



# Believe in their dreams

Donors Report 2017 – Novak Djokovic Foundation



*“**Belief** is the most universal word to me. Even more than **hope**.  
For one to achieve his dreams, he needs to truly believe in them.”*

Novak Djokovic, the co-founder





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# Why dreams matter to us?

The Foundation was founded in 2007 as a result of a dream:  
**to help the world and the less fortunate.**

With time, our founders, Novak and Jelena Djokovic, realised that in order to truly help, they needed to take a closer look at what was really needed in the world and they came away with the unshakable belief that if they wanted to help,  
**they needed to start with the children.**

**Ever since then, the philosophy of our Foundation is founded on the firm belief that by investing in children when they are still young, we are saving the world.**



# Who we are

We are a group of passionate compassionate champions, dreamers and doers, who genuinely believe that **every child, everywhere, deserves access to a quality education.**

# Our mission

**Our mission is to change the world by investing in early years.**

While supporting and working closely with the children, youth, parents, caregivers and educators through education, investments, advocacy and promotion of our values, we are reshaping today's system, and consequently, the future of entire society.





# The Problem We Dream to Solve

Access to education is a basic human right, yet millions of children in the world never get the chance to attend school.

That's why, in 2017, the U.N. named INCLUSIVE AND QUALITY EDUCATION a Sustainable Development Goal to ensure that by 2030 every child has access to quality early childhood development, care and pre-primary education.

The world's landscape is already changing and we are **IN** for the challenge.

# Our approach

**Invest today. Harvest in the years to come.**

Our job is inspiring, but only for those who are able to imagine and enjoy the big picture. By choosing to work with children, we choose to work for the benefit of the generations to come.

Ten or twenty years from now, we will be able to see the results of our relentless efforts – confident and content individuals who will lead better and more meaningful lives thanks to the care and support they received in their early years.

**In order to achieve this, we work alongside local communities to ensure our schools and programs are sustainable and are here to stay.**







**Invest today.**  
Harvest in  
the years  
to come.





# Our results

Since 2007, the Foundation invested over \$ 10 million in early childhood development programs and helped over 20.000 children in Serbia.

## 2017 at a glance

\$ 751,802 invested

16 projects completed

2,922 children covered and affected through NDF programs

361 parent was granted access to our parenting group

346 teachers received professional training





# Our programs



When we founded the Foundation in 2007, we started off with building or rebuilding preschools in areas where there was no infrastructure. Through time, we have evolved into much more than that! We became a learning organisation focused on encompassing quality education that is **NOT** limited just to our youngest.



School builds



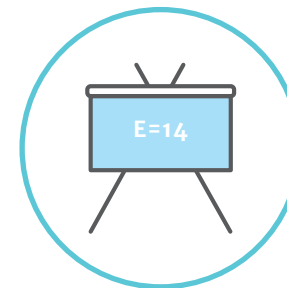
Teacher Support



Support Not Perfection



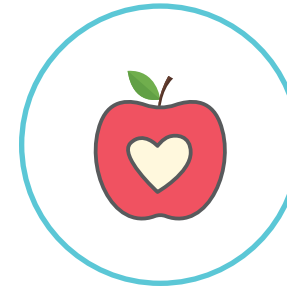
Mind Up



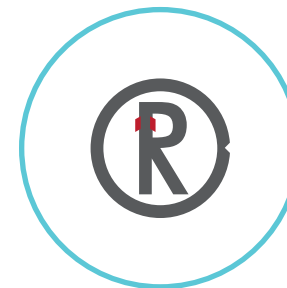
Djokovic Research



Friendship Games

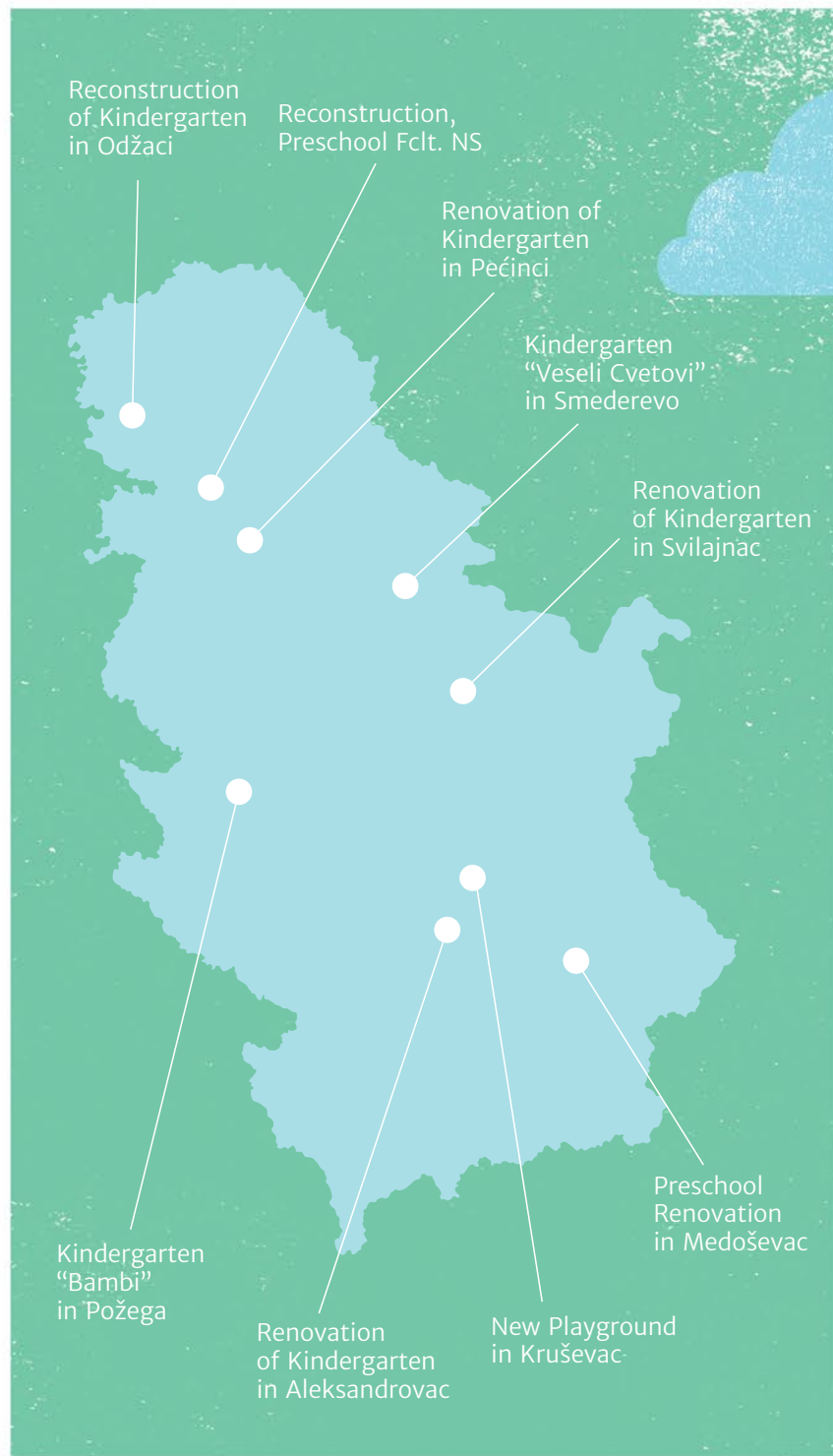


ABCs of Better Me



The Original





# School builds

We build preschools or adapt places to become preschools so more children in Serbia have access to quality early childhood education.

2017 at a glance

8 preschools  
1 playground

Total invested:  
\$ 563,874

## Impact:

At least 2300 or more children per generation will now enjoy the advantages of going to preschool and playing carefree.

# Teacher support

## Teachers affect the eternity.

They are instrumental in laying the solid foundation in the lives of our young dreamers. In order to ensure our children's future and success, we are constantly improving and enriching the ways our teachers teach.

Just last year, we trained 346 teachers.

That means that at least 8650 children (around 25 kids per teaching group) will receive a quality education.

Total investment up to now:  
\$ 29,915







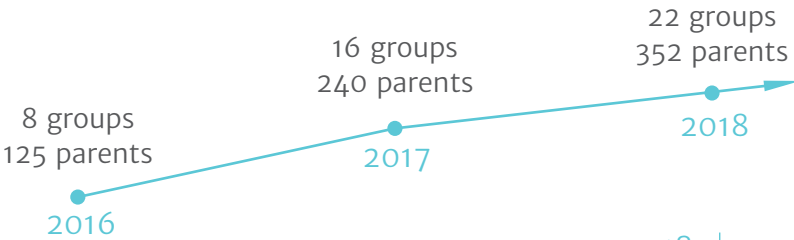
# Support, not Perfection

**A unique dream to help parents have fun being parents.**

In the era of pressure, we are forced to be perfect. Parents are often feeling cornered by everyone's expectations, and there were few, if any, initiatives that dealt with the problem. So we created one.

Delivered where and when it was really needed, with generous donations from our partners, the **Support, not Perfection** program has covered hundreds of parents so far, and through the parents affected thousands of children. This number is likely to grow fast.

Invested so far:  
\$ 51,232



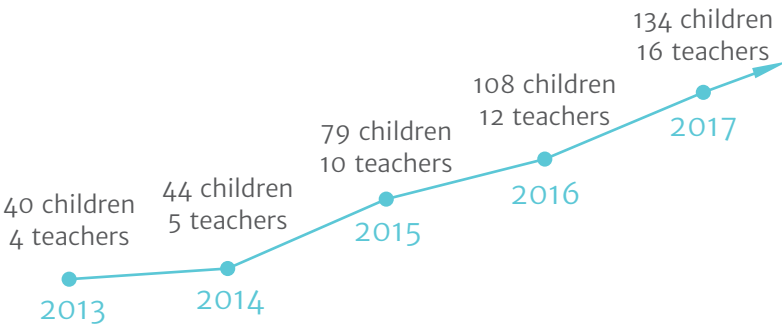
# Friendship Games

**Friends Indeed!**

For the fifth time, the new generation of children got the privilege of experiencing numerous activities on one of region's most attractive mountains – the breathtaking Kopaonik.

Most of the kids who attend **Friendship Games** have never travelled before, or done things they do there: from numerous workshops to swimming or kite flying, or even meeting other children. For them, **Friendship Games** are a week of dreaming with eyes wide open.

From 2013, **405 children** and **47 teachers** have gone through our Friendship Games camp.







# Djokovic research

## The new reality of education.

Through strategic investment in academic research and scientific breakthroughs in this field, the Foundation aims to empower young researchers to bring **science-based innovations** and **development in education policies**. The ultimate goal is to inform, inspire and mobilize key actors in the field of early childhood towards new solutions that will help children all over the world have better future.



Djokovic Science and Innovation Fellowship  
at the Center on Developing Child  
at the **Harvard University**



Djokovic Scholars  
at the **University of Belgrade**

# ABCs of better me

## The seeds we plant today will be the flowers that bloom tomorrow!

Early childhood is the crucial time for developing smart eating habits. That's why we saw an urgent need to start working with children, their parents, and teachers, on establishing balanced nutrition in the earliest years. We want children to (re)connect with nature, to fall in love with it, and to know that it holds the key to their healthy (and delicious) growing up. We also want the whole community to help the young ones – that's why we're including their parents and teachers into the project.

**3 locations: Belgrade, Svilajnac and Ub**  
**12 gardens planted and maintained by children**  
**12 teachers, 115 parents, 150 children involved in the program**

*I think that it's now much easier for us and parents to explain to children why consuming certain foods is recommended. Our preschoolers take good care of their gardens and especially look forward to harvest time.*

**Željka, teacher**







# MindUP

*“The little things? The little moments?  
They aren’t little.”*

Jon Kabat-Zinn

**MindUP** 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** develops children’s social and emotional skills, increases the quality of their focus, teaches them stress reduction techniques. It is based on the newest findings in neurosciences and positive psychology.

The effects we see in the participating kindergartens and schools include better peer relations, less peer violence, and better learning outcomes.

So far, **517** teachers trained and **4220** children covered by the program.

In the following year, we plan to open **20** more groups and cover **720** more teachers and over **2500** children.

# The Original

## New ideas reinforced.

Built on a platform that exceeds the Early Childhood Development boundaries, **the Original** has become one of the most important subjects in Serbia to promote values of a young, bold, creative and proactive individual– a goal setter and a goal getter.

By offering hands on experience, guidance, support, advice on various topics ranging from business, culture, design, art, fashion to general lifestyle topics, **the Original** seeks to create a new movement that will inspire future leaders of the country to lead with knowledge, experience and compassion.

**The Original** has already been recognized as one of the most prominent new platforms in the country.







Our  
family

## Great dreams attract doers.

From our staff and volunteers, to donors,  
fundraisers and corporate sponsors, we have  
a passionate and powerful supporters who  
share with us the same dream:  
**to change the world by investing in children.**





# Our Staff



**Alberto Lidji**  
Global CEO



**Jelena Djokovic**  
National Director



**Maja Kremic**  
Fundraising and Programs  
Implementation Manager



**Marija Ristic**  
Global Communications  
Manager



**Smiljana Grujic**  
Program Manager



**Ivana Hibner**  
Original Platform Manager



**Marko Kovacevic**  
Acting Program  
Manager



**Andjelka Janic**  
Acting Project  
Manager



**Bojana Rangelov**  
Associate Project  
Manager



**Bojana Djurdjevic Vukovic**  
Associate Project Manager



**Sanja Milosevic**  
Project Assistant



**Emina Potric**  
Fundraising Associate



**Bojan Tanaskovic**  
Digital and Creative  
Development Manager



**Milica Popovic**  
Communication Manager



**Sofija Borkovic**  
Original Platform  
Associate



**Aleksandra Radic**  
HR Manager



**Vlada Arbutina**  
Administrative Worker

# Our 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, 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.



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



**Sir Geoffrey Owen**





# Our Volunteers

## To our passionate dreamers and doers! Thank you!

Our enthusiasts are on the way of becoming great people, and we are lucky to have them share their passion with us. Every year we have more and more volunteers recognizing the full potential and benefits of volunteering for our Foundation, and that we take as a great compliment, encouragement and achievement. Without their hard work, energy, positivity and belief in what we do, we wouldn't be able to show up and shine like we do.

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

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*Volunteering for the foundation is an opportunity to actively participate in projects that change the lives of children for the better, [and] to discover many new things, master various skills, meet wonderful people, and grow personally and professionally.*

**Petar Ivosevic**



# Our Donors

Our donors are our outspoken champions  
and committed teammates.

Without their generous and continuous  
support our work would not be possible.

**Donor of the year: Sebastien Dejanovski**



# Our Corporate partners

**Great Brands dream together!**

List of partners who recognize the importance of Early Childhood  
Education speaks for itself. Great brands work alike, and the synergy  
is tremendous – the beneficiaries are children.

NUTRIBULLET delimano

BANCA INTESA

THE WORLD BANK  
IBRD • IDA | WORLD BANK GROUP

SEIKO

PRINCESS  
CHARLENE  
OF MONACO  
FOUNDATION

The HAWN FOUNDATION UK

pwc

немачка  
сарадња  
DEUTSCHE ZUSAMMENARBEIT

Sprovedeno od strane:  
giz Deutsche Gesellschaft  
für Internationale  
Zusammenarbeit (GIZ) GmbH

RAKITA

direct media  
Belgrade • Sarajevo • Skopje • Podgorica • Zagreb • Tirana • Ljubljana • Sofia

mediaplus

International Women's Club  
BELGRADE

ATPACES  
For Charity

БХС  
ПХС



# Our 100% promise

All our operational costs are covered by our founders, Novak and Jelena Djokovic, so that **100% of your donations** can go toward programs and transforming the lives of children.

NDF operates as four legal entities registered in the USA, UK, Serbia and Italy, with operations and investments mainly carried out in Serbia. You may find all of our financial statements fully audited and available online at: <https://novakdjokovicfoundation.org/reports/>.

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## Our focus never wavers

While constantly widening our scope of work, adding new programs and initiatives, our Foundation ALWAYS focuses on the underprivileged.

Places we go to and children we meet sometimes lack fundamental things.  
That makes our work ever so meaningful.

**What is more rewarding than a spark of genuine hope in the eyes of those who were deprived of it?**

Thank you for being there with us on this journey.





A close-up, profile view of a young child with light blonde hair and bright blue eyes. The child is looking towards the left of the frame with a slight smile. The background is a soft, out-of-focus brown and green, suggesting an outdoor setting.

Thank  
you!





[novakdjokovicfoundation.org](http://novakdjokovicfoundation.org)