.o.—have successfully introduced initiatives aligned with the model, such as family days, flexible working hours, and additional paid leave days. The remaining six companies are expected to introduce similar measures in the coming year.

This project marks an important step toward systemic change in employer practices, enhancing company capacities and promoting a workplace culture that recognizes family needs as integral to business success. Mentoring support for companies will continue throughout 2025 and 2026 to further expand and implement this approach across Serbia.



Supporting Employment of Youth from Vulnerable Groups – WB&T for Employouth

In March 2024, the four-year regional project "WB&T for Employouth" was successfully completed. The project was coordinated by the Ana and Vlade Divac Foundation in partnership with organizations from Albania, Montenegro, North Macedonia, and Turkey, with support from the European Commission.

The project achieved significant results in the field of youth employment, including improvements to youth employment policies across the Western Balkans and Turkey, strengthening the capacities of civil society organizations to pilot and promote innovative solutions for the employment of youth from vulnerable groups, and increasing civil society engagement and influence in raising public awareness on the importance of youth employment.

In Serbia alone, the project reached 52,043 young people with information on employment policies and opportunities (57% women), while 2,013 youth actively participated in various programs and activities. A total of 103 events were organized across the country, resulting in 49 internship and employment opportunities.

Additionally, 61 institutions and 39 local businesses were involved, and 13 memorandums of understanding were signed with local and national authorities.

The final regional conference, held in February 2024 in Belgrade, brought together more than 100 participants from Serbia and the region, marking the end of this project phase.

In November 2024, a new phase of the project was launched, along with an expansion of the Youth Organizations Network of the Western Balkans and Turkey, which will now include organizations from Bosnia and Herzegovina and Kosovo*.

*This designation is without prejudice to positions on status and is in line with United Nations Security Council Resolution 1244/1999 and the opinion of the International Court of Justice on Kosovo's declaration of independence.



Youth Participation Index

One of the key outcomes of the “WB&T for Employouth” project was the development and continuous improvement of the Youth Participation Index—an innovative tool providing a comprehensive overview of political, social, and economic engagement of young people in Albania, Montenegro, North Macedonia, Serbia, and Turkey.

The seventh edition of the Index was presented in January 2024, with over 60 representatives from institutions, businesses, civil society, and the media. The data highlighted persistent challenges, including the exclusion of youth from political life, limited access to employment and education, high rates of long-term unemployment and poverty, especially among young women and those living in rural areas.

This edition also offered key recommendations for decision-makers, such as the need to strengthen active labor market policies, encourage women’s and rural entrepreneurship through mentoring and financial support, improve access to education and re-skilling, and enhance the institutional framework for youth participation.



The Index was designed as a tool to be used by both civil society and public institutions, for tracking progress, identifying challenges, and supporting evidence-based policymaking. Its methodology has also been recognized as a foundation for the development of a national Youth Well-being Index in Serbia, confirming its relevance and influence on public policies across the region.



Youth for Inclusion, Equality and Trust

This year marked the successful completion of the Youth for Inclusion, Equality & Trust project, jointly implemented by UNFPA and the Ana and Vlade Divac Foundation, in collaboration with UNDP, UNESCO, and UN Women, and with support from the United Nations Secretary-General’s Peacebuilding Fund. The project aimed to empower young people to become active promoters of mutual understanding, intercultural dialogue, gender equality, and social inclusion.

Through three program components—Youth Media Literacy, Youth for Dialogue in the Local Community, and Celebrating Diversity—participants from different parts of Serbia were engaged in meaningful learning and exchange.

Around 40 young people were trained in media literacy, gender equality, and violence prevention. With mentoring support, they created 10 youth-led campaigns, reaching a total of 1.57 million views. At the same time,

five episodes of the “Neizdrž” podcast were produced, reaching more than 286,000 people.

Within the Celebrating Diversity component, 10 high schools from various cities were paired for mutual visits, cultural exchange, and the promotion of tolerance. Additionally, 15 young people participated in the local dialogue program, where they became familiar with the work of national and international institutions and engaged in youth organization activities.

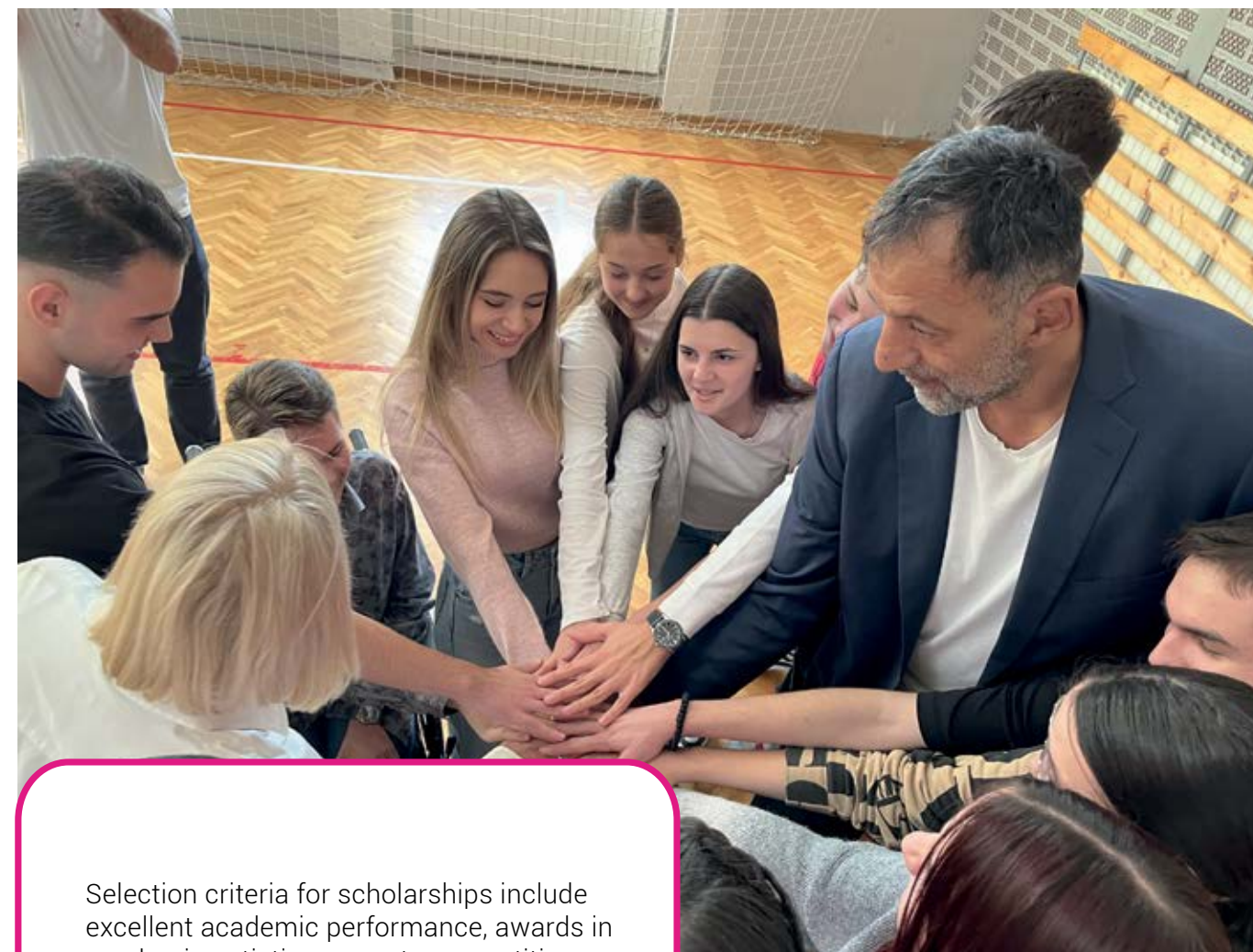
The final conference and the premiere of the documentary film “Plan B” marked the end of the project in May 2024. However, the main activities and approaches for the next phase, planned for 2025–2026, have already been outlined.



Divac Scholarships

Over the course of eight school years, through the implementation of the Divac Scholarships program, the Ana and Vlade Divac Foundation has awarded a total of 947 annual scholarships to talented high school and university students from socially vulnerable families across Serbia. The program aims to support young people from disadvantaged backgrounds in achieving their educational and life goals, grounded in the belief that education is a key prerequisite for breaking the cycle of poverty.

For the 2024/25 school year, with the support of numerous donors from Serbia and the diaspora, 121 scholarships were awarded to high school students and 35 to university students, including freshmen in agricultural, veterinary, and technical faculties—sectors with strong potential for local community development.



Selection criteria for scholarships include excellent academic performance, awards in academic, artistic, or sports competitions, and difficult social or health conditions within the family. In addition to financial aid, the scholarships provide meaningful psychological support in the form of motivation, recognition, and a sense of value, often becoming a driving force for further success.

Many scholarship recipients are also active volunteers, contributing to their communities and further reinforcing the values of solidarity and mutual support.

The Foundation extends its deepest gratitude to all individuals who, through online donations, direct contributions, or donations via airport collection boxes at Nikola Tesla Airport, make it possible for this program to continue and grow each year.

Milica Veljković is a third-year high school student in Kruševac, enrolled in the philology. She commutes daily from her village of Bošnjane near Varvarin, where she lives with her single mother and brother. After losing her father four years ago, her family faced a great hardship, but through mutual support, they have continued to persevere and build their future.

Her greatest passion is foreign languages—she is currently mastering German and has already won numerous awards in both English and German language competitions, as well as in poetry recitation. Milica also writes poetry, is teaching herself to play the guitar, and enjoys acting and reciting in Serbian, English, and German.

In addition to her academic and artistic interests, Milica actively volunteers with the Red Cross and regularly participates in environmental workshops.

Her dedication to learning, the arts, and humanitarian work makes her a role model for responsible and ambitious youth. Milica plans to study psychology, driven by a desire to understand people and help those who need support the most.



David Kostić is a second-year high school student in Niš, a talented and hardworking young man with a strong passion for mathematics, physics, and electronics. In addition to his academic achievements, he has won several awards in futsal tournaments and is actively involved in sports. His goal is to study electronics and pursue a career in scientific research.

He lives in modest conditions with his parents, twin brother, and older sister. His mother is on disability pension and struggling with a serious illness, while his father earns a minimal income. Despite these family challenges, David remains determined and motivated in both his studies and extracurricular activities.

Alongside his schoolwork, David volunteers at his school library, where he helps organize the space, shelve books, and carry out small repairs. Through this role, he has built new friendships and takes pride in contributing to his school community.

David's commitment, versatility, and resilience make him a shining example of a responsible and dedicated young person—ready to face challenges and build a future in science and technology.

Chamber of Commerce and Industry of Serbia Provided 20 Scholarships

Thanks to a generous donation from the Chamber of Commerce and Industry of Serbia, 20 talented high school students from socially vulnerable families across the country have been given the opportunity to pursue their educational goals through the Divac Scholarships program in the 2024/25 school year.

This support is a significant contribution to youth development and a powerful message of solidarity from the business community. The Ana and Vlade Divac Foundation invites other companies to follow this example and help create a better future for young people.



Five Primary Schools in Rural Areas Equipped with New Furniture

Thanks to the generous donor support of The Church of Jesus Christ of Latter-day Saints, which equipped four schools, and the Parojčić family from the diaspora, which supported one school, five rural primary schools were equipped with new classroom furniture in 2024.

Schools in the municipalities of Nova Crnja, Vlasotince, Apatin, and Novi Pazar now benefit from significantly improved learning conditions, directly enhancing the quality of education for nearly 1,200 students and their families.

A total of 192 student desks and 334 chairs were procured and delivered, along with 20 teacher desks, 12 teacher chairs, 6 classroom boards, 13 lockers, and 6 sets of teaching equipment.

The new furniture and equipment help create a more welcoming and inspiring school environment, giving children a sense of value and belonging, and encouraging them to remain and grow within their local communities.



Education for the Digital Economy (STEM)

In partnership with the NCR Foundation and the Center for the Promotion of Science, the Ana and Vlade Divac Foundation continued the implementation of the Education for the Digital Economy project, aimed at improving STEM education (science, technology, engineering, and mathematics) in high schools across Serbia. The project supports the modernization of teaching, prepares students for future jobs, and fosters the professional development of teachers.

In 2024, nine high schools from various parts of Serbia were equipped with modern teaching tools, including 3D printers, VR equipment, data loggers, microscopes, audio-video systems, and other specialized devices. This equipment will be used for hands-on learning in science, technology, engineering, mathematics, as well as in subjects such as art, forensics, and geodesy. More than 5,000 students in schools in Novi Pazar, Subotica, Požarevac, Piroć, Zemun, Ruski Krstur, Pančevć, Kraljevo, and Belgrade are benefiting from the improved educational conditions made possible by the new equipment.

In addition to equipping schools, the project included educational workshops and science camps for both students and teachers, as well as promotional STEM caravans. A special component of the project is support for the non-profit IT Bootcamp school, through which 120 participants received free reskilling opportunities in the IT sector.

This project continues the long-standing cooperation with the NCR Foundation and aims to foster the development of digital skills, encourage students to pursue STEM careers, and strengthen Serbia's education system to meet the needs of the digital economy.





Divac Youth Funds (DOF)

The three-year Youth Funds project, implemented by the Ana and Vlade Divac Foundation with the support of the German Agency for International Cooperation (GIZ), successfully concluded in May 2024. With a total value of €250,000, the project aimed to increase youth participation in local development through the direct funding of projects designed and led by young people themselves.

During the second cycle in 2024, a total of 87 projects by informal youth groups from Obrenovac, Prokuplje, Zaječar, Vlasotince, and Vladičin Han were supported, bringing the total number of funded initiatives to 150 over two years. Through these projects, young people improved the quality of life for their peers in areas such as education, culture, sports, health, and safety. A particularly high number of projects were implemented in rural areas, including the renovation of youth spaces and sports fields, as well as organizing community events.

What makes this model unique is the participatory approach: young people from local communities formed project selection boards and made decisions about priorities and fund distribution. In doing so, they developed a sense of responsibility, leadership, and the skills needed to participate in decision-making processes.

With the project's conclusion in May 2024, its legacy lives on in the form of empowered young leaders, revitalized local communities, and an established model for participatory youth grant-making. All supported projects are available at www.dof.rs, serving as inspiration for future generations of youth who want to make a difference in their communities



Youth Well-Being Index

In 2024, Serbia's public was introduced for the first time with the Youth Well-Being Index—an innovative tool for annually monitoring the implementation of the National Youth Strategy for the period 2023–2030. Developed in partnership between the United Nations Population Fund (UNFPA), the Ministry of Tourism and Youth, and the Ana and Vlade Divac Foundation, this composite index provides insight into the progress of youth development through 108 indicators at the national level and 98 at the local level.

Data for calculating the Index is collected from statistical and administrative sources, as well as through annual youth surveys, in close cooperation with the Statistical Office of the Republic of Serbia, local governments, youth offices, and other partners.

The Index revealed that even in 2023, which was the first year of the Strategy's implementation, significant progress was made. The overall Index score reached 29.22 out of 100, indicating encouraging initial results. Positive trends were recorded in youth employment, entrepreneurship, reduction of the NEET rate, increased activation of youth organizations, and greater use of youth spaces. At the same time, the Index identified areas in need of additional investment, such as youth participation in decision-making, access to services and cultural content, and housing and financial security.

In addition to the national level, the Youth Well-Being Index was also measured in 17 local communities: Subotica, Sremska Mitrovica, Sečanj, Kragujevac, Šabac, Novi Pazar, Priboj, Niš, Leskovac, Zaječar, Knjaževac, Čačak, Užice, Vranje, Svilajnac, and the Belgrade municipalities of Palilula and Obrenovac. This provides deeper insight into the specific challenges and opportunities in each locality.

The Ana and Vlade Divac Foundation remains committed to the systematic collection and use of data as a foundation for better youth policies, driven by the belief that informed, empowered, and visible young people are a driving force of development in local communities and society as a whole.

The Youth Well-Being Index is available at : <https://mto.gov.rs/tekst/7791/indeks-blogo-stanja-mladih.php>



Regional Youth Partnership

The Regional Youth Partnership project aimed to empower a new generation of young leaders through learning, exchange, joint initiatives, and regional youth connectivity.

In 2024, the Regional Youth Partnership network welcomed 66 new members from fields such as entrepreneurship, media, arts, culture, sports, politics, and academia. These new members gathered for the first time in April at a regional meeting held in Bečići, Montenegro.

As part of the project, the Youth Funds established in 2023 in Vranje and Sremska Mitrovica continued their work. In early 2024, 15 local youth-led projects were successfully implemented in these two communities, with a total value of nearly \$14,000. The funds were managed by committees consisting of eight young people from each community, who were responsible for project selection and monitoring implementation.

During 2024, the youth funds were further strengthened by the inclusion of new members from Vranje and Sremska Mitrovica. In September, a national training for youth fund members from these two cities was held in Ub, followed by a regional training in Vrnjačka Banja that brought together over 40 young people from six partner youth funds.

Following the trainings, in October, the youth funds launched a new call for local project proposals aimed at improving the quality of life for young people, promoting reconciliation, and increasing youth participation in the development of their local communities in Sremska Mitrovica and Vranje. Project implementation was planned for early 2025.

The Regional Youth Partnership project was supported by the United States Agency for International Development (USAID) and implemented by the International Republican Institute (IRI) in cooperation with the Ana and Vlade Divac Foundation and partners from the Western Balkans region.

DigiPath – Youth Up 4 Possibilities

(Erasmus+ funded project)

"The DigiPath – Youth Up 4 Possibilities" project addresses the issue of youth unemployment by enhancing digital youth work collaboration in Albania, Bosnia and Herzegovina, Montenegro, North Macedonia, Kosovo, Serbia, Croatia, and Slovenia. The ongoing loss of young talent, commonly referred to as "brain drain", poses a significant risk for the region. Trends show that young people from the Western Balkans (WB6) are increasingly migrating to Croatia and Slovenia, while comprehensive, joint data on migration flows is still lacking.

Youth in the region continue to face precarious living conditions, compounded by four urgent challenges such as high unemployment, the consequences of the COVID-19 pandemic, slow transition to digital youth work, and a lack of cross-sectoral cooperation.

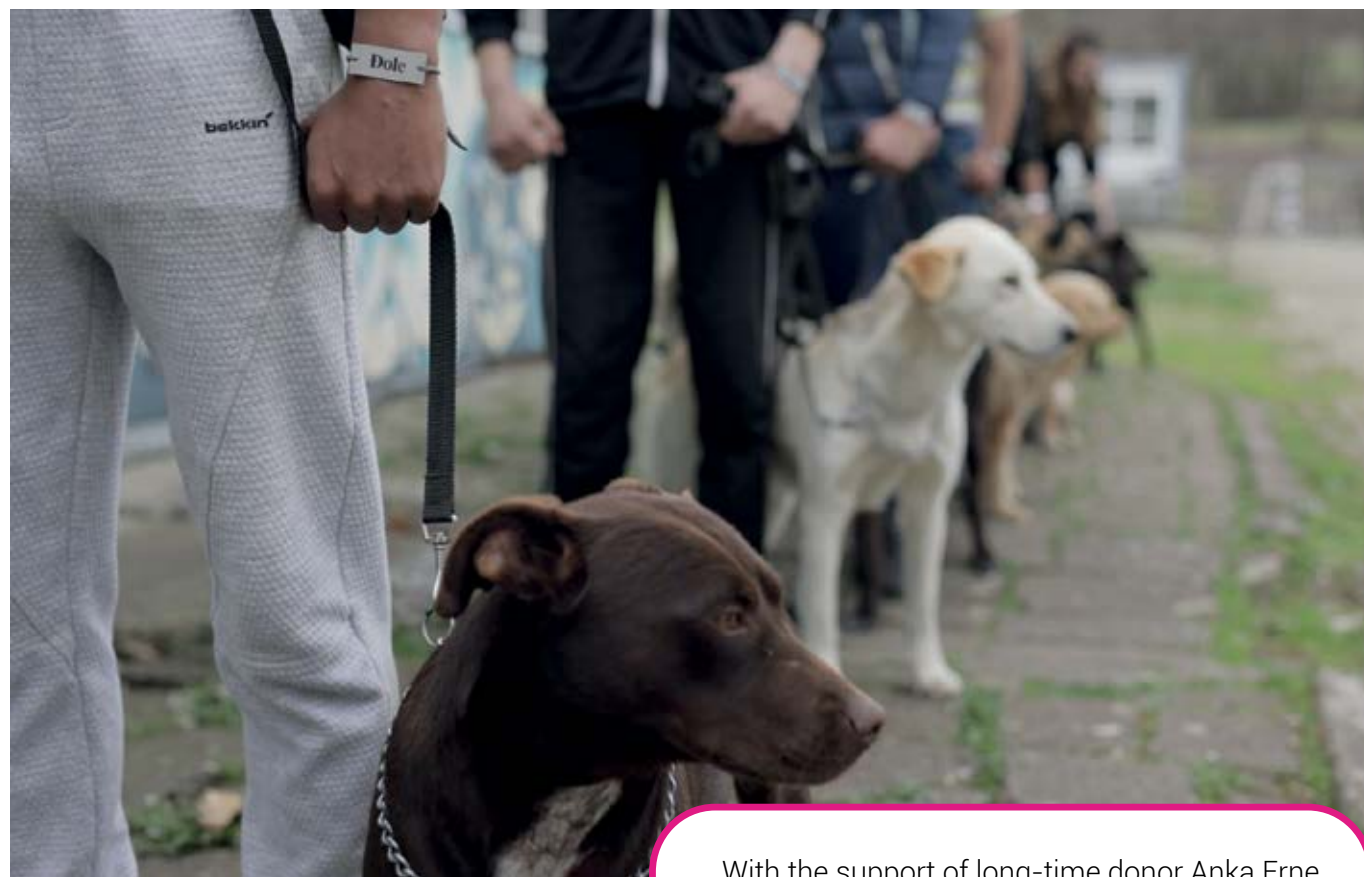
Within the project, partners are co-developing a digital tool that connects education, the labor market, and the youth sector, while directly engaging young people and offering them insight into decent personal and professional development opportunities—both in their home countries and in potential destination countries.

During a study visit to Serbia in June 2024, young people from partner organizations had the opportunity to learn about the IT Bootcamp program, visit the NCR Voyix company, and engage in discussions with its management and employees. They also visited the Forum for Youth with Disabilities, where they explored the



functioning of a dedicated employment portal for persons with disabilities, methods for connecting candidates with employers, and key experiences and outcomes in the field of inclusive employment.

In November 2024, the Ana and Vlade Divac Foundation hosted a roundtable discussion with more than 20 young people from Serbia, focusing on topics such as digitalization, sustainability, youth empowerment, and the promotion of cross-sectoral cooperation. During the event, the upcoming digital platform was presented, along with the range of opportunities it will offer to young people upon completion.

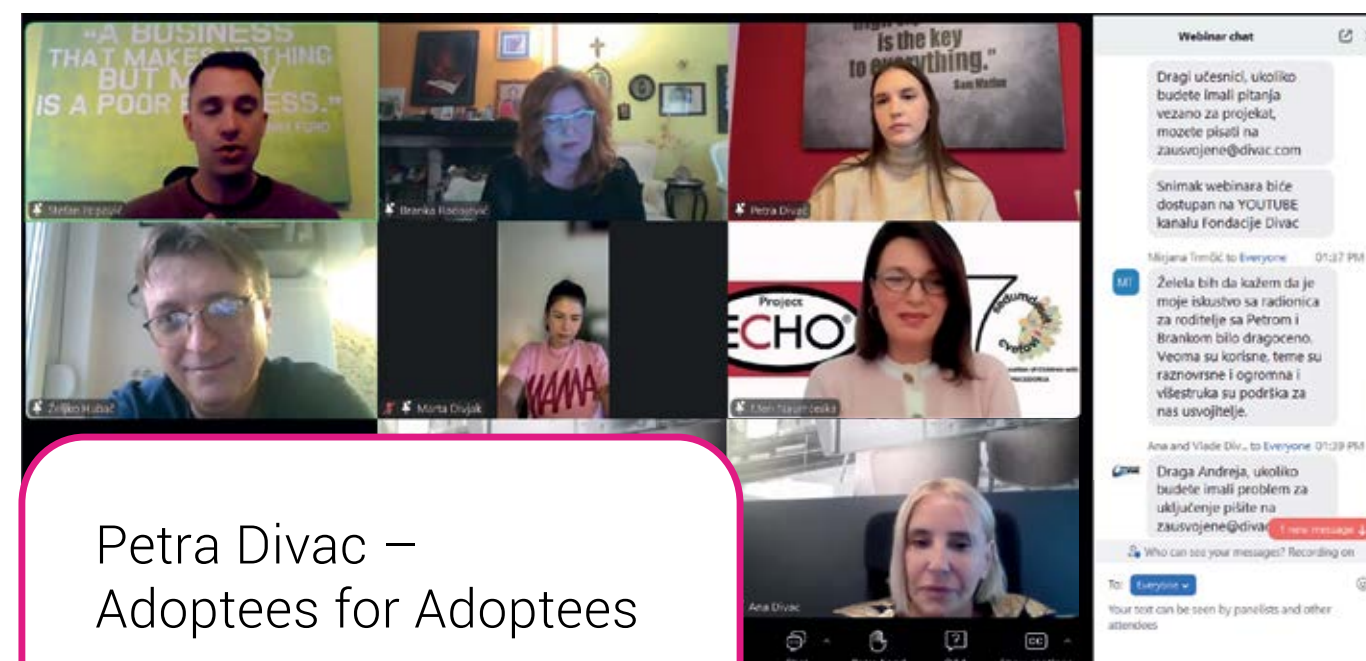


With the support of long-time donor Anka Erne from the diaspora, the Ana and Vlade Divac Foundation launched a unique program at the Juvenile Correctional Institution in Kruševac at the end of 2024, combining animal-assisted work with the resocialization of juvenile residents. The program was designed to provide young people in the institution with an opportunity to develop emotional, social, and professional skills through caring for animals and fostering responsibility, empathy, and self-confidence.

During the final months of 2024, all preparatory activities were completed: a team of expert trainers was selected, the institution's capacity was assessed, participants were chosen, five existing dog kennels were reconstructed, and construction of additional kennels was initiated. In parallel, the program's methodological framework was developed and the necessary infrastructure was secured for the start of practical training in early 2025.

This initiative represents a unique model of gradually involving young people in processes of personal development and career orientation. Its launch in 2024 marked an important step toward establishing a long-term and sustainable resocialization program within the institution.

Training Program for Juvenile Residents of the Correctional Institution in Kruševac Through Work with Dogs



Petra Divac – Adoptees for Adoptees

In 2024, the Ana and Vlade Divac Foundation successfully implemented the second cycle of the "Adoptees for Adoptees" project, aimed at empowering adopted young people and adoptive parents through mutual support, experience-sharing, and work with professionals. The project was initiated by Petra Divac and, with the support of donors Petite Genève Petrović and BlackRock, led to the development of the first post-adoption support service in the form of regular support group meetings.

This year, the program involved 50 participants—30 adoptive parents and 20 young adoptees—who, through a series of workshops and open discussions with psychologist Dr. Branka Radojević, gained insights into the challenges and the beauty of adoption. The program focused on providing emotional support, building trust, and creating a safe space for sharing experiences.

The final event of this year's cycle was the online regional conference "Love Creates a Family – Positive Adoption Stories," which brought together around 100 participants from Serbia, Croatia, Bosnia and Herzegovina, and North Macedonia. The conference highlighted the importance of post-adoption services, as well as unconditional love and acceptance as key values that make adoption a fulfilling and meaningful experience, regardless of biological ties.

In 2024, this project once again demonstrated the importance of creating safe and open spaces to support families going through the adoption process, with a clear message: love builds a family.

4

Development of Philanthropy

Since its establishment, the Ana and Vlade Divac Foundation has built strong partnerships with numerous individual and corporate donors. Over the past 18 years, with the support of more than 800,000 individuals, 140 organizations, and 800 companies, the Foundation has directed over 30 million dollars to support the people of Serbia and improve their lives.

Promotion and Development of Philanthropy in 2024

In 2024, the Ana and Vlade Divac Foundation continued its active efforts to promote and advance philanthropy in Serbia. As a member of the Serbian Philanthropy Forum, and in cooperation with the Coalition for Giving, the Foundation remained focused on improving the legislative framework to further encourage charitable giving within society. Key initiatives included advocating for the abolition of VAT on food donations, expanding tax relief for legal entities, introducing tax incentives for individuals, encouraging philanthropy among the diaspora, eliminating bank fees on donations, and establishing a compensation fund for VAT reimbursement in cases of school, kindergarten, hospital, and other public institution renovations.

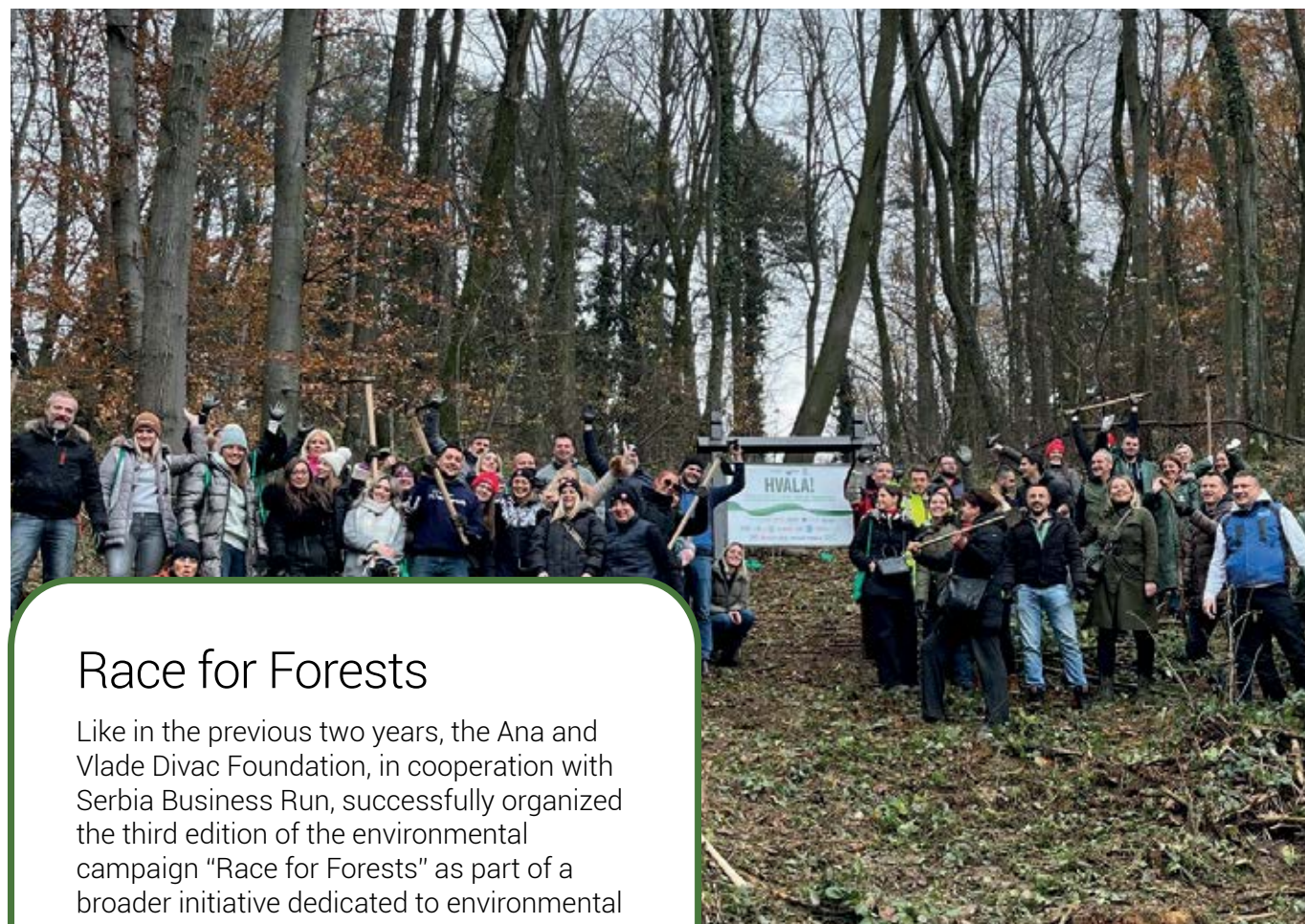


Recognition of Kindness to the Ana and Vlade Divac Foundation for Efforts to Improve the Position of Youth

On the occasion of the seventh National Day of Giving, the Ana and Vlade Divac Foundation received a Recognition and Testimony of Kindness for its long-standing contribution to improving the position of young people and promoting their active participation in society. This year's National Day of Giving was dedicated to organizations working with youth, in response to the low levels of investment in this population.

In addition to providing humanitarian aid and promoting philanthropy, the Foundation successfully implements community support projects as well as initiatives aimed at the economic empowerment of vulnerable groups and employment promotion. The Foundation is involved in numerous youth-focused projects across Serbia and the wider region. Thanks to the Ana and Vlade Divac Foundation, more than 900 talented students from low-income families receive monthly scholarships, and a large number of young farmers have been empowered to stay in rural areas through grants and support for developing their farms.





Race for Forests

Like in the previous two years, the Ana and Vlade Divac Foundation, in cooperation with Serbia Business Run, successfully organized the third edition of the environmental campaign "Race for Forests" as part of a broader initiative dedicated to environmental protection and the promotion of philanthropy.

A total of 19 socially responsible companies took part in this initiative, jointly enabling the planting of 13,182 seedlings and the reforestation of 4.39 hectares of land on Fruška Gora.

While the previous two editions of "Race for Forests" focused on urban areas, this year's campaign targeted Fruška Gora, one of Serbia's most ecologically significant locations.

The action aimed to contribute to forest restoration, mitigate the negative effects of climate change, raise awareness about the importance of green spaces, and promote corporate volunteering by encouraging employees to engage in activities that benefit the community.

This initiative stands as another successful example of cooperation between the private sector and civil society, with a strong focus on sustainable development and shared responsibility for the protection of natural resources.



The Fourth New Year's Humanitarian Garden

The traditional New Year's Humanitarian Garden, organized for the fourth time by the Ana and Vlade Divac Foundation, the Jevremovac Botanical Garden, the Serbian Philanthropy Forum, and partners, was held at the end of 2024.

This year's event brought together six companies – Erste Bank, Eucerin, Imlek, Go Sushi, Intesa Foundation, and the Serbian Chamber of Commerce– each of which "adopted" and festively decorated a tree in the holiday spirit.

Thanks to the generous donations from companies and visitors, a record amount of 1.5 million dinars was raised. The funds were equally distributed between the renewal of the Botanical Garden's plant collection and support to organizations working with youth. The most beautifully decorated tree, selected by both the public and an expert jury, was created by Eucerin. Since its launch in 2021, this initiative has successfully merged holiday cheer with social responsibility, raising a total of 4.5 million dinars and contributing to both urban greenery preservation and strengthened support for vulnerable groups in the community.



"Buha Cooks with Heart" – Support for the Boško Buha Theater's Humanitarian Initiative

The Ana and Vlade Divac Foundation was one of the key partners in the humanitarian initiative "Buha Cooks with Heart," which marked the beginning of the 75th season of the Boško Buha Theater. During this event, the theater's actors traded the stage for the kitchen and prepared 100 meals for beneficiaries of the humanitarian organization ADRA, with the support of Belgrade Kitchen Party venue, the company Trgovina Trlič, and other partners.

Through this initiative, the Foundation once again demonstrated its commitment to combating poverty and promoting food donations, actively advocating for the introduction of tax incentives to support this form of solidarity. "Buha Cooks with Heart" was the first in a series of similar events planned through June 2025, with the aim of bringing together art and humanity to help build a society rooted in compassion, hope, and community.



Support from Individual Donors

Numerous individuals from Serbia and the diaspora continue to support the work of the Ana and Vlade Divac Foundation through online donations, direct contributions, or by donating via the donation boxes placed at Belgrade's Nikola Tesla Airport. Thanks to their generosity, the Foundation was able to provide, in 2024, scholarships for talented high school and university students from disadvantaged backgrounds, meals for a soup kitchen in Belgrade, support for rural families across Serbia, as well as free training within the IT Bootcamp program.

We extend our special thanks to the Foundation's long-standing friends and great philanthropists, Anka and David Erne from the United States, who remained our largest

individual donors this year. Their support in 2024 enabled the provision of 60 scholarships, the purchase of a van adapted for wheelchair users for a club of basketball players in wheelchairs, access to drinking water for 60 households, home renovations for two families, support for the Serbian Orthodox Church's soup kitchen, humanitarian aid for people in Kosovo and Metohija and Kuršumlijska Banja, as well as food for 300 abandoned animals in two shelters.

Thanks to the generosity of these individuals, the Foundation continues to be a reliable source of support where help is most needed and to nurture a culture of philanthropy grounded in solidarity and trust.

Gratitude to USAID for Fifteen Years of Partnership

At the beginning of 2025, the USAID Mission in Serbia officially closed its office, marking the end of an exceptionally significant chapter for the Ana and Vlade Divac Foundation. Yet this change does not erase what remains behind—a lasting legacy of partnership, support, and shared values.

To us, USAID was never just a donor. It was the first to believe in us, the first to give us a push forward and help us shape the vision and structure of the Foundation in its early days. Through its initial grant, as well as mentoring and technical support, USAID helped us build internal policies, lay the foundation for institutional sustainability, and develop a recognizable identity as a philanthropic organization in Serbia.

Over the past fifteen years, USAID did not simply fund projects, it was a true partner—committed, present, willing to listen, ask the right questions, and always insisting that every dollar invested brings the greatest possible social impact. Together, we transformed communities, schools, and lives across Serbia.

We owe special thanks to the local USAID staff, who, despite changes and challenges, were always the heart and soul of the mission: dedicated, consistent, and inspiring.

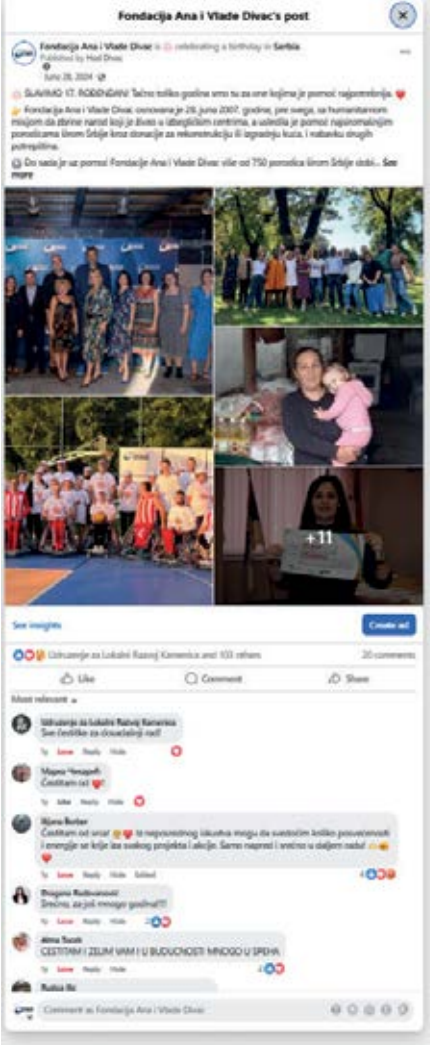
The closure of the USAID office is not the end, but the beginning of a new phase. The values USAID brought into our society—transparency, equality, and solidarity—remain with us. Even today, when we see an old USAID logo on the wall of a school in a small town, we know that the legacy lives on and continues to inspire.

The Ana and Vlade Divac Foundation is sincerely grateful for the trust, friendship, professionalism, and unwavering belief in the power of positive change.



The Ana and Vlade Divac Foundation in the Media in 2024

In 2024, Serbian media reported on the projects of the Ana and Vlade Divac Foundation more than 1,260 times. On social media, the Foundation reached nearly 1.45 million people (total reach: 1,457,272) and gained 2,408 new followers.



The Divac Team

In addition to its founders, employees, five-member Board of Directors, and numerous external associates and partners, the Divac team also includes a wide network of volunteers, individual donors, companies, and all those who have contributed in any way to the success of our projects and to ensuring that people in need receive adequate support and assistance. We continue to expand this network every day.

We are grateful to everyone who is part of the Divac team!

For yet another school year, the employees of the Ana and Vlade Divac Foundation have personally funded a scholarship for one student through their own voluntary contributions.

For the 2024/25 school year, the employee-funded scholarship was awarded to **Anđela Petrović**, a student at the Sports Gymnasium in Belgrade and a member of the Palilula women's water polo club, as well as the Serbian national water polo team.

Anđela has won medals with her team at the Serbian Championships, Serbian Cup, Belgrade Cup, and secured first place at the European Championship in 2022.

Despite struggling with asthma and other health challenges since childhood, Anđela is not only a top athlete—she also regularly competes in Serbian language competitions and has achieved notable success at the Literary Olympics. In addition, she is an active volunteer, and her commitment to the community was especially evident during the holiday season, when she and her teammates collected donations for gifts for children at the Drop-in Shelter for Children.

"I want to thank the Foundation for the scholarship, which was a constant reminder that hard work pays off. It gave me strength to keep achieving success. I used part of the money to buy sports equipment, and another part to complete lifeguard training, which will hopefully allow me to work while studying and support myself. I still hope to enroll in medical school after graduation."



Financial Report for 2024

	RSD	USD
Income by Category		
Individual Donors	79,600,176.00	707,943.50
Corporate Donors	6,646,975.00	59,116.49
Bilateral Donors	167,709,954.00	1,491,569.21
Local Governments	28,793,640.00	256,083.23
Other Income (income from interests, sales and services)	1,407,000.00	12,513.50

Total Income:	284,157,745.00	2,527,225.93
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Expenses by Programs/Projects

Support in Emergency Situations and Humanitarian Aid	34,502,331.68	306,854.87
Economic Empowerment and Promoting Employment	39,931,944.78	355,144.45
Development of Democracy and Support to Local Communities	141,965,897.00	1,262,608.19
Development of Philanthropy	3,179,702.50	28,279.46
Operative Expenses (salaries, leasing of space, office expenses)	9,452,370.98	84,066.96

Total Expenses:	229,032,246.94	2,036,953.92
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* USD 1 = RSD 112.4386 according to the official middle exchange rate of the National Bank of Serbia on 31 December 2024

JOIN THE DIVAC TEAM

<https://www.divac.com/donations>



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