



*we're in this*  
**together**

**10** NOVAK  
DJOKOVIC  
FOUNDATION  
ANNIVERSARY

10 Years of Believing in Their Dreams



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# Our Story

## *Our Mission*

*We give preschool aged children from impoverished areas the chance to learn and play in safe, creative, and nurturing environments.*

## *Our Vision*

*We believe in a world where every child has an equal chance to grow into a caring and productive member of society.*





more than a  
**team,**  
we are a  
**family**

*Welcome to our community,  
our team, our family.*

*They say that friends are the family you choose for yourself.*

This holds true for us at the NDF. But beyond the closeness of our team, we believe that the philosophy can apply to broader communities as well. We acknowledge that each of you were led here by the shared cord of compassion and the fundamental belief that a young child's education matters.





*It's simple.*

*We are investing in dreams, in hope, in change, in victory.*

## *Letter from our Founders*

10 years ago we started this foundation with a simple goal: to help. In order to bring our mission into sharper focus, we began to take a closer look at what was truly needed and we came away with the unshakable belief that what young children need most, beyond the basic requirements of food, water, and shelter, is education. Because early education is integral to a child's success at school, and with the power of an education under their belts, children will become adults who are able to improve our society in extraordinary ways, by eradicating poverty, war, and injustice. With an education, children are capable of anything.

*We really believe that, and we know that you do too.*

We also know that not everyone can put their lives on hold to build schools or develop programming for children. But when each one of us makes a contribution, in whatever way we can, it's astonishing what can be accomplished. Your donations make a difference.

Your contributions are significant and meaningful. Together, we build actual schools that you can visit, that you can touch and see, where you can hear the voices of children busy at work and at play. Classrooms full of promise and potential.

Over the course of the last decade as the NDF has grown we've received an education of our own. We've met many incredible, compassionate individuals, worked hard, and gathered a team of truly passionate people who live and breathe each day for the children we work for. We're more than a team, really. We're a family, and we love each child as if they were ours. We want them all to flourish and thrive. Thank you for being a part of this movement.

Welcome to our family!

**Novak Djokovic**  
Co-Founder

**Jelena Djokovic**  
Co-Founder





*We believe in every child.*

## *Letter from our Global CEO*

We are celebrating 10 years together at the Novak Djokovic Foundation and what a happy occasion it is! Together, we have made great strides in our Serbia-based project work and established exciting inroads internationally. This year we have opened 4 Schools of Life, 6 playgrounds, and have organized our 5th Friendship Games.

The innovative ‘Support, Not Perfection’, parent-focused initiative has been successfully piloted, and we’ve launched the Djokovic Science and Innovation Fellowship at Harvard University’s Center on the Developing Child. Our close collaboration with the World Bank and UNICEF continues apace and allows us to advocate for Early Childhood Development and Early Childhood Education to policy makers and a global audience.

We are proud of having opened our 10th School of Life this year - an appropriate way to celebrate this particular anniversary! In late 2017, we look forward to continuing our heartfelt tradition of delivering New Year’s presents over the holiday season to more than 600 children in foster care.

The future is bright. This year we established a Global Advisory Board comprised of leading experts who will help guide us forward, and we have also created an internal research function that will deploy quantitative and qualitative methods to measure impact and conduct specific project evaluations. Moreover, the inaugural cohort of Djokovic Fellows has been enthusiastically sharing their research with our stakeholders through thought pieces and Q&As on social media -- helping us share some of the latest academic concepts with a broad, general audience.

As we celebrate this landmark year we also acknowledge that the next ten years are full of potential that can only be realized through hard work, passion, and dedication. We thank you for your support over the past decade and look forward to our continued partnership as we embrace the challenges to come!

*Alberto Lidji*

**Alberto Lidji**  
Global CEO

| *The future is bright.*





 **Happy  
Birthday**

*Our lucky number 10*

*2017 marks our 10th birthday,  
and we have so much to celebrate*

10 years spent changing lives, serving our community, and doing what we love while making sure our youngest citizens all have an equal shot at success.

*And it's because of you.*

So as we look back on our first decade as a foundation and celebrate this milestone year, we do it full of gratitude for each and every one of you.



**10** Revolutions around the sun as the Novak Djokovic Foundation



**37** Schools Opened



**683** Families Supported



**1,322** Teachers Trained



**20,708** Children Helped

And counting.



1

Every smile from every child involved in our projects.

2

37 newly opened or refurbished schools to inspire learning and greatness in children and teachers.

6

Our founders—as human beings and as philanthropists.

7

Appreciating everyone's voice and valuing diverse opinions and beliefs.

3

Partnering with key players in the field of early childhood development and education such as UNICEF, World Bank, and Harvard.

8

The passion, teamwork and compassion of the employees that make it all happen.

4

Impacting the lives of families and communities by creating new educational opportunities for their children.

10 things we are most proud of.

9

Our Co-Founder elevated to the International Goodwill Ambassador by UNICEF.

5

The five consecutive Friendship Games we've grown and improved year-on-year.

10

The team that has grown from just an idea to over 20 people.



**December 2007**

Founded as the Novak Fund

**November 2010**

Earthquake in Kraljevo donation

**May 2013**

First playground for children

**September 2013**

First School of Life

**May 2014 - February 2015**

First emergency response - flood relief

**August 2015**

World Bank & NDF partner to promote early childhood development



**August 2017**

Creation of the NDF Global Advisory Board

**April 2017**

10th School of Life



**February 2008**

Donated emergency vehicle to Zvecani

**2012**

Redefined our mission as the Novak Djokovic Foundation



**May 2013**

Collaboration with UNICEF on Family Outreach Worker project

**October 2013**

First Friendship Games



**August 2015**

Novak Djokovic appointed UNICEF Goodwill Ambassador

**November 2016**

Launch of the Djokovic Science & Innovation Fellowship at the Center on the Developing Child at Harvard University

**20,708** children helped to date



# 10

## Goals We Dream of Achieving

As we celebrate our 10th Anniversary in 2017 and look forward to the next 10 years, our dreams and plans for the future drive us forward. Ten years from now, in 2027, we hope to tell you that we've...

1

Established Serbia as a regional hub of excellence in Early Childhood Education and Development.

2

Increased preschool access from 50% to 90% in Serbia, and aligned access with the EU average.

3

Built a leading-edge Early Years Children's Resource Centre in Belgrade - and created a focal point for groundbreaking thinking on ECD, convened thought-leaders and advocated and trained teachers, practitioners and parents.

4

Championed the 'Djokovic Science and Innovation Fellowship' at Harvard University's Center on the Developing Child; the launchpad for the next generation of leaders in ECD.

5

Invested in Serbia's burgeoning ECD academics and supported PhD candidates, postdoctoral research and academic talent throughout their careers.

6

Embraced a holistic approach whereby we've looked at nutrition and physical wellbeing in addition to education -- and deployed programs that consider the whole child.

7

Transformed policymakers' thinking and ensured they view Early Years as an essential funding priority.

8

Introduced the annual 'Djokovic Early Years Conference' - where we've shined the media spotlight on the very latest ECD thinking and showcased the best practice for others to emulate.

9

Enhanced the Early Childhood Education and Development landscape in Serbia and internationally through public advocacy and continued collaboration with key global partners and positively impacted the life-outcomes of children everywhere.

10

Worked tirelessly towards fulfilling the key targets for children enshrined in the Sustainable Development Goals SDGs 2030.

# Our Impact

It's amazing what we can accomplish when we're in it together

## A Real Life Superhero

When we opened a School of Life in Kukujevci, we met Mia, a kindergarten student. Mia is curious and bright with lively eyes and a ready smile. She is quick to laugh and quicker to twirl and run with friends. Mia also suffers from juvenile diabetes. But with help from her teacher and family, Mia meets the world with positivity and strength. She embraces each day and comes to school eager to participate. We believe that Mia has all the qualities of a true hero.

*She is brave, fearless and always ready to help others. We are proud to know her.*





# Our Success



Success to us means as many children in as many classrooms in as many places as possible.



11 Playgrounds Opened



37 Schools Built or Refurbished



683 Families Supported



1,322 Teachers Trained



20,708 Children Served

# Our Impact

*Future. This is what we have foremost in mind when we select a project to believe in. The principle of sustainable development is at the core of our mission. Everything we do is for children and for a better tomorrow.*

## Schools of Life

**30% more children in preschools.**  
Using our model, municipalities opened 10 more groups to accommodate 30% more children starting preschool in the regions where we have opened Schools of Life.

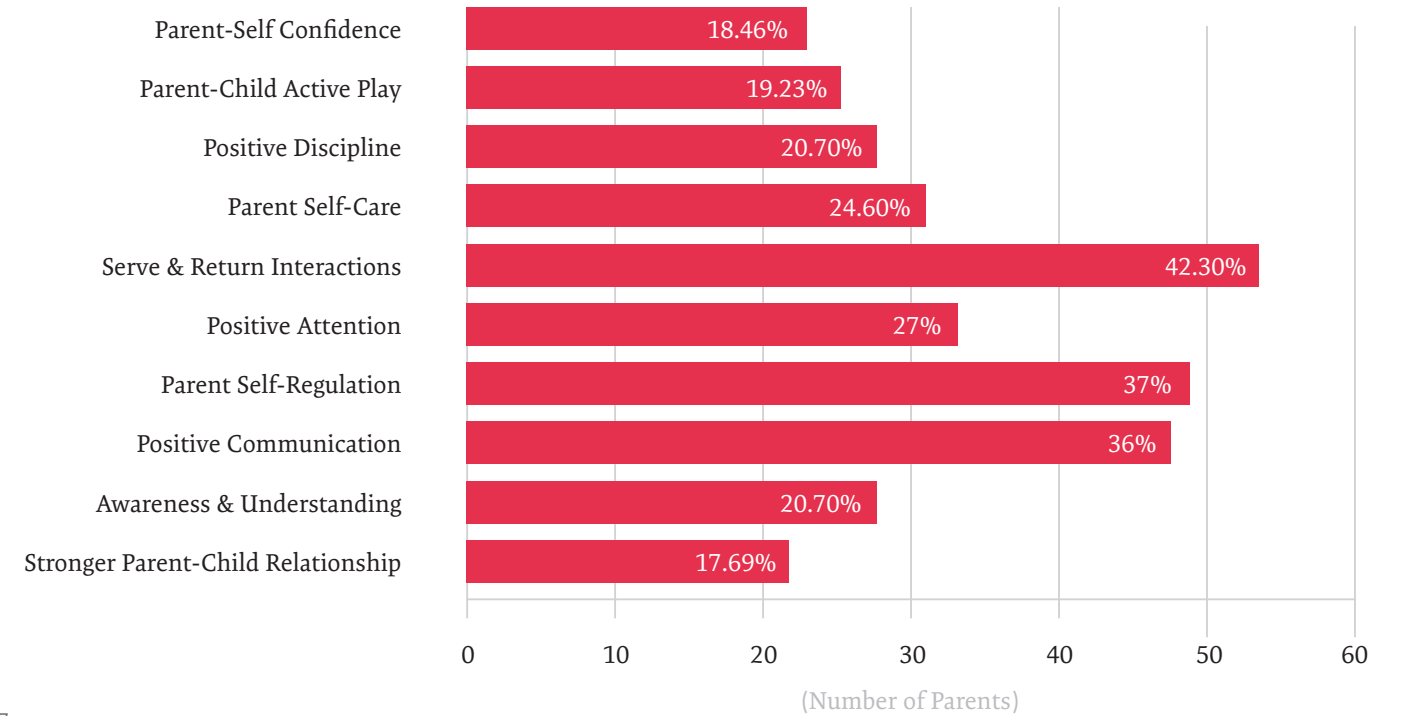
## Playgrounds

Thanks to our playground reconstructions more than 2500 children have the chance to play in safe environments.

## Support, not Perfection

The program's impact can be seen through parents' responses to the open-ended question: "What, if anything, do you do differently or more/less often as a result of your participation in this program?"

*"Because of this program, I use/practice/have more..."*





Projects



Schools of Life



Our Schools of Life are the backbone of our mission.

We build schools from scratch or refurbish existing structures to create places of academic excellence where children and teachers thrive. These schools become the heart of their communities. To date, we have opened 11 Schools of Life.

11 Schools of Life Opened



*"In our School of Life, I found out that plants can't survive without the sun."*

**Stevan**  
5 year old from our School of Life in Jalovik



Projects

# Friendship Games



The Friendship Games epitomize everything the NDF believes in: inclusion, diversity, athleticism, teamwork, and community.

That's why, each October, we invite children from disadvantaged communities to participate in our week-long camp where they spend time playing sports, learning new skills, taking field-trips, and most importantly, making friends. This fall, we held our fifth Friendship Games and now we eagerly await next year to repeat the experience.

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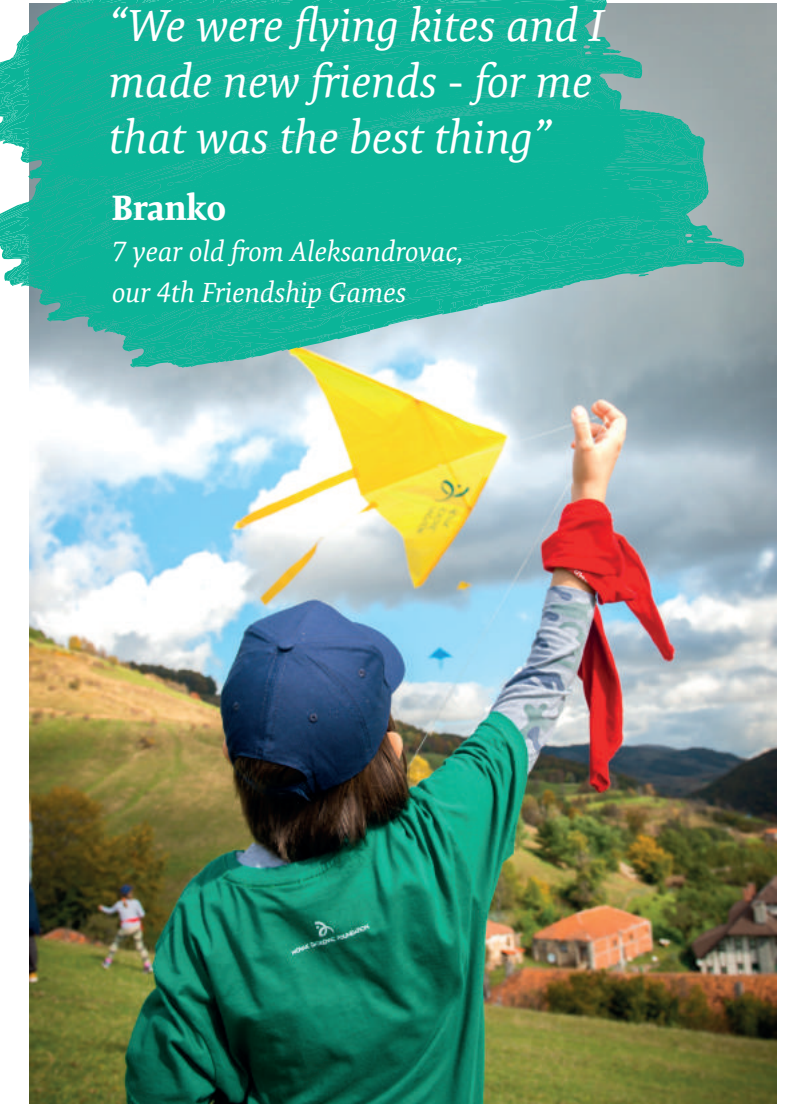
Children Have  
Made New Friends



*"We were flying kites and I made new friends - for me that was the best thing"*

**Branko**

*7 year old from Aleksandrovac,  
our 4th Friendship Games*





Projects

Support,  
not Perfection



We know that no parent or caregiver is perfect, but that perfection isn't a requirement to care for a child well. "Support, not Perfection" is a new program that invites parents and caregivers to attend 10 two-hour seminars designed to encourage, teach, and motivate.

That's because we deeply believe that supported parents = happier families.



*"These workshops and this program have been meaningful not only to me, but to my family. I now solve everything by talking through it, I use what I've learnt via the workshops, and what is most important to me, I've stopped yelling around the house."*

**Mira**

*Mother from Vladimirci*

*"I am very satisfied with everything. I always look forward to the workshops and the chance to learn. Children are the greatest treasure of this world."*

**Goran**

*Single Father from Svilajnac*





Learning happens on the playground as well as in the classroom.

A safe and well-built playground not only provides an ideal place for children to develop cognitive, socio-emotional and motor development skills but it also engages them in activities that are healthy for the body and mind. To date, we have built 11 playgrounds throughout Serbia, and have plans to build many more in the future.

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**11** Playgrounds Built

---

**2,930** Children Playing Safely

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Projects



MindUP

MindUP is a program that was developed by a team of psychologists, neuroscientists, and educators for the Goldie Hawn Foundation and was designed specifically to help children better understand and regulate their emotions.

MindUP teaches children coping strategies and equips them with practical tools to navigate complex emotional situations. The program runs concurrently with regular curriculum and enhances a child's holistic educational experience. MindUP has been used with great success in over 20 institutions throughout Serbia so far.



*“The program is creative and easily applicable. My child feels more relaxed, he is better able to concentrate and gets along better with other students since the MindUP workshops started”*

**Vesna Petrovic**  
Parent of a MindUP student





Projects

# New Year's Presents

Each year, we hold a holiday celebration known as New Year's Presents for more than 600 children in foster care, to remind them that they are loved and wanted.

Working closely with community officials, we select gifts specifically for each child, keeping in mind their unique likes and wants. These celebrations are filled with hope, love, and joy.

*Recent studies report that more than 6,000 children throughout Serbia are in foster care. Of that number, more than 800 live in institutionalized care.*







Our main focus is on preschool children, but because we believe education and development happen outside of the classroom and beyond primary school, we wanted to find a way to reach older kids, teenagers and students alike in order to motivate them to think courageously and act originally.

We believe that with the proper help, guidance, and motivation, every person can be a future leader in their field.

That's why we launched Original Magazine - to inspire the next generation of movers and shakers to think "outside of the box" and to inspire them to aim for success in all of its many varied forms.

Circulation	24,000
Publications	10 per year
Coverage	Serbia and region
Young Writers	Over 50
Interviews with world-renowned public figures	Over 200

*“Original promotes the values and character traits of young people living in the modern world: they fight for a better future. They are also proactive - they do not wait for opportunities to arise but they create their own. These values guide us all - the young people, the Foundation, and the Original magazine as a platform where we come together.”*



**Jelena Djokovic**  
Co-Founder & National Director



## Projects

# Djokovic Science & Innovation Fellowship

In 2016, the Novak Djokovic Foundation launched the Djokovic Science and Innovation Fellowship at Harvard University's Center on the Developing Child.

The fellows selected each year represent the next generation of thinkers and doers in the fields of early childhood education and early childhood development.

*"The Novak Djokovic Foundation understands that healthy development in the early years builds a strong foundation for thriving societies. They also know that the world needs a pipeline of new, innovative leaders with deep knowledge about how adversity disrupts child development and what can be done to prevent that disruption. By launching the Djokovic Science and Innovation Fellowship at the Center on the Developing Child, the Foundation is investing in a new generation of champions for young children who will lead the way in driving science-based strategies to produce breakthrough impacts on the lives of those who are facing the enormous stresses of poverty, violence, and social exclusion."*

**Jack P. Shonkoff, M.D.**

Director of Center on the Developing Child at Harvard University

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**Sonia Alves** is a doctoral candidate in the Human Development and Education program at the Harvard Graduate School of Education. Her research examines the long-term impact of adverse experiences in childhood.



**Joshua Jeong** is a doctoral candidate in Global Health and Population at the Harvard T.H. Chan School of Public Health. His research seeks to understand how paternal roles within families relate to children's early development outcomes in low and middle-income countries.



**Rebecca Lebowitz** is a doctoral candidate in the Human Development and Education department at the Harvard Graduate School of Education. Rebecca's research explores instructional coaching in early childhood education.



**Linda Zhao** is a doctoral candidate in sociology at the Harvard Graduate School of Arts and Sciences. Linda's research explores inequality in birth outcomes, connecting individual risk factors, social environment, and biological indicators of preterm birth.



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Milica

ATION

vibrant





## *We love our community.*

To our staff, volunteers, donors, partners and mentors, to the children we work with and their parents and teachers, to our foundation and corporate partners:

*Thank you for making this journey possible.*

After 10 years of implementing programs and building schools, we know that when we work together, we are better, stronger, and able to do so much more for the young children of our world.

*Every brick laid and book donated is because of you.  
Every classroom filled with happy children is because of you.*

To our givers, doers, thinkers, well-wishers, and word-spreaders:  
**Hvala vam. Thank you.**

*Our gratitude is limitless.*



# Partners

Throughout the years, we have partnered with numerous foundations and companies that recognize the importance of Early Childhood Education. Their generous support has allowed us to invest in children's dreams by giving each child access to a quality preschool education.



In 2015, NDF and the World Bank jointly launched the "Early Wins for Lifelong Returns" initiative to promote early childhood development and education in Serbia and globally. The two organisations co-ordinate closely to advocate the importance of Early Years and to improve access to quality childhood education for disadvantaged children in Serbia and beyond. The World Bank is currently in the process of finalising a \$50M investment into Serbia in support of ECD.



Partnered with us to launch "Djokovic Fellows", a program which provides scholarships for young scientists and innovators at the Center on the Developing Child at Harvard University.

## SEIKO

One of Novak's main sponsors, and one of our valuable donors. They have been donating and supporting our work for a couple of years.



We were partners on a three year-long "Family Outreach Worker" projects (2013-2016) - a program also supported by the Ministry of Social Services, and through Novak as the International Goodwill Ambassador, we engage a global audience and spread the word on the importance of Early Years.



In 2016, the NDF was chosen by Adecco through their Win4Youth program as a member of a small group of organizations whose projects Adecco will support during the same year.



ATP selected the NDF from a group of eligible organizations and provided for an improved 2017 Friendship Games, a project that gives children from socially disadvantaged communities an opportunity to learn and play in a stimulating setting on Kopaonik Mountain.



Generous supporters of the "Friendship Games" project for a couple of years, the main focus of their help being on water safety and basic swimming lessons - an essential part of our activities plan.



Long-term donors of the NDF, they support our auditing processes and enable professional development for our employees courtesy of PwC Academy.



Together with the NDF, they have implemented the MindUP program in schools and kindergartens throughout Serbia.



Generously supported the reconstruction of Kindergarten Bubamara in Novi Sad, where the play-yard and grammar school hadn't been refurbished since 1976.



Studio Moderna, as an authorized distributor of Nutribullet, one of the highest-rated Delimano products, and the Novak Djokovic Foundation have been working together for several years with the aim to raise awareness about healthy nutrition and healthy eating habits.



Partnered with us on a project which involved a number of high schools in various parts of Serbia, and supported the renovation of chemistry and physics labs.



When the NDF decided to mark the International Day of Sport in 2015, Samsung responded without hesitation, making that day an instant success and sending out a strong message to everyone following that physical activity represents an important part of the development of every child.



# Partner Testimonials



**Anthony Lake**

*Executive Director  
UNICEF*

*“The Novak Djokovic Foundation recognizes that when we provide young children with the right start in life – nutrition, stimulation, protection, loving care – we are laying a foundation not only for their futures, but for the future of their societies. UNICEF is proud to work in partnership both with the Foundation and with its founder, Novak Djokovic, to make early childhood development a global priority.”*



**Jim Yong Kim**

*President  
World Bank Group*

*“Investing in children’s early years is critical to reducing poverty and inequality, and it’s a crucial foundation for building the human capital that every country needs to compete in the future. In Serbia, we’re pleased to support the government on this important agenda, in partnership with UNICEF, the Novak Djokovic Foundation, and other international and local partners.”*



**Shinji Hattori**

*Chairman & CEO  
Seiko Watch Corporation*

*“Seiko was delighted to have been appointed the watch partner of Novak Djokovic in 2013. From the very start, we were impressed by Novak’s commitment to his Foundation and by its fine work for children. We decided to support the Foundation and have done so every year. Furthermore, our commitment will continue for the next three years at least. Our support takes two forms. First, we make a regular financial contribution and, second, we promote the Foundation by marketing in over 30 countries a collection of children’s watches that carry the Foundation’s message out into the wider world. In these ways, we hope that we can help the Novak Djokovic Foundation to expand its activities and to bring joy and opportunity into the lives of young children. We wish the team at the Foundation every success in its excellent work. Thank you for the chance to help!”*



**Goldie Hawn**

*Founder  
The Hawn Foundation*

*“I am so very grateful and proud to be collaborating with Novak through the work of our foundations to improve the life outcomes for our children. MindUPTM our teaching and learning programme designed to enhance wellbeing and academic achievement has been so valued and embraced by the teachers, children and their families in Serbia. To date we have reached 2.000 children in 20 schools and this year we aim to double this! It is so wonderful to see our young children talking about their brain with such confidence and how they can calm and focus using the Brain Break. To all at the Novak Djokovic Foundation thank you so much for your dedication to bringing MindUPTM to your schools and for truly making a difference to children’s lives!”*





**Princess Charlene of Monaco Foundation**

*“It is with great pleasure that this year again the Princess Charlene of Monaco Foundation partnered with the Novak Djokovic Foundation in order to organise the « Drugarijada » (Friendship Games). This project enables underprivileged children to take a break as well as to experience peace and joy. Workshops on water safety, the protection of the environment, how to better understand each other despite differences and fair play were key moments of this encounter. During this week that embraced sharing and exchanges, both Foundations joined forces in order to promote hope, respect, team spirit and friendship.”*



**Ivana Canak**

*Managing Director  
Studio Moderna d.o.o*

*“It was quite natural for us to choose the Novak Djokovic Foundation as our partner. The Foundation, committed to its mission of educating children about healthy nutrition and healthy eating habits, and Studio Moderna, as an authorized distributor of Nutribullet, one of the highest-rated Delimano products, have been working together for several years with the aim to raise awareness about this important issue and we hope that we have created a significant and positive change. It takes a lot of time, resources and efforts to do so. Therefore, it’s a great privilege and honor for us to cooperate with people from the NDF team who are truly passionate about achieving a common goal!”*



**Rajka Sinic Vulic**

*Head of PR and CSR  
Department Banca Intesa*

*“Through long-term partnerships with companies, institutions and organizations in Serbia, such as the Novak Djokovic Foundation, Banca Intesa contributes to the social environment improvement with a goal to ensure that all people, especially children, have the opportunity to reach their full potentials and become productive members of their communities. Efforts the Novak Djokovic Foundation has made to change things for the better for children in this part of Novi Sad and to enable them to have normal and happy childhood inspired us to join in and invest together in the reconstruction of kindergarten Bubamara.”*



# Valued Volunteers



The volunteers who donate their time to the NDF are some of the smartest, kindest, loveliest people you could ever hope to meet.

We count ourselves incredibly lucky to be able to benefit from their expertise and know that these individuals make the world a better place each day that they are in it.

Mina came to volunteer for the NDF when she was a Psychology student at the University of Novi Sad and was eager to apply her theoretical knowledge in the field of childhood psychology to the practical experience of working with children from disadvantaged backgrounds. She spent the week with us at our third and fourth annual Friendship Games and has joined us once again this fall for the fifth Friendship Games. Mina continues to make a lasting impact on the lives of the children she works with.

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*“I was attracted to the idea of making a positive change in our society and what could be more powerful or make more of a lasting impact than helping children?”*

**Mina**





Valued  
Fundraisers and Donors

Our warmest thanks to all of our fundraisers and donors who have shown extraordinary support to the Novak Djokovic Foundation over the years. We couldn't have done this without you! This victory is yours as much as ours.

*"We don't have to wait for the big things. Everyone can be a hero and change the world with small and everyday acts of kindness. If you donate 1€, that is more than enough. For a Euro we can buy a light bulb, which will make it possible for children to play after dark. Light up someone's childhood."*

**Maja Kremic**

*Head of Fundraising and  
Donor Relationship Programs*





Meet  
Zia



A little girl whose  
big voice makes  
a difference

Zia is a remarkable little girl who decided to use her extraordinary talents as a singer and songwriter to change the lives of children in Serbia and beyond.

While thinking about kids her own age who don't have the chance to make their dreams come true, Zia wrote songs "Do It For Someone Else" and "Good to Go" - both available on iTunes and Google Play. All proceeds from the sale of these songs will go to the Novak Djokovic Foundation. We are so thankful to individuals like Zia who use their skill and knowledge to better the lives of others. There are so many ways to support our cause beyond making a donation. We know that Zia's music will inspire countless others to contribute in whatever ways they can. We can't wait to hear more from this incredible young voice.

*"We're supporting the Novak Djokovic Foundation because we believe that every child deserves to have their dreams come true and receiving an early education is the best way to make that happen."*

**Sonia Medic**

*"Thank you for making the lives of disadvantaged children in Serbia a little bit easier, and for promoting Serbia around the world in the best possible way. Keep doing good work."*

**Zeljko Antic**





*Staff*

*Together  
Everyone  
Achieves  
More*



# Our Team

## Senior Management



**Jelena Djokovic**  
*National Director  
and Co-founder*



**Alberto Lidji**  
*Global CEO*



**Gorana Dzudza  
Jakovljevic**  
*Head of Project and  
Program Implementation  
Department*



**Maja Kremic**  
*Head of Fundraising  
and Donor Relationship  
Programs*



**Marija Ristic**  
*Head of Communication*

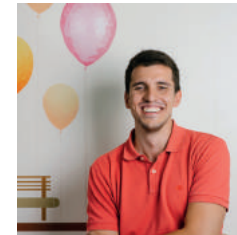


**Aleksandra Radic**  
*Head of HR*

## Project Team



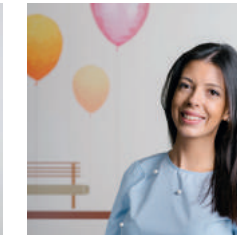
**Milica Perovic**  
*Project Manager for  
Original Magazine*



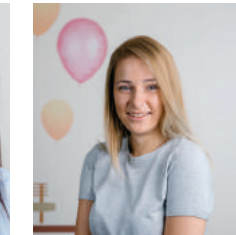
**Marko Kovacevic**  
*Assistant Project  
Manager*



**Andjelka Janic**  
*Assistant Project  
Manager*



**Bojana Rangelov**  
*Assistant Project  
Manager*



**Bojana Vukovic**  
*Assistant Project  
Manager*



**Sanja Milosevic**  
*Office Administrator/  
Project Assistant*

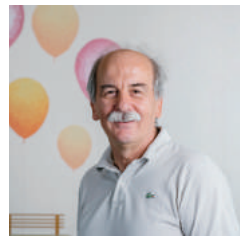
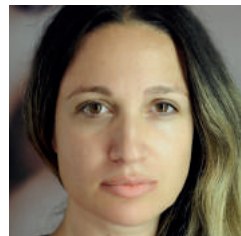


Project Team

Fundraising Team

Communication Team

Administration



**Nina Sokolovic**  
*Project Development & Implementation*

**Emina Potric**  
*Fundraising Associate*

**Milica Popovic**  
*Communication Manager*

**Selena Ivanovic**  
*Content Publishing & Web Research Officer*

**Ksenija Pavlovic**  
*Managing Blog Editor*

**Vlada Arbutina**  
*Administration Worker*

External Associates



**Aleksandra Radujko**  
*PR Consultant*

**Zoe Townsend**  
*Freelance Copywriter*

**Ljiljana Mandrapa**  
*Translator*

We just call them family around here.





From volunteer  
to employee

Meet  
Marko

Marko was nearing the end of his time as a Political Science student when he read about an open call for volunteers at the NDF.

So he rolled up his sleeves and got stuck in. From planning and coordinating to answering phones and ordering office supplies, no task was too lofty nor too lowly - he knew that each job mattered and contributed to our goal of helping young children receive an early education. This attitude of altruism, as well as a truly admirable work ethic and undeniable likability, were qualities that made offering Marko a paid position easy and obvious. His passion for our mission makes him a valued and effective member of staff who delights in setting and completing goals. Marko speaks for the entire staff when he says -

*“To have a job with the sole purpose of helping children have a better future is as good as it gets.”*

**Marko Kovacevic**

*Assistant Project Manager*



# Board of Directors/Trustees



United Kingdom

**Novak Djokovic**  
**Jelena Djokovic**  
**David Lumley**



USA

**Novak Djokovic**  
**Jelena Djokovic**  
**Ryan Tarpley**



Italy

**Stella Riberti**  
**Luca Ferrari**  
**Giulia Cipollini**



Serbia

**Novak Djokovic**  
**Neven Markovic**  
**Dijana Djokovic**



# Global Advisory Board

In 2017, we were fortunate to welcome Jack P. Shonkoff M.D. and Sir Geoffrey Owen, two distinguished leaders in the fields of childhood development and corporate strategy respectively, not to mention wonderful human beings, to our newly founded Global Advisory Board.

Both individuals bring a wealth of knowledge, experience, and kindness to our round table and our policy-making and programming will benefit greatly from their expertise.

*Thank you for believing in us and in children's dreams!*

*“The Novak Djokovic Foundation understands that supporting the healthy development of all children ensures the future prosperity and well-being of an entire nation. Successful advocacy for our youngest children is a team sport – it draws strength from individuals who work together to leverage credible knowledge, expert practice, effective policymaking, and creative philanthropy that fuels innovation. I am honored to serve as a member of the Global Advisory Board, to have the opportunity to learn from each other, and to join with the Foundation to help launch the next generation of leaders in the field.”*



**Jack P. Shonkoff, M.D.**

*Founding Director of the university-wide Center on the Developing Child at Harvard University*



**Sir Geoffrey Owen**

*A former editor-in-chief of the Financial Times and visiting professor at the London School of Economics*

*“If we are to build societies that give every child the chance of fulfilling his or her potential, the provision of high-quality pre-school education is one of the essential instruments for achieving that objective. I believe that the Novak Djokovic Foundation, building on its impressive work in Serbia, is well placed to play a leading role in this area, and I hope that as a member of the Global Advisory Board I can provide some useful support and advice as the foundation continues to grow.”*

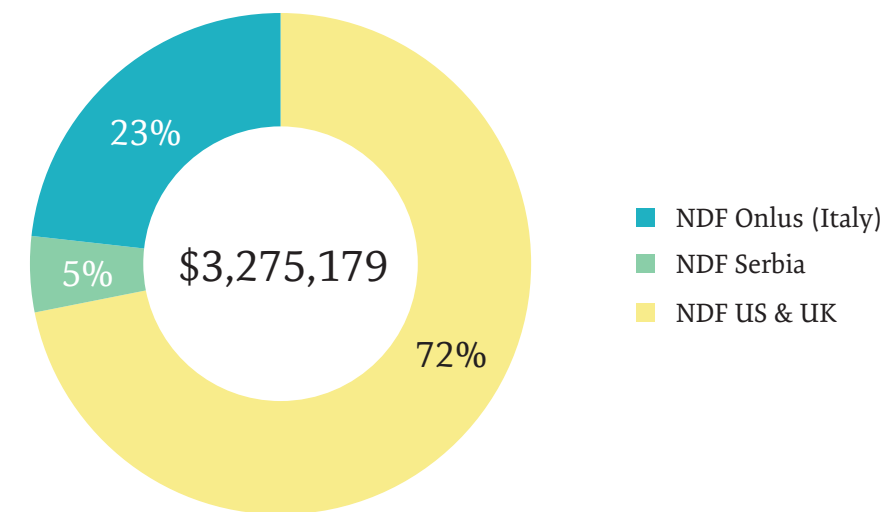


# Our Financials

We want you to see what we see, because we're all in this together. Take a look at our up-front and transparent financial report and find out exactly where your money is going.

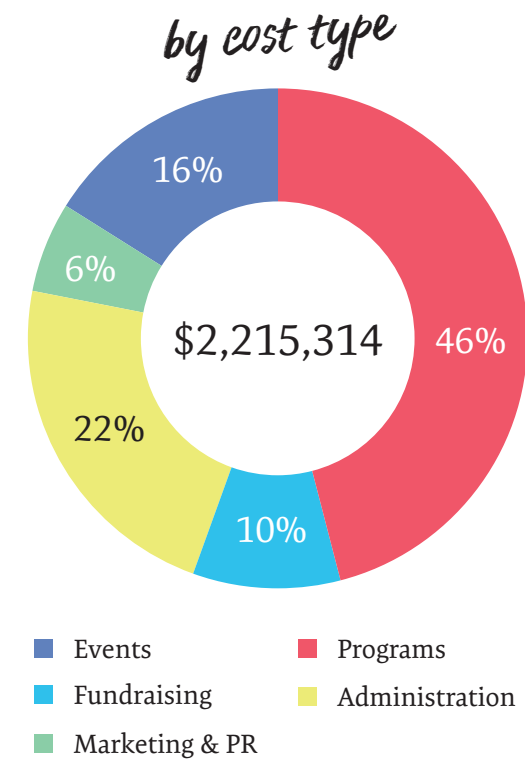
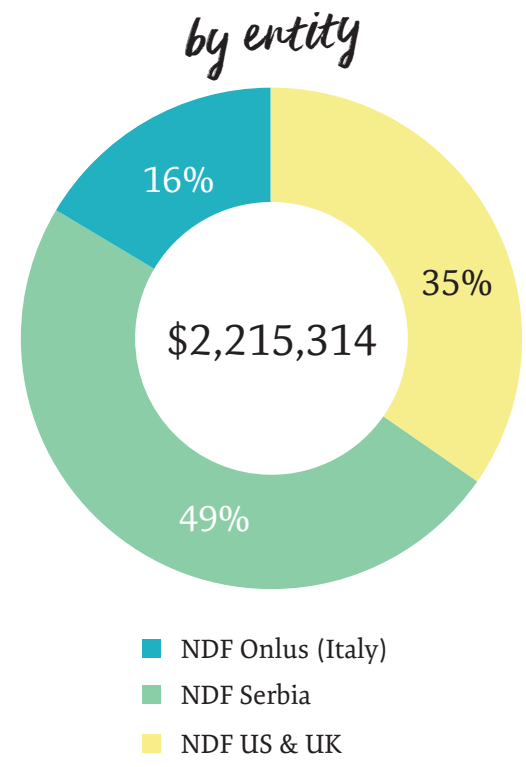
NDF operates as four legal entities registered in the USA, UK, Serbia and Italy. The financial accounts of each of these entities are fully audited annually. The financial figures on this page provide a broad overview and are not meant to replace the fully audited figures available in the formal Financial Accounts submitted to the pertinent authorities. We encourage the reader to access the fully audited Financial Accounts available at [novakdjokovicfoundation.org/financials](http://novakdjokovicfoundation.org/financials).

## Income from Supporters in 2016

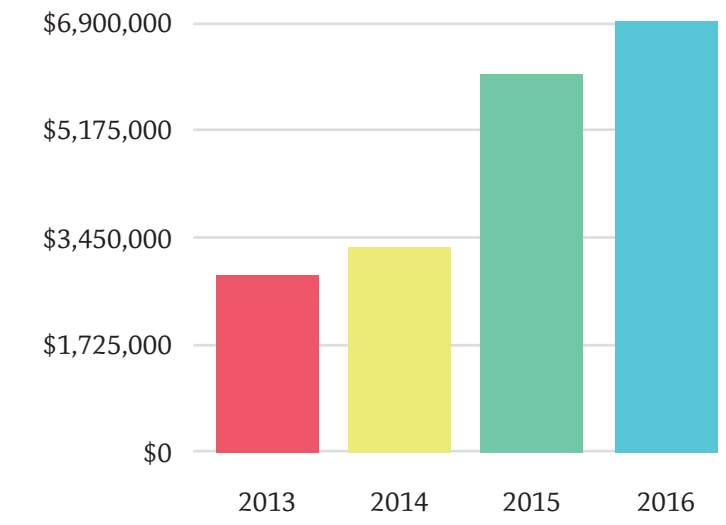




# Total Expenditure in 2016



# Consolidated Net Assets Over the Years



The Fundraising expenditure figure in this report excludes events and marketing & PR, which have been extracted and labelled separately for the purpose of clarity. The Awareness-raising/PR item reflects a more robust and concerned effort in PR activity aimed at establishing and increasing awareness of the work of NDF in support of Early Childhood Education and Development internationally in 2016 and for years to come.





Thank  
you 



Children have the remarkable potential to become the champions of their own stories. But they need our help in their crucial early years to make those first steps towards success count.

We wholeheartedly believe in the beauty of their dreams and each day that we see these little champions in action, we know that our efforts truly matter.

*Because they matter.*

*Support our cause and join us.  
Help make the future better for these children.  
Let's beat the odds together.*

*[novakdjokovicfoundation.org/get-involved](https://novakdjokovicfoundation.org/get-involved)*

