

DONORS REPORT:

2020 — 2021



NOVAK
DJOKOVIC
FOUNDATION

INTRODUCTION..... 3.

LETTER FROM OUR FOUNDERS 5.

WHO WE ARE..... 6.

OUR MISSION & VISION 7.

WHAT WE DO 10.

OUR PROGRAMS 12.

OUR COMMUNITY..... 31.

NATIONAL DIRECTOR’S MESSAGE..... 37.

Introduction

The global health crisis caused by Covid-19 introduced many new obstacles on our mission's path. During these years when normal everyday life stopped, everything adapted and transformed. Including our work.

The social distancing prevented us from continuing with our in-person and infrastructural work. The majority of our programs and projects initiated in 2019 had to be put on hold. Nevertheless, we turned 2020 into a year of resilience, teamwork, and solidarity.

Our team adapted quickly and found new ways to provide support to children, teachers, and parents. We focused on digitizing our programs and transforming our usual in-person workshops, lessons, and training into online educational material.

It was clear that the battle against Covid-19 was not going to be won in a day. Serbia's healthcare system was under great pressure. And we felt that it was our duty to help it in any way we saw fit. Therefore, throughout 2020 we donated medical equipment that would contribute to the better functioning of the healthcare institutions even after the stabilization of the current pandemic.

In 2021, we scored big and did more than ever before. The partnership we secured with the World Bank and the Government of Serbia has allowed an additional 2,015 children to start preschool in the last two years, thanks to our projects. In addition, we have also opened 9 Parent centers and 3 sensory rooms for developmentally impaired children in this period. All our achievements were possible thanks to your trust and belief in our work, and we hope to do so much more in the future. That is why we wanted to look back once more at how far we have come.

3.0

LETTER FROM OUR FOUNDERS



WE STARTED THIS FOUNDATION WITH A SIMPLE GOAL: TO HELP.

We started this Foundation with a simple goal: to help. In order to bring our mission into sharper focus, we started by taking 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. With proper education, children are capable of anything.

We truly 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 programs for children. But when each one of us makes a contribution in whatever ways we can – it is astonishing what we can accomplish.

LETTER FROM OUR FOUNDERS



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 or 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. In truth, we're more than just a team. We're a family, and we love all children as if they were ours. We want them all to flourish and thrive.

The last couple of years, however, have been anything but easy. We humbly acknowledged the new reality but never wavered in our determination to persevere. Having been obliged to take a step back, we are resolute in taking two steps forward. Thank you for being a part of this movement. Welcome to our family!

Novak Djokovic
CO-FOUNDER

Jelena Djokovic
CO-FOUNDER & GLOBAL CEO

Who We Are



We are a group of passionate dreamers and compassionate doers, who want to make a difference, and who deeply believe that every child matters. By giving every child the opportunity to receive a quality preschool education, we are giving them a chance to prosper. To know the joy of success. To believe that they are worthy of their dreams.

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

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

For us, success means that, by 2030, over 90% of children in Serbia will be attending preschool, that our youth will have access to learning opportunities, and that our educators and child-oriented professionals will be trained in accordance with the latest developments in the ECD field.

Success means that we will have transformed policymakers' thinking and ensured that early years are seen as an essential funding priority.



Why early years?

A child that has been supported, cared for, and educated early on in life has greater chances to lead a more fulfilling life than a child who never received that opportunity.

For that reason, our Foundation has been on a mission to provide every child in Serbia with access to quality early childhood education. And each day, with the help of remarkable people like yourself, we are closer to achieving our goal.

Novak Djokovic Foundation is an organization dedicated to increasing preschool participation rates in Serbia. Currently, every other child doesn't have access to preschool education. We want to change this.

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

To ensure the quality of all our programs, we take great lengths to educate and support teachers, parents, but also community officials, and youth.

What we do

Through our programs and projects, we provide the means, methods, and materials necessary to reach our end goal: **to enable every child in Serbia to attend early years programs.**

Until January 2022, the Foundation invested over 13 million € in early childhood development programs and helped over 49,000 children in Serbia.

49

Schools Built
or Equipped

2,200

Teachers
Trained

7,700

Parents
Supported

49,556

Children
Helped

5.0

OUR PROGRAMMATIC
PILLARS



OUR PROGRAMMATIC PILLARS

1. School Builds
2. Teacher Training
3. Parent Support
4. Child Development
5. The Original
6. Emergency Response

SCHOOL BUILDS

We build new preschools or adapt existing buildings to become preschools to ensure more children are covered by early years programs. While they are getting the quality early start they deserve, at the same time, the entire community has long-term benefits that can be passed on for generations.



**In the last two years,
we opened 4 preschools
in: Ljukovo, Ljubis,
Stopanja and Topola.
With an investment of
414,262.13 USD, we
provided 215 places for
children in these areas.**



MORE TO COME

The lockdown, initially seen as a massive setback, still yielded promising outcomes: together with the **Government of Serbia** and **the World Bank**, we proudly signed a contract that will lead to the opening of an additional 120 study rooms for our preschoolers. Until now, we have successfully **adapted 72 study rooms in 10 municipalities** across Serbia. This is another step forward to reaching our goal: to provide access to preschool education to over 90% of children in Serbia by 2030.

TEACHER TRAINING

Teachers are the heartbeat of the preschools we open. That's why we put a lot of importance on the quality of teacher training. One empowered teacher equals countless inspired young minds.



In the previous two years, we successfully trained 770 teachers.

That means that at least 15.400 children (around 20 per teaching group) will receive a quality education.



MORE TO COME

Despite the gravity of the epidemiological situation, we recognized a window of opportunity and diverted our attention to developing the **Novak Djokovic Foundation Online Academy – a platform for parenting and child development courses.** All activities, past and present, will help us put Serbia on the world map as a regional leader in the field of early childhood development.



**It's a really wonderful thing! The first kindergarten in Prnjavor!
When my son first came to this preschool, he told me:
'Mom I would like to sleep there!'**

MARIJA FROM MAČVANSKI PRNJAVOR

PARENT SUPPORT

Nothing can prepare you for the challenges that come with parenting. With parents in mind, we have created two programs to support you on this journey.



SUPPORT, NOT PERFECTION

A PERFECT PARENT DOES NOT EXIST. NOR DOES A CHILD NEED ONE. ALL THAT A CHILD NEEDS IS A SUPPORTIVE PARENT WITH UNCONDITIONAL LOVE TO GIVE.

The program consists of 10 free workshops, which are held on a weekly basis with a small group of 15 to 20 parents/caregivers of children up to 6 years of age. Participants share their experiences and develop a mutual support network.

The program is not designed to provide a quick and easy solution to parenting challenges, because there is no universal manual that works for every child and every parent. However, this program does offer strategies to deal with challenging situations, but it is up to parents to choose which strategy they want to try and apply.

In 2020 and 2021, we empowered more than 580 parents and caregivers, thus influencing 870 children.

The scalability of our program and its contribution to the improvement of parent and child well-being was recognized by the **European Journal of Developmental Psychology.**



However, „Support, not perfection“ has not only adapted but transformed as well! **Thanks to our long-term partners, Generali Insurance Serbia and The Human Safety Net,** our team is expanding the program to 15 cities in Serbia and, in close cooperation with the national and local governments, we are opening dedicated parents' centers. The centers will be a resource for all families and professionals dedicated to ECD. Thus, in the next three years, we will support another 2.200 parents and indirectly influence 4.400 children.

THE PATH OF A CHAMPION



“I grew up in a multi-sports environment, practicing football, skiing, and tennis up until I was 8,9. It wasn’t until then that I started taking sports more seriously. I think that helped a lot. Thinking about tennis as a way to have fun, although I was as competitive then as I am now.”

NOVAK DJOKOVIC, WORLD NUMBER 1 TENNIS PLAYER

A Path of Champion is a newly launched innovative and strategic program of the Foundation, which aims to provide support to parents of children doing sports. The program takes parents through a series of thematic workshops, in which prominent sports experts and athletes from Serbia (as well as their parents), share their experiences and knowledge so they can together pave the “Path of a Champion” for the upcoming generations.

General goals:

- Improving parents’ knowledge on how to support children involved in sports.
- Promotion of positive values.
Sport must remain a healthy way of growing up.
- Raising awareness of the challenges and helping parents to understand the role they have in the lives of children athletes.
- Breaking myths about the factors needed for success.

So far, we have organized two panels, **one cycle of workshops for parents, and a public Kids Play Day.** The panels have been **watched** by **more than 25,000 people** on our YouTube channel.



ONLINE WEBINARS FOR PARENTS DURING THE COVID-19 PANDEMIC

SUPPORTING PARENTS WAS ALWAYS A CRUCIAL PART OF OUR MISSION, THEREFORE WE RECOGNIZED THAT IT WAS IMPORTANT TO ADAPT OUR WORK AND TO PROVIDE THEM WITH THE HELP THEY NEEDED IN THESE UNPRECEDENTED CIRCUMSTANCES.

With that idea in mind, our co-founder and global director, Jelena Djokovic, along with the psychologist and psychotherapist, Smiljana Grujic, launched weekly Zoom webinars on various parenting topics.

The webinars were attended by as many as 3.000 people, who, together with Jelena and Smiljana, went through the best solutions to the most common parental doubts.



“A very pleasant surprise for me is Jelena, because she is so sincere in her thoughts and open to share with the listeners her methods of self-help and work on herself, through the numerous suggested literature. Smiljana unobtrusively radiates experience, knowledge and the ability to pack it all into the language of the average listener, who will understand everything during the lecture but will also understand how much space there is always to upgrade the personality by working on yourself.

TAMARA JOCOVIC, ONE OF THE PARENTS FROM OUR ONLINE WEBINARS



On the wings of the success of these webinars, we recognized a window of opportunity and diverted our attention to developing the **Novak Djokovic Foundation Online Academy** – a platform for parenting and child development courses. All activities, past and present, will help us put Serbia on the world map as a regional leader in the field of early childhood development. The Academy is expected to launch at the end of 2021.

CHILD DEVELOPMENT

The importance of a child's early years cannot be overestimated. Studies show that the first five years of life are the most crucial period for establishing healthy habits and honing personality traits. This is a time of great opportunity, but also a time with the potential for great harm if a child is exposed to negative influences.



ABC of better me

We implemented “ABC of Better Me” in **7 new preschools**, located in Belgrade, Jagodina, Svilajnac, Ub, and Pećinci; and **trained 140 teachers through workshops** so they can transfer their knowledge about the importance of gardening and nature-related processes to **300 children**.



The quality of children’s eating habits is declining from year to year, and so our Foundation, in cooperation with experts and nutritionists, created the program “ABC of Better Me” to help preschoolers adopt healthy eating habits in a natural and effortless way. The aim is to help children establish balanced nutrition in the earliest years and to connect with nature.



“Since my child started gardening at his preschool, not a day passes by without him asking us – Is this healthy?”

FATHER STEFAN PERIC

Friendship Games

In 2019, **130 children and 20 teachers participated in the 7th Friendship Games.** We are looking forward to organizing another Friendship Games once the pandemic is no longer a concern.



Each September, we invite children from disadvantaged communities to participate in our week-long camps where they spend time playing sports, learning new skills, taking field trips, and most importantly, making new friends. Most of the kids who attend Friendship Games have never traveled before and, for them, this camp is a week of dreaming with their eyes wide open.



“Tijana and I made a deal that when we return to our school, the two of us will organize our own Friendship Games for the whole class. We will put everything in the schoolyard on one bench, I will be the guide for the games, and she will be the volunteer who will take care of our friends. We will constantly come up with new ideas and we will play Friendship Games all day long!”

NEVENA FROM THE VILLAGE OF VELIKI ŠENJ,
A PARTICIPANT IN OUR 7TH FRIENDSHIP GAMES

New Year Support



The celebration of the winter holidays is a time of joy and wonder, a time for family, belonging, and love. However, for many children in Serbia, this time of year is also often a time of sadness, as it serves as a poignant reminder that things are not quite as they should be. That's why every year we try to do something special for children who have experienced certain difficulties: children in foster care, whose families are beneficiaries of social security, children from Roma minorities, and patients at children's hospitals.

In 2020, due to the Covid-19 security measures, our team had to change the approach. So **we decided to focus our efforts on the youngest patients** who have to undergo treatments in children's hospitals. To make them feel more "at home", **despite circumstances surrounding their hospital stay, we adapted classrooms, rooms and bathrooms in 3 children's hospitals.**



"With joy and happiness comes greater love" – Ahead of the 2021 Christmas holidays, we went a step further and traveled south. Led by Santa Claus in our uniquely branded Caravan of Happiness, **our Team distributed presents to 300 preschoolers in 12 municipalities,** whose families receive social assistance.

5.13

Online education for children

Remote learning has become one of the challenges of modern parenting, especially in the period of isolation when both pupils and teachers have to adapt quickly to the new ways of work in a short period of time.

In an effort to make learning from home more efficient, productive, and fun, Novak Djokovic Foundation, **in partnership with the Leonida Institute for fast learning,** created a series of video tutorials on our YouTube channel regarding fast learning and memorization.



“Thank you so much for your help!
Learning is easier now!”
ANDRIJANA KOVACEVIC

“I wish I had that kind of help
when my children were little”
ROBERTINA VRACARIC



International Day of Sports

By participating in sports, children are exposed to various mental, social, emotional, physical, and educational benefits. Numerous studies have shown that sports have a significant influence on children's early development and help them grow into adults that use their full potential.



“For me, victory is fun and entertainment. I don't like being alone, it's boring! I like being with my friends a lot more.”

VIDAK, 10 YEARS OLD



In 2019, we celebrated the International Day of Sports with **over 150 children** and world-famous athlete Ivana Spanovic. The following year, we organized Kids day through the **tennis tournament Adria Tour in Belgrade** where around 100 children enjoyed sports activities.

The Original

This platform is created with the intention to empower brave, creative and strong individuals, future leaders and decision makers; to support young entrepreneurs and to promote positive examples of accomplished business people and, by doing so, to enrich the community with new knowledge.

We support the youth by creating various learning opportunities for their constant growth so that they can become the best versions of themselves. 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. This is a platform that consists of a print magazine, website and numerous projects aimed at educating and inspiring people.


ORIGINAL®

**HERE
ARE THE
PROJECTS
WE ARE
PROUD
OF:**

Original talks

Unique opportunity for the youth to talk to HR managers of companies in the country and the region, and get acquainted with the whole process of job interviews.

Dare to be original

Conference that elaborates on how to start your own business from the original idea, promote it and create a competitive product on the market are some of the topics covered at the conference dedicated to the promotion of entrepreneurship.

Original voice

A series of interviews with people who change themselves, their environment, region, or world, all with the aim of bringing together those who are not afraid to be what they are, discover their calling, and present the talents for which they may have been born. Hosted by our co-founder and global director Jelena Djokovic.

The school of entrepreneurship

Designed for young entrepreneurs who want to expand their business, increase the quality of their products, deepen their potential and capacities – who want to learn and progress. This program provides professional training in the form of lectures and workshops.

Master- classes

We organized several Masterclasses on subjects of creativity, how to write a CV, blogging, entrepreneurship, health, etc., with the aim to support and motivate young people.

Emergency Projects

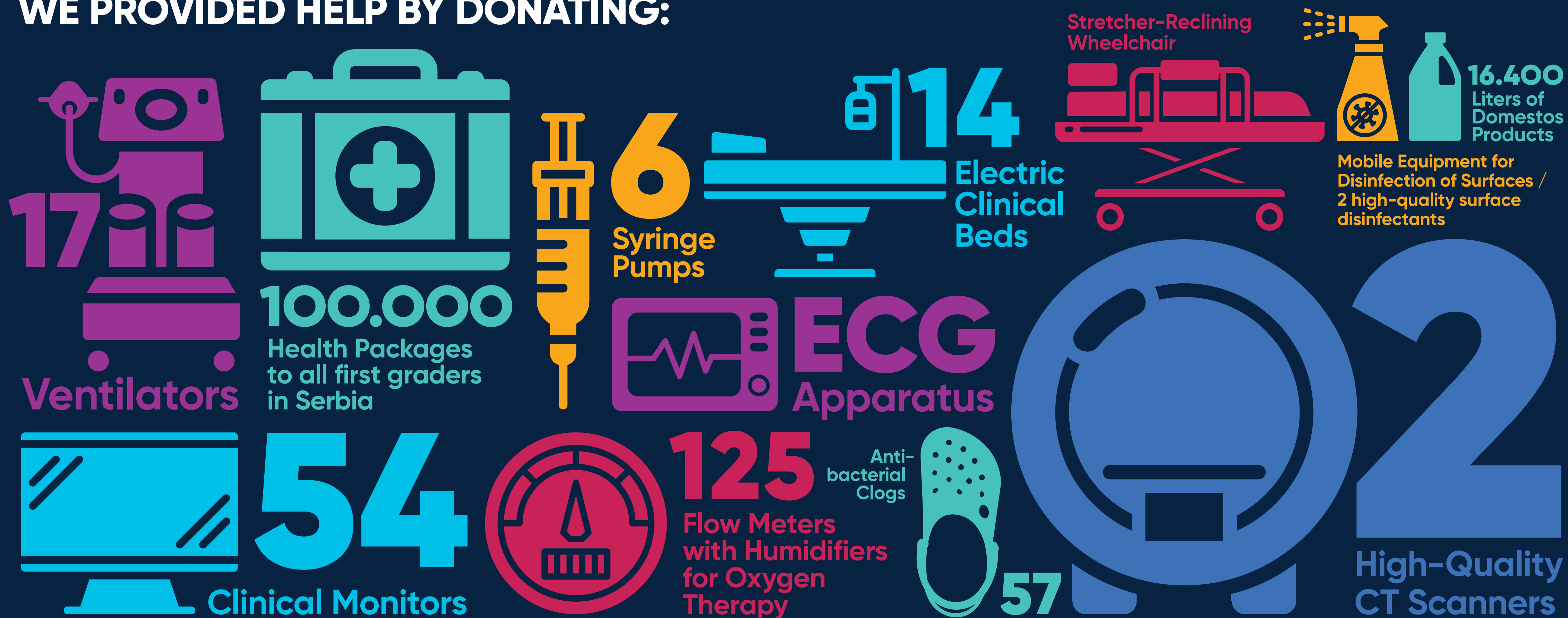
SUPPORTING HOSPITALS IN THE FIGHT AGAINST COVID-19

Although our Foundation is primarily focused on investing in the early development of children, our team has always been ready to provide support to Serbia and the region in other challenges as well. Thanks to our help after the great floods that devastated our country in 2014, many preschools were reconstructed and our youngest generations were able to continue with their early education.

Having recognized the severity of the health situation after the outbreak of the pandemic, the Foundation was ready to help once again to the same extent. Our expeditious and collaborative method of providing help was also recognized and supported by corporate partners and generous individuals with 200,000 USD worth of donations. Thanks to the support of our partners, the Foundation provided assistance in 25 health care institutions in Serbia.

Immediately after the Covid-19 outbreak, **our founders Novak and Jelena Djokovic donated one million euros to help Serbia's healthcare system.** The entire Foundation's team ensured that the necessary equipment arrives as soon as possible, that it be of premium quality, and that it fulfills the needs of healthcare institutions throughout Serbia.



WE PROVIDED HELP BY DONATING:

...and More Than 40.000 € to the General Hospital of Novi Pazar.



Financials

(Our 100% promise)

At Novak Djokovic Foundation, transparency is the name of the game. We are incredibly lucky to have founders and other private donors such as ours, who fully cover all our operational costs. What does this mean? This means that every donated cent goes straight into our programs and projects, thus directly investing into the future of the children in Serbia. Thank you for putting a smile on their faces.

Our reports are updated in a timely manner and they can be accessed at

<https://novakdjokovicfoundation.org/reports/>



Our Community

We love our community.

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

Brand partnerships

OUR COMMUNITY / BRAND PARTNERSHIPS



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.



Center on the Developing Child at Harvard University

From 2017-2020, we supported the Djokovic Science and Innovation Fellowship program ran in partnership with Harvard's Center on Developing Child. Eleven Fellows received scholarships to conduct research in the field of ECD.



Ministry of education, science and technological development of the Republic of Serbia

Signed partnership agreement in 2020 for the Project of Inclusive Preschool Education, financed with the support of the World Bank, to adapt and equip premises in public facilities to be used for preschool education.



The World Bank

The World Bank finances the project of Inclusive Preschool Education through which NDF will adapt and refurbish over 100 rooms in preschools in Serbia.



Faculty of Philosophy University of Belgrade

In 2018, NDF launched Djokovic Scholars in partnership with the Faculty of Philosophy at the University of Belgrade. The aim of this initiative is to educate academic and research leaders in the field of ECE and ECD, who will be key actors in exploring, informing, and advocating for quality preschool education policies and practices in Serbia.



Generali osiguranje Srbija a.d. The Human Safety Net

One of NDF main sponsors, supporting our program for empowering parents “Support, not perfection”



Seiko Watch Corporation

One of our most valuable donors. Besides supporting our work for many years, they also launched NDF collection of watches for children.



Henkel Srbija d.o.o

Generously supported following projects: reconstruction of the kindergarten in Svilajnac 2019, Friendship Games 2019, New Year Presents 2019, reconstructions of the kindergartens in Ljukovo, Topola, Trstenik in 2020, COVID-19 relief support in 2020, New Year support to children’s hospitals in Belgrade 2020.



Motorola

Motorola Serbia supports the implementation of the “Path of a Champion” program.



Foundation Princesse Charlene de Monaco

Generous supporters of the “Friendship Games” project for some years, the main focus of their aid being on water safety and basic swimming lessons – an essential plan of our activities plan.



The Lacoste Foundation

The Lacoste Foundation supports the new NDF program “The path of a champion”.



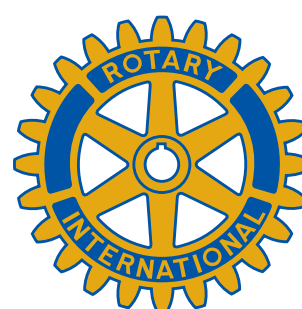
PricewaterhouseCoopers d.o.o

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



The Hawn Foundation

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



Rotary Club Amsterdam International

Supported the reconstruction of the kindergartens in Ljukovo in 2019 and Trstenik in 2020.



ATP ACES for Charity

In 2020, ATP selected NDF from a group of eligible organizations and provided support to our programs for ECE and ECD.



Unilever

NDF team partnered with the Unilever and donated Domestos products to 20 hospitals across Serbia, for the support in fight against COVID-19.



Dm

dm drogerie markt is the main partner on Project Topola, as well as one of the partners on Project Veliki Popovic.


**Raspberry
Plum LTD.**

Supported our project “New Year presents” for children in foster care in 2019. In 2021, they are still supporting our Foundation with the aim to help children in need.


**Apex Solutions
Technology doo**

Long time monthly supporters of the NDF general goals and mission.


**Dunav
osiguranje**

Generously supported the “Friendship Games” camp in 2019, as well as the reconstruction of the kindergarten in Veliki Popovic.


**Avast
Software s.r.o**

In 2020, NDF was chosen by Avast employees through their Employee Donation Matching Program aimed at supporting Covid-19 relief efforts. Together we donated necessary medical equipment to COVID Hospital “Clinical Centre Zvezdara” in Belgrade.


**Adora
Living Solutions d.o.o**

Main donors in the project of kindergarten reconstruction in the village of Ljubiš.


**Direct Media
d.o.o.**

One of the main sponsors of Original magazine, focused on promoting entrepreneurship, innovations, young talents, and education.


**Plotun d.o.o
(Donesi)**

Supported our project reconstruction of the kindergarten in the village of Vajska in 2021.


**Foreo
d.o.o.**

Foreo and the NDF partnered to raise awareness of the importance of dental health and hygiene.

Valued Volunteers

**"The meaning of life is to find your gift.
The purpose of life is to give it away." –
William Shakespeare**

At Novak Djokovic Foundation, we surround ourselves with like-minded, enthusiastic people. We are incredibly fortunate to be able to count on our dedicated volunteers – more than a hundred of them, both from Serbia and abroad. Not a day goes by that they don't make this world a better place.

As a matter of fact, plenty of our staff (pardon, Family) were our volunteers once. The network of these young and caring people grows each year. We feel honored that these dreamers and doers recognize our genuine willingness to help. With such incredible support, the only way for us to go is forward.

VALUED
VOLUNTEERS



"Sometimes volunteering is not easy, that's why you must truly love it. And I do. I do love it. Especially those moments when I see smiles on their faces when they succeed in something for the first time. It's work for which you are not paid in cash, but in feelings. The emotions I feel can fill out my whole heart, they can give me joy for days and, most of all – I feel complete."

GIULIA GOTTI, VOLUNTEER FROM ITALY AT FRIENDSHIP GAMES 2019.

12.0

Top Fundraisers

Kindness is like a boomerang – it always returns.

Towards the end of every year, Novak Djokovic Foundation traditionally endorses the campaign Season of Giving. This period's success is not only reflected in the raised funds, but also in the growth of the community that believes in the power of early education.

In 2020 and 2021, thanks to a large number of noble individuals and companies, our fundraising campaign for Season of Giving raised a total of 321,000 USD to keep planting new preschools in our country's landscape. But that's not all: our founders, Novak and Jelena Djokovic matched the collected amount thus bringing us to a grand total of 642,000 USD!

Thank you for your support!

TOP FUNDRAISERS



Wolfgango Poggi, the top fundraiser of our last „Season of Giving“, collected over 10,000 Euros for the village of Vajska with his beautiful “Biking with the Wolf” initiative, which saw him cycle 1,200 km from Florence to Belgrade:



“As a small, multicultural village, Vajska reminded me of Portico di Romagna and the opportunity I had to grow up in peace and have a bright future. Given that my family nurtures different cultures and I have friends from all over the world, I especially recognized the necessity of opening preschools in multicultural communities such as this one.”

Appreciation message from Maja Kremic, our National Director:

“We don’t have to wait for the big things. Everyone can be a hero and change the world with small everyday acts of kindness. If you donate a single Euro, 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.”

Places we go 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? Here is to you: for Believing in Their Dreams and being with us on this journey.

Thank you



Thank You!

