

28. JUN



28  JUN.

10-YEAR ANNIVERSARY REPORT

2011-2021



Your support for our movement surpassed my wildest dreams.

# Letter from the president.

FILIP FILIPI, FOUNDER AND PRESIDENT

I am blessed to have been able to give the past decade of my life to helping the underprivileged. This call has been with me for as long as I can remember, and I hope to be able to answer it for as long as I live. I am humbled that so many of you have joined me in this battle against inequality in our world. Our shared belief— that those of us fortunate enough to be able to help, have the obligation to do so— is what propelled us for 10 years. Together, we ensured that those in need were never turned away.

Your support for our movement surpassed my wildest dreams. For those no longer with us, we will give our all to make you proud during the next decade.

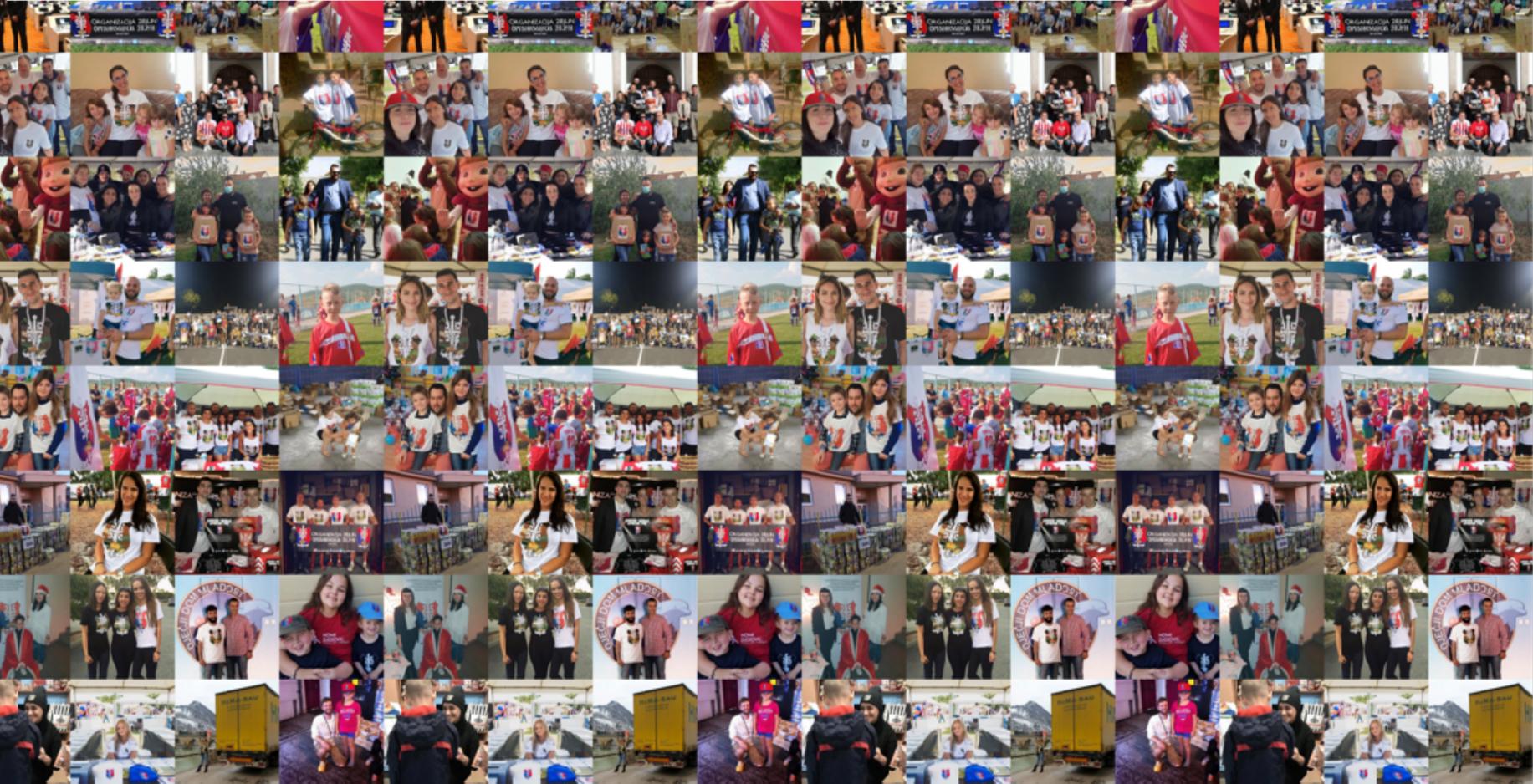
Hvala Vam od srca. Thank you from the heart.



28.  
JUN  
10-YEAR  
REPORT

**ENGAGING PEOPLE**

Worldwide in humanitarian, social and philanthropic projects to assist and empower underprivileged communities.



# Who we are.

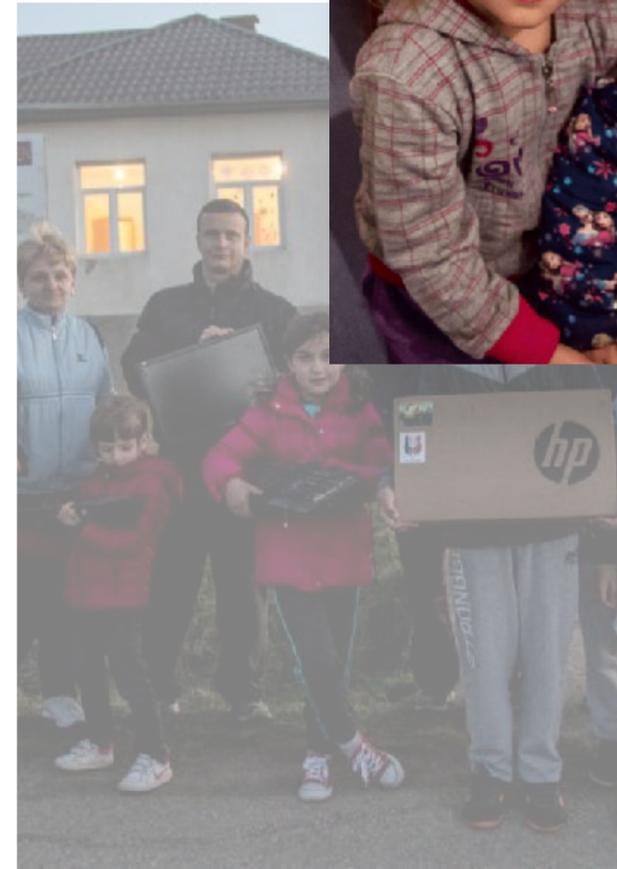
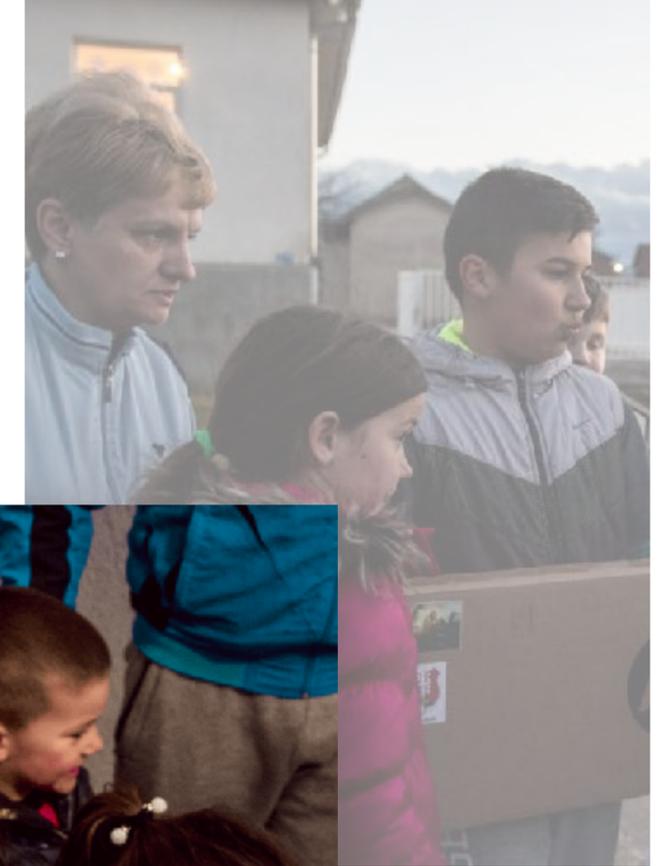
28. Jun is an international humanitarian organization in Special Consultative Status with the Economic and Social Council of the United Nations.

Founded in 2012, to date we have delivered 235 tons of humanitarian, medical and disaster relief aid worth \$9.7 million to the Western Balkans.

Website: [www.28jun.org](http://www.28jun.org)

Contact: [info@28jun.org](mailto:info@28jun.org)

WHAT IS 28. JUN?



# Who we are.

## RESULTS



Value of humanitarian aid delivered: \$9.7 million  
Weight of humanitarian aid delivered: 235 tons  
No. of volunteer hours: 3 million  
Newsletter subscribers: 1.8 million  
Social media followers: 500,000+

# Who we are.

## PARTNERSHIPS

- Gatorade
- Huggies
- Loblaws
- Lidl
- Red Cross of Canada
- Red Cross of Serbia
- Rexall
- Shoppers Drug Mart
- Target
- Tesla Science Foundation
- United Nations Department of Global Communications
- United Nations Economic and Social Council
- United Nations Global Compact
- Walmart



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# HIGHLIGHTS

2011-2021

I



**OCTOBER 2011**

28. Jun is born, launching the maiden “Boj za Kosovo” project and coordinating awareness events in over 120 cities across 30 countries.

II



**JULY 2012**

28. Jun is officially registered and concludes the 9-month long campaign to deliver \$1.5 million worth of aid to Gracanica.

III



**2013**

28. Jun embarks on the largest Serbian humanitarian project ever, “Srpske Zemlje, Srpski Rod,” and delivers \$5 million in aid throughout the region.

IV



2014

28. Jun leads global response to the Southeast Europe floods, airlifting 30,000 lbs of urgent humanitarian relief worth over \$1.3 million.

V



2015

28. Jun pilots #NoKosovoUnesco digital campaign advocating NO vote on Kosovo UNESCO membership; amassing over 196,000 petition signatures.

VI



2016

28. Jun presents at the UN's first-ever World Humanitarian Summit, by personal invitation of Under-Secretary-General for Humanitarian Affairs.

VII



2017

28. Jun surpasses 2 million newsletter subscribers and followers across Facebook, Twitter, Instagram, YouTube, LinkedIn, and TikTok.

VIII



2018

28. Jun became the first humanitarian organization from the Western Balkans to be granted Special Consultative Status with the United Nations.

IX



2019

28. Jun is granted Association Status with the United Nations Department of Global Communications and the United Nations Global Compact.



X



**2020**

28. Jun donates \$880,000 in urgent medical, humanitarian and financial relief to fight the Covid-19 pandemic in the Western Balkans.



XI



**OCTOBER 2021**

28. Jun reaches 235 tons of humanitarian, medical, and disaster relief aid worth \$9.7 million delivered before its 10th anniversary.

# HIGHLIGHTS

28. JUN



2011-2021



Each and every person that has contributed to the growth of our movement has our eternal gratitude.

# Report from the executive director.

SNEZANA DIMITRIJEVIC, EXECUTIVE DIRECTOR

All it takes is one person to make a difference, and the work we do provides daily affirmation of that philosophy.

28. Jun is composed of like-minded volunteers who deeply care about uplifting others in times of need, no matter the challenges. From combating corruption to fighting through borders in order to deliver aid to the vulnerable, we have championed the rights of minorities and shared their plight on the world stage via our speeches at the United Nations.

What started as a youth-run campaign to counter the inaction which has plagued our people has organically grown into a world-class humanitarian organization. We've established a permanent physical presence in the region, pioneered digital networks promoting goodwill, and touched the lives of millions through our charitable projects—all while remaining true to our core morals and values. I am immensely proud that we continue to be a sanctuary to families let down by multiple institutions.

Each and every person that has contributed to the growth of our movement has our eternal gratitude.



## Why?

### MOTIVATION & PROCESS

The lack of effective assistance and measurable results in the Western Balkans were the primary factors behind the creation of 28. Jun.

Our inaugural task was to tackle the antecedent misinformation and stigmatization of the region by educating the public and correcting common prejudices. A multistakeholder initiative is difficult to pilot if the population in distress has been widely portrayed as antagonistic. We knew in order to foster international partnerships we had to focus on the humanitarian aspect.



# Why?

## MOTIVATION & PROCESS

Stagnant in democratic consolidation, stuck in post-conflict recovery and rife with undying ethnic tension, the Western Balkans breed apathy to humanitarian intervention. The region has endured multiple conflicts in recent memory which have impaired the rule of law. This has made the population distrust domestic institutions, and thusly we were met with skepticism from both donors and recipients.

Creative problem solving was required to counter the rampant clientelism. The international actor approach was applied and the subsequent boomerang pattern was witnessed as our lobbying of international bodies resulted in eventual compliance from domestic actors. In providing unhindered passage of our aid through their borders, we aligned our processes, and they had a stake in the realization of unprecedented results.



# Why?

## MOTIVATION & PROCESS



To acquire, store and transport massive quantities of aid we have to maintain consistent revenue streams and a robust logistical infrastructure. To maintain growth our teams continuously engineer fresh models for funding diversification, recruiting campaigns and innovative partnerships. To combat the socioeconomic gradient in health we channel our resources into the most impoverished municipalities.

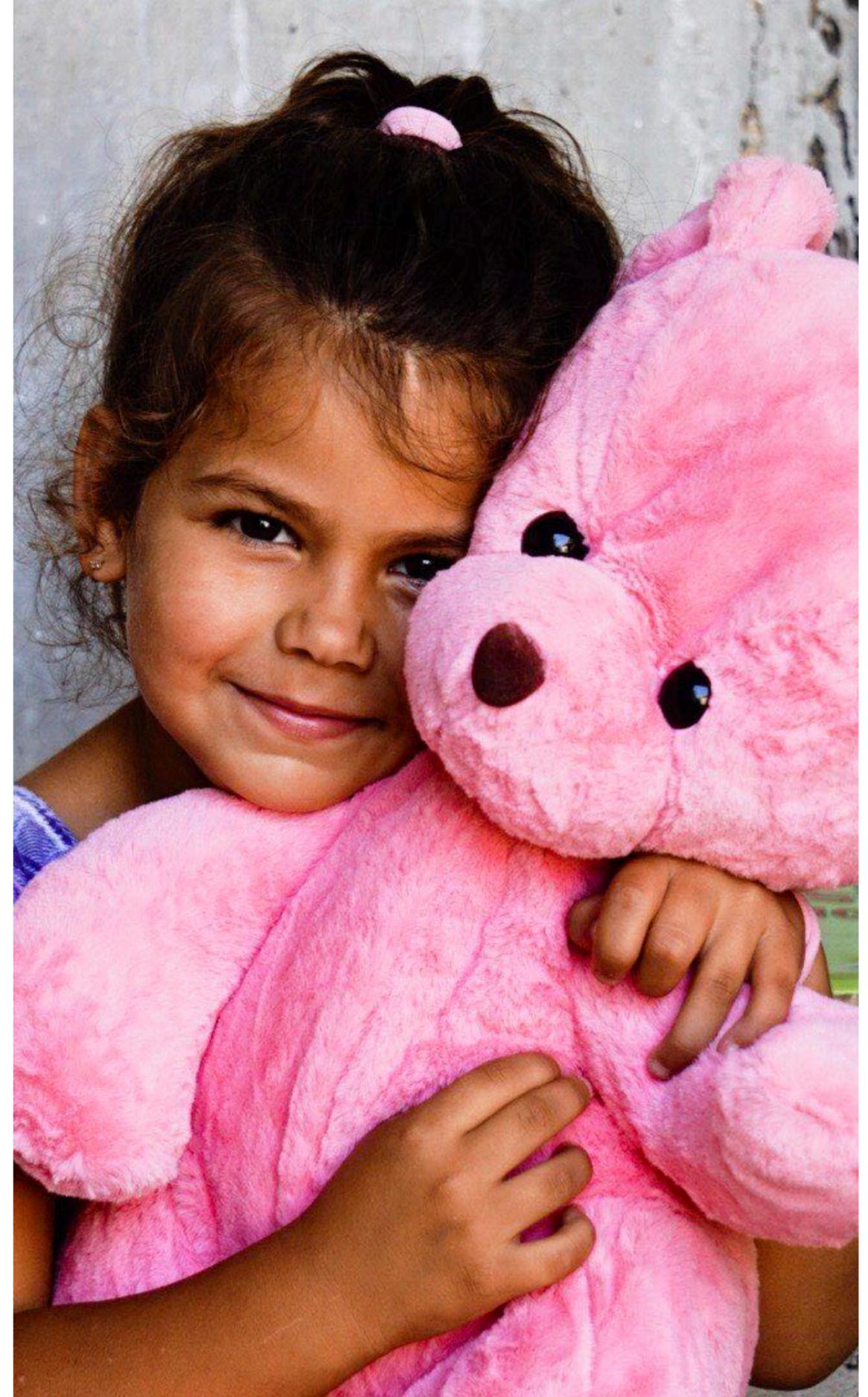
Sincere in philanthropic spirit with a proven mechanism for scaled success, we strive to realize our vision to provide all vulnerable people with dignified assistance.

# How?

## MOTIVATION & PROCESS

We appraise the effectiveness of our work by the number of people we help and how their needs are met over a prolonged period. Our first step is to identify neglected regions and establish contact with reputable local institutions to facilitate distribution of aid. Once the partnerships are cemented, we ask the community to identify their needs by making a 'wish list'. Our global network then begins the process of acquiring supplies and funds needed for transport.

Minimizing the politicization of our work in regions where clientelism is rampant proved to be challenging. We counter this reality with a culture of transparency and accountability through partnership building, unprecedented documentation and most importantly, tangible results. Aid is first independently appraised to justify transportation costs before being photographed, labeled, documented and finally shipped.





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## How?

### MOTIVATION & PROCESS

2011-2021

Regional coordinating mechanisms like the Red Cross and credible religious institutions are designated as consignees while 28. Jun recruits members from the affected communities to enhance local capacity. Once the donation reaches its destination our partners and volunteers check inventory lists to confirm the entirety of the aid has arrived before distributing it to the local population.

The media is invited to cover the entire process which further demonstrates our commitment to transparency to our members, supporters and beneficiaries. Additionally, an even more detailed record of the procedure is broadcast over our extensive social media platforms which are updated daily. A follow up report is conducted six months after each delivery to assess how the aid is being utilized and what improvements need to be made.



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# HUMANITARIAN DELIVERIES

2021 (\$1,147,000/38,000 LBS)

DEC.	Delivery of 5th Anniversary Christmas Gifts project - \$250,000/17,000 lbs			
OCT.	Delivery of 10th Anniversary Special projects - \$110,000			
MAY.	Delivery of Equipment for Children with Cerebral Palsy in Banja Luka - \$5,000/1,000 lbs			
MAR.	Delivery of Earthquake Relief to Glina - \$20,000/9,000 lbs			
MAR.	Delivery of Flood Relief to Pirot - \$2,000/1,000 lbs			
JAN.	Delivery of Christmas Gifts to multiple locations throughout Balkan Region - \$180,000/10,000 lbs			
JAN. - DEC.	Delivery of Humanitarian and Financial relief for Help Serbian Families project - \$500,000+			
JAN. - DEC.	Delivery of Humanitarian and Financial relief for Krajina Zivi project - \$80,000			

2012-2021 Cash donations to Serbian Orthodox Church, Novak Djokovic Foundation, Canadian Red Cross, Serbian Red Cross, Ana and Vlade Divac Foundation, Humanitarian Foundation 'Budi Human', Blic Foundation + more – \$50,000+

2017-2021 donations via digital ads to 'Cause of the Month' families – \$10,000+

TOTAL \$9,730,000/470,000 lbs (235 tons)

##

Estimates reflect the output of all 28. Jun global chapters for the period of 2012-07-31 to 2021-12-31.

Monetary value of the aid is based on estimates made by the Red Cross, Forbes and a qualified independent appraiser.

Financial statements prepared by Canwest Accounting Ltd.

2011-2021

28. JUN

# HUMANITARIAN DELIVERIES

2020 (\$1,649,000/40,000 LBS)

DEC.	Delivery of Humanitarian and Financial relief for 'Women Empowerment' project - \$279,000/10,000 lbs		
DEC.	Delivery of Sports Facilities and Equipment to Djeverske - \$20,000/3,000 lbs		
JUL.	Delivery of Medical, Humanitarian and Financial relief for COVID-19 - \$880,000/17,000 lbs		
JAN.	Delivery of Christmas Gifts to Serbia, Bosnia, Croatia & Montenegro - \$120,000/10,000 lbs		
JAN. - DEC.	Delivery of Humanitarian and Financial relief for Help Serbian Families project - \$310,000+		
JAN. - DEC.	Delivery of Humanitarian and Financial relief for Krajina Zivi project - \$40,000+		

2012-2021 Cash donations to Serbian Orthodox Church, Novak Djokovic Foundation, Canadian Red Cross, Serbian Red Cross, Ana and Vlade Divac Foundation, Humanitarian Foundation 'Budi Human', Blic Foundation + more – \$50,000+

2017-2021 donations via digital ads to 'Cause of the Month' families – \$10,000+

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2011-2021

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# HUMANITARIAN DELIVERIES

2019 (\$810,000/25,000 LBS)

JAN.	Delivery of Christmas Gifts to Kistanje & Banja Luka (From Switzerland) - \$70,000/5,000 lbs			
JAN.	Delivery of Christmas Gifts to Kosovo - \$50,000/5,000 lbs			
JAN.	Delivery of Christmas Gifts to Kursumlija - \$50,000/5,000 lbs			
JAN.	Delivery of Humanitarian container to Kosovo (From Montenegro) - \$30,000/10,000 lbs			
JAN. - JUL.	Delivery of Humanitarian and Financial relief for 'Help Serbian Families' project - \$500,000+			
JAN. - JUL.	Delivery of Humanitarian and Financial relief for 'Krajina Zivi' project - \$110,000+			

2012-2021 Cash donations to Serbian Orthodox Church, Novak Djokovic Foundation, Canadian Red Cross, Serbian Red Cross, Ana and Vlade Divac Foundation, Humanitarian Foundation 'Budi Human', Blic Foundation + more – \$50,000+

2017-2021 donations via digital ads to 'Cause of the Month' families – \$10,000+

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2011-2021

# HUMANITARIAN DELIVERIES

2018 (\$1,195,000/36,000 LBS)

NOV.	Delivery of Humanitarian containers to Serbia, Croatia, Republika Srpska, Kosovo & Montenegro - \$850,000/30,000 lbs
MAY.	Delivery of Sports Equipment to Serbia & Republika Srpska - \$10,000/1,000 lbs
JAN.	Delivery of Christmas Gifts to Kosovo - \$27,000/5,000 lbs
JAN. - DEC.	Delivery of Humanitarian and Financial relief for 'Help Serbian Families' project - \$208,000+

2012-2021 Cash donations to Serbian Orthodox Church, Novak Djokovic Foundation, Canadian Red Cross, Serbian Red Cross, Ana and Vlade Divac Foundation, Humanitarian Foundation 'Budi Human', Blic Foundation + more – \$50,000+

2017-2021 donations via digital ads to 'Cause of the Month' families – \$10,000+

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# HUMANITARIAN DELIVERIES

2017 (\$227,000)

APR.	Delivery of Computers to Staro Gracko, Topola, Leskovac & Kragujevac - \$20,000
JAN.	Delivery of Christmas Gifts to Kosovo - \$50,000/5,000 lbs

2012-2021 Cash donations to Serbian Orthodox Church, Novak Djokovic Foundation, Canadian Red Cross, Serbian Red Cross, Ana and Vlade Divac Foundation, Humanitarian Foundation 'Budi Human', Blic Foundation + more – \$50,000+

2017-2021 donations via digital ads to 'Cause of the Month' families – \$10,000+

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2011-2021

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# HUMANITARIAN DELIVERIES

2016 (\$211,000)

JAN. - DEC.

Delivery of Humanitarian and Financial relief for 'Help Serbian Families' project \$211,000+

2012-2021 Cash donations to Serbian Orthodox Church, Novak Djokovic Foundation, Canadian Red Cross, Serbian Red Cross, Ana and Vlade Divac Foundation, Humanitarian Foundation 'Budi Human', Blic Foundation + more – \$50,000+

2017-2021 donations via digital ads to 'Cause of the Month' families – \$10,000+

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2011-2021

28. JUN

# HUMANITARIAN DELIVERIES

2015 (\$259,000/49,000 LBS)

DEC.	Delivery of Humanitarian supplies and cash to Serbia, Croatia, Republika Srpska, Kosovo & Montenegro - \$30,000/3,000 lbs
JUN.	Delivery of Humanitarian container to Kosovo - \$75,000/15,000 lbs
JUN.	Delivery of Humanitarian container to Croatia - \$75,000/15,000 lbs
JAN.	Delivery of Humanitarian container to Montenegro - \$75,000/15,000 lbs
JAN.	Delivery of Humanitarian container to Belgrade - \$4,000/1,000 lbs

2012-2021 Cash donations to Serbian Orthodox Church, Novak Djokovic Foundation, Canadian Red Cross, Serbian Red Cross, Ana and Vlade Divac Foundation, Humanitarian Foundation 'Budi Human', Blic Foundation + more – \$50,000+

2017-2021 donations via digital ads to 'Cause of the Month' families – \$10,000+

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2011-2021

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# HUMANITARIAN DELIVERIES

2014 (\$1,150,000/245,000 LBS)

10-Year Anniversary Report

NOV.	Delivery of Humanitarian container to Podgorica - \$150,000/30,000 lbs
NOV.	Delivery of Humanitarian container to Dobož - \$75,000/30,000 lbs
SEP.	Delivery of Humanitarian container to Novi Sad - \$25,000/5,000 lbs
AUG.	Delivery of Flood Relief container to Cacak - \$25,000/5,000 lbs
AUG.	Delivery of Humanitarian container to Paracin - \$50,000/10,000 lbs
AUG.	Delivery of Flood Relief container to Obrenovac - \$150,000/30,000 lbs
JUL.	Delivery of Flood Relief container to Belgrade (from Chicago) - \$150,000/30,000 lbs
JUN.	Delivery of Flood Relief container to Belgrade (from Toronto) - \$150,000/30,000 lbs†
MAY.	Delivery of Flood Relief container to Belgrade (from Germany) - \$75,000/15,000 lbs
MAY.	Delivery of Flood Relief container to Belgrade (from UK) - \$75,000/15,000 lbs
MAY.	Delivery of Flood Relief container to Belgrade (from Switzerland) - \$75,000/15,000 lbs
MAY.	Delivery of Flood Relief container to Belgrade (from Austria) - \$75,000/15,000 lbs
MAY.	Delivery of Flood Relief container to Belgrade (from Sweden) - \$75,000/15,000 lbs

2012-2021 Cash donations to Serbian Orthodox Church, Novak Djokovic Foundation, Canadian Red Cross, Serbian Red Cross, Ana and Vlade Divac Foundation, Humanitarian Foundation 'Budi Human', Blic Foundation + more – \$50,000+

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www.28jun.org

2011-2021

# HUMANITARIAN DELIVERIES

2013 (\$1,522,000/27,000 LBS)

DEC.	Delivery of Medical container to Nis - \$500,000/10,000 lbs		
DEC.	Delivery of Humanitarian container to Knin - \$10,000/2,000 lbs		
OCT.	Delivery of Humanitarian container to Berane - \$12,000/5,000 lbs		
JAN.	Delivery of Medical container to Visegrad - \$1,000,000/10,000 lbs		

2012-2021 Cash donations to Serbian Orthodox Church, Novak Djokovic Foundation, Canadian Red Cross, Serbian Red Cross, Ana and Vlade Divac Foundation, Humanitarian Foundation 'Budi Human', Blic Foundation + more – \$50,000+

2017-2021 donations via digital ads to 'Cause of the Month' families – \$10,000+

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# HUMANITARIAN DELIVERIES

2012 (\$1,500,000/10,000 LBS)

JUN.	Delivery of Medical container to Gracanica \$1,500,000/10,000 lbs		
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2012-2021 Cash donations to Serbian Orthodox Church, Novak Djokovic Foundation, Canadian Red Cross, Serbian Red Cross, Ana and Vlade Divac Foundation, Humanitarian Foundation 'Budi Human', Blic Foundation + more – \$50,000+

2017-2021 donations via digital ads to 'Cause of the Month' families – \$10,000+

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Financial statements prepared by Canwest Accounting Ltd.

# Financial report 2012-2021.

## TRANSPARENCY, EFFICIENCY & INTEGRITY

We take pride in our financial transparency and our audited financials are prepared by an independent accountant and an independent appraiser who report to an audit oversight committee. For every \$1 donated to 28. Jun we have delivered \$18 worth of humanitarian aid to underprivileged communities throughout the Western Balkans. All of our deliveries are documented in detail on our blog and social media platforms which are updated weekly. We are also the only organization operating in the region to be vetted by CAF America - after having our financials, work in the field, measurable results and organizational structure thoroughly reviewed - making our donations tax deductible in the United States.

Engaging people worldwide in humanitarian, social and philanthropic projects with transparency.

## BREAKDOWN OF EXPENDITURE

Aid Donated \$8,708,410.27 (89.5%)  
 Aid Transportation & Logistics \$483,915.80 (4.9%)  
 Marketing & Fund Generation \$345,818.91 (3.5%)  
 Administrative Costs \$141,855.02 (1.4%)  
 Donations To Other Organizations \$50,000.00 (0.5%)

**TOTAL OUTPUT \$9,730,000.00**



# Looking ahead.

## 28. JUN GLOBAL

Advocacy division of 28. Jun.

As our organization operates in areas where populations face routine violations of fundamental human needs we have developed advocacy strategies to alert, inform, and influence decision-makers and politicians via international bodies such as the United Nations. Undertaking humanitarian advocacy efforts enables our organization to engage in political arenas without threatening our projects, access to vulnerable groups, the security of our volunteers, or our neutrality.

[@28junglobal](#)

## 28. JUN AID

From the Serbian people.

28. Jun Aid is the newly-launched division of 28. Jun focused on leading special projects around the world. Launched to commemorate our 10th anniversary, 28. Jun Aid brings the Serbian spirit of generosity to vulnerable people around the globe.

[@28jaid](#)

Humanitarian advocacy efforts without compromise.

## SERBS FOR GOOD

Serbian unity begins with you.

Serbs For Good is an ambitious project to build a global network united in preserving cultural heritage, sharing humanitarian responsibility and supporting the region in times of crisis.

[@serbsforgood](#)

## 28. JUN WOMEN

Our commitment to the unlimited potential of women and girls.

28. Jun Women is committed to empowering women in the Western Balkans. As one of the broadest campaigns in support of women's mental and physical health, the core pillars of our initiative are ensuring women's access to education, participation in sport and economic leadership. We will aggressively combat current issues of domestic violence and trafficking in the region. We strive to provide direct assistance and resources to women's shelters and single mothers, while promoting positive role models to mentor young girls in their life and career goals.

[@28junwomen](#)



# Contact. <sup>28</sup>JUN.

Social Media: @28jun

Online Donations:

PayPal: <https://www.paypal.me/28jun>

Credit Card: <https://28jun.org/#donate>

Tekući račun:

Ime: 28. JUN

Dinarski racun broj:

265111031000342797

Raiffeisen banka Srbije

SMS: Pošalji 1 na 1733



*For cheques, international transfers, other forms of payment and tax receipts please email us.*



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