



# "NOVAK DJOKOVIC" FOUNDATION ANNUAL REPORT FOR 2013

# TABLE OF CONTENTS

<b>Letter of the Founder</b> .....	<b>3</b>
<b>Our Values</b> .....	<b>5</b>
Our relationship towards the community and the wider public .....	5
<b>History</b> .....	<b>6</b>
<b>Who we are today</b> .....	<b>7</b>
<b>Achievements in 2013</b> .....	<b>8</b>
Little schools of Life – Together for Childhood .....	8
Family Outreach Worker .....	9
Reconstruction of schoolyard of special school “Anton Skala” .....	10
Donation to Cultural and Educational Association ROMANIPEN .....	11
Donation of Bicycles .....	12
Let’s keep the Children warm .....	12
Charity Dinners .....	13
Friendship games .....	14
New Year’s presents .....	14
<b>Financial Statement</b> .....	<b>15</b>
<b>Independent Auditor’s Report</b> .....	<b>16</b>
<b>Plans and objectives for 2014</b> .....	<b>18</b>



## LETTER OF THE FOUNDER

“ Dear friends of the Foundation,

**The year 2013 was a year of great success for our Foundation.** We have initiated some important projects. We have contributed to family support, education, social skills of children and inclusion by means of partnerships and investments into various projects.

I believe that family is the pillar of each society. I myself come from a family in which love, trust, support were our inexhaustible engine. My parents believed in me, and today I believe that we need to help families be stronger so that their children can feel better. That is why we launched the Family Outreach Worker project, in cooperation with the Serbian Government and UNICEF, and its role is to provide a genuine assistance to families making them stronger, in order for their children to feel safer and carefree.

Believing that all the children have equal rights to education and to grow up in stimulating and creative conditions, we opened three Schools of Life in Serbia which allowed hundreds of children an opportunity to attend preschool while also educating preschool teachers to work with children in an even more efficient manner.

We renovated the schoolyard of special school for children with disabilities “Anton Skala” in Belgrade which is now modern and safe after 25 years since the school’s opening. We participated in the reconstruction of village schools, enabling children from such surroundings to have equal conditions for education and fun as their peers in bigger cities.

In our Foundation we also wish to help organizations which have equal aims as our own. By means of a donation, we helped the Educational and Cultural Community of Roma – Romanipen to additionally equip their toy library, commence the realization of a Mobile Toy Library and organize a lovely summer camp for 45 Roma and socially disadvantaged children from Kragujevac surroundings.

The best seventy-five pupils from disadvantaged settings in southern Serbia were awarded bicycles, whereas fifty children from 3 most disadvantaged municipalities were awarded a four-day stay at FRIENDSHIP GAMES camp at the mountain of Kopaonik. We arranged this event eager for children to meet, socialize, gain new skills, play and create together, learn from each others and with others, through series of funny, creative workshops and activities.

Last but not least, we organized two successful charity dinners where we collected funds allowing us to initiate and do some great things.



**WE LAUNCHED THE FAMILY OUTREACH WORKER PROJECT**

and its role is to provide a genuine assistance to families making them stronger, safer and carefree



**WE OPENED THREE SCHOOLS OF LIFE**

which allowed hundreds of children an opportunity to attend preschool



**WE RENOVATED THE SCHOOLYARD**

“Anton Skala” for children with disabilities and participated in the reconstruction of village schools



**BY MEANS OF A DONATION**

we helped the Educational and Cultural Community of Roma – Romanipen



**WE AWARDED WITH BICYCLES**

seventy-five pupils from disadvantaged settings and fifty children were awarded a four-day stay at FRIENDSHIP GAMES camp



**WE ORGANIZED TWO SUCCESSFUL CHARITY DINNERS**

where we collected funds allowing us to initiate and do some great things

# OUR VALUES

## Our MISSION

is to enable children all over Serbia to grow up, educate and develop in stimulating, creative and safe surroundings, simultaneously learning to respect others and care about the environment.

All of us in the NDF feel as a part of a huge family, and **family** is a stepping stone of success for us. We dream big **dreams**, encouraging others to do the same. We believe that if you work hard for your dreams, their realization is only a step away from you.



We assume personal **responsibility** for efficient utilization of our resources and achievement of measurable results. We have responsibilities to the ones who support us, our partners, but above all, we are there for the children. We never make any compromise when it comes to our reputation and always act in the children's best interest. We believe in **transparency** and nothing we do ever lacks integrity.

Every member and volunteer of the NDF shares values which inspire - either through individual or team work - our efforts to make some difference in children's lives.

## Our relationship towards the community and the wider public

In accordance with our mission, we invest in a future in which all children have rights and possibilities to proper development of their capacities. Thus, we not only help directly the children the programmes are aimed at, but we also help their families and the local community, the very community these children will help contribute and develop. Further, we firmly believe – and in that way our commitment to our vision becomes our greatest motivator – that these children will contribute to the forming of a better society through sharing their own experiences and knowledge.

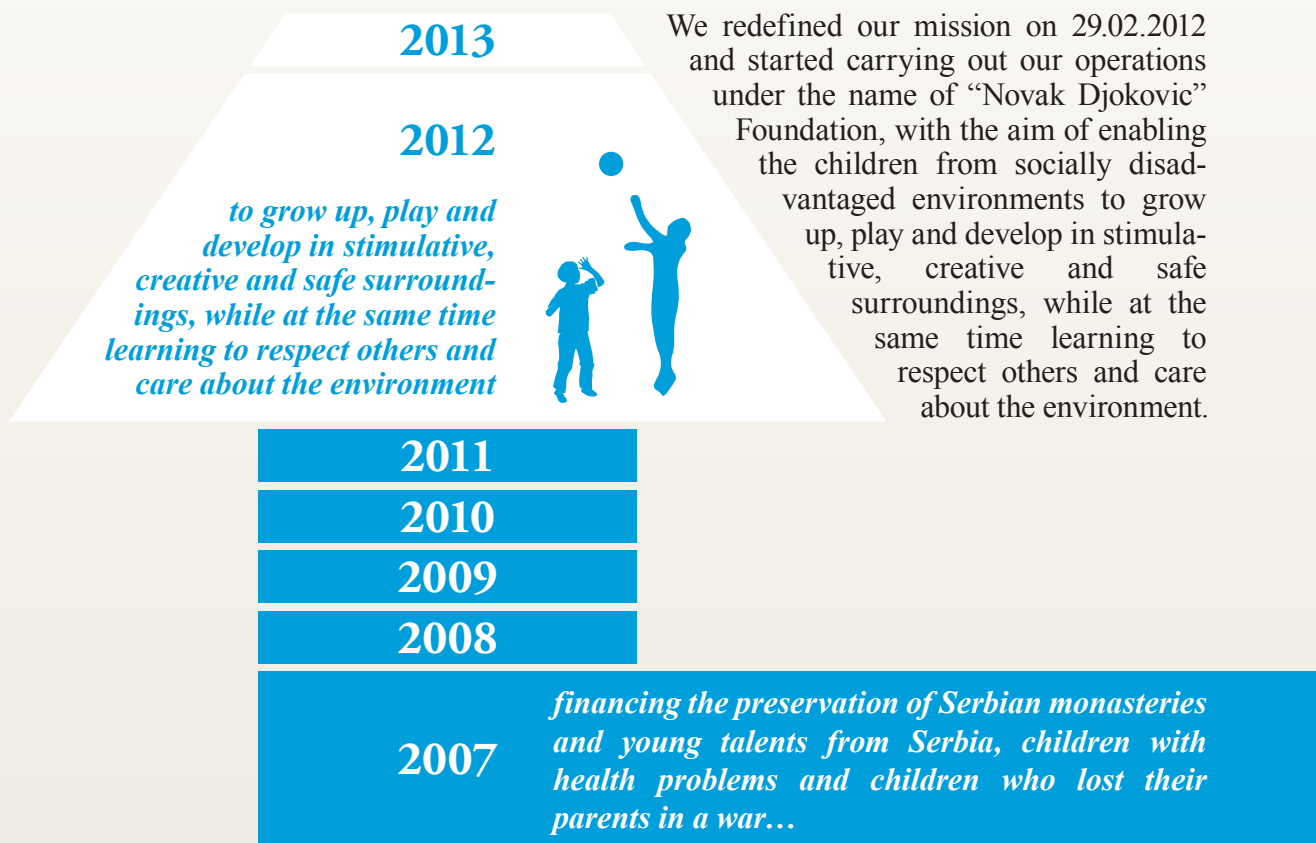
Carrying out the projects together with UNICEF, ministries, multinational and local companies and organizations, we create a case study which we want not only other foundations to follow, but also individuals.





# HISTORY

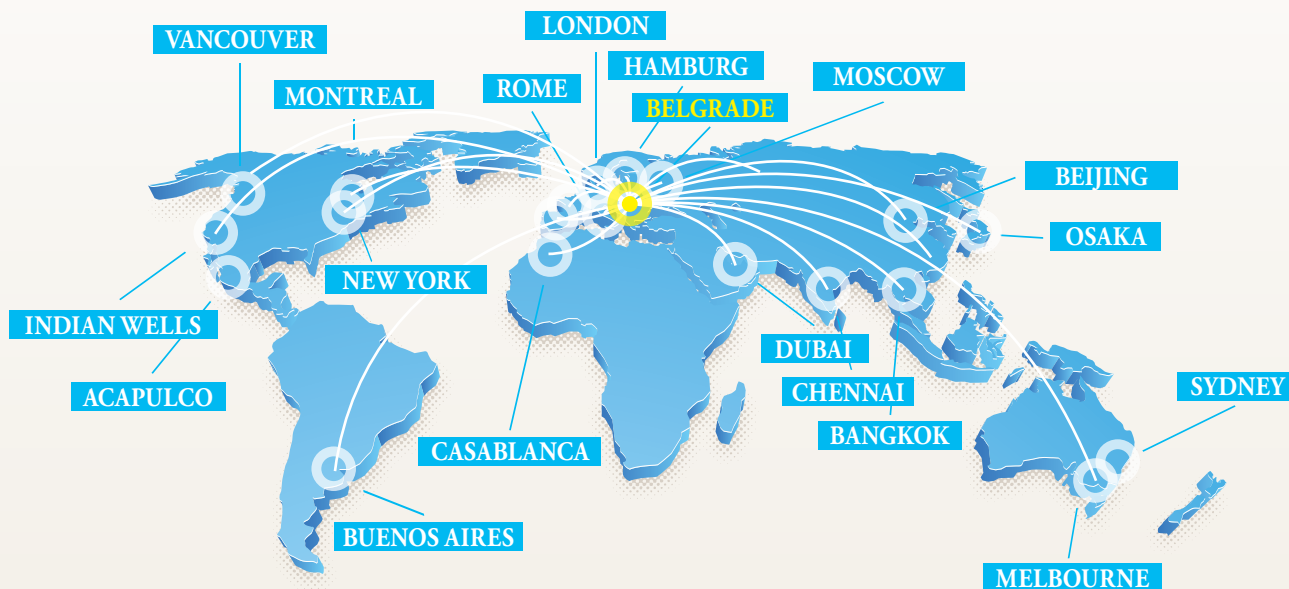
Our foundation was founded in 2007 under the name Novak Humanitarian Fund and it supported a variety of projects, including: financing the preservation of Serbian monasteries and churches, donating ambulance vehicles to municipalities in Kosovo during the war, covering traveling expenses of young talents from Serbia in order for them to participate in international competitions (tennis and music contests), providing financial support to children with health problems in Serbia to go abroad and receive the best medical care possible, providing financial support for children who lost their parents in a war, providing financial support to the cities of Loznica and Kraljevo which were damaged in floods, to aid them in rebuilding their infrastructure...



# WHO WE ARE TODAY



Seven years later, the foundation assembles a lot of people in Serbia and abroad, each of whom helps obtain our goals in a different way. Our big family gathers generous people who deeply believe that we can do great things and change the lives of Serbian children for good.



Besides the Board of Directors, global ambassadors, creditors and employees, aims and activities of the Foundation are also supported by other foundations, volunteers and people of good will. With joint efforts and positive energy, all of us are keen to help as many kids as possible all over Serbia and make them happy.

The foundation is registered in the USA, the United Kingdom and Serbia making it possible for us to show and familiarize many people with the problems of children in Serbia, and what it is that the Foundation does to overcome some of those issues.

# ACHIEVEMENTS IN 2013

## Little schools of Life – Together for Childhood

In April 2013, the Foundation initiated the Little Schools of Life – Together for Childhood project, intended for the improvement of living conditions and education of preschool children in Serbia. The project entails the adaptation of the buildings in the areas of Serbia in need so that preschool education is available to as many children as possible. During the past year three buildings were opened in municipalities of Ljig, Raska and Knic respectively. In the course of 2013, the Foundation invested more than 100.000 EUR into the project realization.



### THE FIRST OUTCOMES

*confirm the project objective completely, given the fact that about 100 children are included who have not been able to attend preschool until now.*

The Foundation also allowed three certified seminars for all preschool teachers employed in Preschool Institutions in each of the above mentioned municipalities. The seminars lasted 1-3 days and they enhanced the competence of the preschool teachers in educational work and child-oriented upbringing, efficient stimulation of the learning process (interaction with children), organization and realization of special and specialized programmes following interests and needs of three-year-olds and older children.

Last year, about 100 preschool teachers and teachers in lower elementary school grades attended the seminars. So far results have shown a great interest and an obvious increase in the engagement of preschool teachers, preschool institutions and local community representatives to realize as many specialized programmes as possible within Little Schools of Life, programmes that are in sync with the interests of the children.

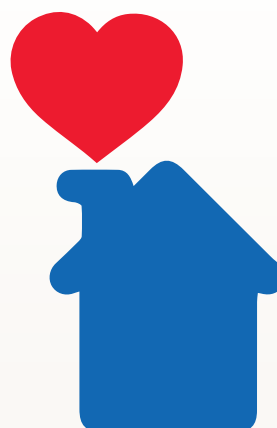
### RECOGNITION OF THE IMPORTANCE

*of preschool education by parents and their engagement in work with the children represents a special segment within the project.*



### Family Outreach Worker

The Novak Djokovic Foundation and UNICEF have joined to support the Ministry of Labor, Employment and Social Policy of the Republic of Serbia in their determination to stop separation of children under the age of three from their families and prevent their institutionalization in centres for children without parental care as well as develop a more complex social service for families at risk – Family Outreach Worker.



**SUPPORT TO FAMILIES  
AT RISK**

#### HAVING SIGNED THE PARTNERSHIP

*Agreement, UNICEF and The Novak Djokovic Foundation, which will invest 750.000 US dollars during a three-year period, are going to cooperate in the development of innovative services which will reduce the risk of unnecessary family disintegration and children institutionalization.*

In September 2013, first 53 families with 118 children started using this service which was being provided in 4 Serbian cities (Belgrade, Kragujevac, Nis and Novi Sad) by 16 family consultants. At the end of the year, the project included almost 100 families. Depending on the situation, family consultants will be providing various types of support: if there are family conflicts, they will be providing their support in the conflict settlement together with a concurrent practical training course in the development of parental skills.

Family outreach workers are going to have a key role in provision of the community support – assistance in collecting the administrative documentation for financial and social aid, assistance in children enrollment in kindergartens, inclusion to day care or other services within the community, as well as connection with health facilities.



### Reconstruction of schoolyard of special school “Anton Skala”

The Novak Djokovic Foundation donated funds for the reconstruction of the schoolyard of elementary school for children with disabilities “Anton Skala” in Belgrade, as per the project which won the competition “Mondialogo” in Beijing (when), organized under the sponsorship of UNESCO. The school got a new, modern and safe playground 25 years later, where the children attending the “Anton Skala” will be able to play and socialize from now on.



#### THE DONATION

.....  
*amounting to 5.500.000 RSD  
also allowed the purchase  
of mini-fitness sets, hoops  
and structures meant for  
the development of children  
with disabilities.*

The purchased and installed equipment will be used for the development of physical and mental abilities. The plan is for this specific equipment to be used on daily basis by children who are physically able to use it. Also, for the purposes of a safer stay and additional motivation, the Foundation donated the funds for a complete arrangement of the schoolyard.

The schoolyard reconstruction was completed in April, and a new, fully adjusted schoolyard was officially opened in early May.



### Donation to Cultural and Educational Association ROMANIPEN



The mission of our Foundation is to help organizations which share our objectives and missions. One of them is Romanipen, an educational and cultural association of Roma from Kragujevac.

Together with the Roma Education fund and City of Kragujevac, the Foundation supported the skill development summer camp at the mountain of Goc for 45 socially disadvantaged Roma children (ages 4-10) from rural areas in Kragujevac surroundings.

#### THE NOVAK DJOKOVIC FOUNDATION

.....  
*gave the donation amounting to 12.000 EUR to the Romanipen association for the purchase of toys for the improvement of work of Toy Library and a van for the operations of a mobile toy library so that this programme is also available for the children from remote rural settings.*



The aim of the camp was to help the development and enhancement of various life skills through sports and other activities of Roma children and children from materially disadvantaged families who do not have an opportunity to take part in school recreation classes.

## ACHIEVEMENTS IN 2013

### Donation of Bicycles

In accordance with the mission of the Novak Djokovic Foundation by which we tend to create a social climate in which all the children from underdeveloped parts of Serbia will have an equal opportunity to grow up and develop in stimulating and safe surroundings, the Foundation in April awarded 76 bicycles for 76 children older than 10 years from southern Serbia.



The table below shows more detailed information:

Town	Nis	Pirot	Prokuplje	Vladicin Han	Surdulica	Lebane	Bojnik
Number of bicycles	10	11	11	11	11	11	11

More than 50% of the bicycles are used not only by a single kid but also by their brothers and sisters, thus expanding the initial idea to more participants.

### Let's keep the Children warm



"Novak Djokovic" Foundation initiated in December a campaign under the slogan "Let's keep the children warm". It was a winter clothes and shoes drive for children in youth shelters in Belgrade.

The campaign ended on December 15<sup>th</sup>, when citizens of Belgrade joined the drive. Over 3000 items of warm clothing were collected during the campaign.

Day Care Center in Belgrade was too big for all the clothing collected so a part of it was also delivered to a children's home in Nis.



### Charity Dinners



This year the Foundation has organized two charity dinners, with almost 3.5 million euros collected. The first dinner was organized in London, in July, and another in New York, in September. Numerous guests from show business supported this event not only with their presence but with donations as well, in order to realize the projects of development and improvement of the children's position.

Some of them were Sir Richard Branson, Gerard Butler, Ronnie Wood, Erin O'Connor, Jeremy Piven, Branislav Ivanovic, Jonathan Ross, Wimbledon champion Marion Bartoli, Tim Henman, Matt Bellamy, Princesses Eugenie and Beatrice, Naomi Campbell, Adriana Lima, Kate Hudson, Goldie Hawn, Donna Karan, Tomy Hilfiger, Jimmy Connors, John McEnroe.. Prominent people from the world of fashion, sport, music, entertainment and business took part in auctions of numerous items and valuables.



**THE AIM OF THE CHARITY DINNERS**

*was not only to collect the funds for donations, but also to increase the visibility of the work of our Foundation, through which we want to prompt other celebrities as well to take part in charity activities.*

We believe that the charity dinners have helped in establishment of partnerships with other foundations and public figures who are devoted to philanthropic work and enhancement of children position and education. We also hope that the New York and London dinners will be an inspiration to other public figures to pay greater attention to numerous problems around the globe.



### Friendship games

A friendship camp under the name of "Friendship Games" gathered over 50 kids at the mountain of Kopaonik, pupils from mixed classes of lower elementary school grades from three rural elementary schools from municipalities of Knjic, Ljig and Raska respectively.



"Novak Djokovic" Foundation arranged this event eager to give the children an opportunity to meet, socialize, gain new skills, play and create together, learn from each other and with others, through series of funny, creative workshops and activities during this four day meet.

The first and successful Friendship Games are a testament to the importance of the project objectives through which the Foundation helps the children from undeveloped municipalities drawing the attention of public to everyday problems of these children and their peers.

### New Year's presents

On December 22nd, the Foundation organized a play and gave away New Year's presents to 150 children from foster families in Belgrade.

Via this activity, the Foundation wanted to support foster families and make children happy with the New Year's play and taking photos with Santa. The campaign was arranged in cooperation with the Center for Family Accommodation and Fostering, Belgrade.

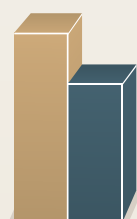


# FINANCIAL STATEMENT

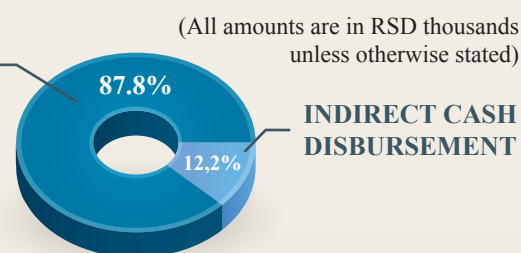
## Statement of cash receipts to Serbia and disbursements in Serbia for the period ended 31. December 2013.

<b>TOTAL CASH RECEIPTS</b>	<b>75,668</b>
<b>DONATIONS</b>	
NOVAK DJOKOVIC FOUNDATION (USA)	47,854
ACE GROUP INTERNATIONAL LIMITED	16,684
NOVAK DJOKOVIC FOUNDATION (UK)	10,378
OTHER	752
<b>TOTAL CASH DISBURSMENT</b>	<b>56,363</b>
<b>DIRECT CAHS DISBURMENT - PROJECT RELATED</b>	
PROJECT 001-ANTON SKALA	5,664
PROJECT 002-SCHOOLS OF LIFE	17,618
PROJECT 003-ROMANIPEN	1,365
PROJECT 004-UNICEF – FAMILY OUTREACH WORKER	21,331
PROJECT 005-DONATION OF BICUCLES	765
PROJECT 007-FRENSHIP GAMES	1,342
PROJECT 008-RECONSTRUCTION OF SCHOOL SAVA KERKOVIC	670
PROJECT 009-NEEW YEAR PRESENTS	696
PROJECT 010-LETS KEEP THE CHILDREN WARM	41
<b>INDIRECT CASH DISBURSEMENT</b>	
<b>PAYROLL</b>	
Salaries, Taxes and Social Security Contributions	2,495
Other payroll disbursement	173
OFFICE AND ADMINISTRATIVE EXPENSES	325
MARKETING AND PROMOTIONAL ACTIVITIES	965
ADMINISTRATIVE SERVICES RECEIVED	2,679
OTHER	232

**TOTAL CASH RECEIPTS**  
75.668 RSD



**DIRECT CAHS DISBURMENT PROJECT RELATED**  
TOTAL CASH DISBURSMENT  
56.363 RSD



# INDEPENDENT AUDITOR'S REPORT



## To Novak Djokovic Foundation (Serbia)

We have audited the accompanying statement of Novak Djokovic Foundation's („The Foundation“) cash receipts to Serbia and disbursements in Serbia for the year ended 31 December 2013 („The Statement“) and a summary of significant accounting policies and other explanatory information together with the statement. The Statement has been prepared by management of the Foundation in accordance with the basis of preparation as described in Note 2.

## Management's responsibility for the Statement

Management is responsible for the preparation of the Statement in accordance with the basis of preparation as described in Note 2, and for such internal control as management determines is necessary to enable the preparation of a Statement that is free from material misstatement, whether due to fraud or error.

## Auditor's responsibility

Our responsibility is to express an opinion on The Statement based on our audit. We conducted our audit in accordance with International Standards on Auditing. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the Statement is free from material misstatement.

And audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the Statement. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the Statement, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation of a Statement in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the Statement.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

## Opinion

In our opinion, the Statement of receipts to Serbia and disbursements in Serbia of The Novak Djokovic Foundation for the period ended 31 December 2013, is prepared, in all material respects, in accordance with Note 2.

## Emphasis of matter – Basis of accounting

Without modifying our opinion, we draw attention to Note 2 of the accompanying Statement, which describes the basis of the preparation. The Statement does not comprise a full set of financial statements prepared in accordance with International Financial Reporting Standards or other generally accepted accounting frameworks. As a result, the Statement may not be suitable for all users, other than the management and donors, and are not intended to be used by those who are not informed about the specific requirements of this basis of preparation.



### MANAGEMENT'S RESPONSIBILITY FOR THE STATEMENT

Management is responsible for the preparation of the Statement and for internal control



### AUDITOR'S RESPONSIBILITY

Our responsibility is to express an opinion on The Statement based on our audit



### OPINION

The Statement is prepared, in all material respects, in accordance with Note 2



### EMPHASIS OF MATTER – BASIS OF ACCOUNTING

The Statement may not be suitable for all users, other than the management and donors

# PLANS AND OBJECTIVES FOR 2014



Last year we took small steps, but now we are getting closer to reaching our goal. Over the course of the previous year, over 100 children got an opportunity to learn, develop, grow up and play in surroundings that are fully adapted to them and their progress.

1

In 2014, through the continuation of the “Little Schools of Life – Together for Childhood” project and through opening of the new Schools of Life we will enable even more children to attend preschool and we will create conditions for them to develop their interests.

Our partnership project Family outreach worker with UNICEF is continuing and even more families at risk will have a possibility to be a part of it to get help and become stronger to overcome difficulties they face in everyday life.

2

During the year we are going to support the projects aimed at enhancing conditions of education by means of reconstruction of infrastructure of schools and kindergartens. Together with our partners and friends of the Foundation, we are keen to support as many educational institutions as possible which are in bad condition and which lack basic conditions for work and education of children. Activities will be directed towards the investment of funds for the adaptation of buildings, purchase of furniture, funds for work and schoolyard adaptation, as well as the provision of modern literature for school libraries.





3

We are eager to implement new training programmes for preschool and school teachers into the educational system which will enable them to help children to cope with teaching materials in an easier manner, as well as enhance their social skills. In cooperation with the Ministry of Education and the Hawn Foundation, we are going to allow the participation in the MindUP programme for kindergartens and schools all over Serbia. The main objective of this programme is to teach children about parts of the brain and their functionality in accordance with emotions they experience, then to teach them how to calm their mind, improve their concentration, and eventually choose optimism, all with an aim of increasing academic achievements and handling challenges which children face during their school period and in life in general in a more efficient manner. MindUP was designed with the main idea being the well-being of children and their successful progress through life, which also represents the basic and leading idea of our Foundation.

4

The Foundation intends to arrange the second friendship camp under the name of Friendship Games, which is going to gather a lot of children, pupils from satellite classrooms from underdeveloped municipalities all over our country.

5

We are keen to make new partnerships with successful companies and foundations in Serbia over the course of this year so that together we can do even more for children all over Serbia.



NOVAK  
DJOKOVIC  
FOUNDATION