





## Message from the president & vice president.

Dear Friends,

In 2022 we doubled our previous record and donated nearly \$3.1 million. In 2023, with your help, our aim is to double it again. Our organization did not use your outpouring of generosity to increase salaries or stash funds for a rainy day. All resources were put right back into our communities to help the most needy. We are facing unprecedented times, extreme poverty and income inequality in Serbia are at their worst since our movement was founded.

To counter this, we will commit \$2.8 million to urgent projects supporting families, communities, our institutions, and our environment. In 2022 we surpassed 3.4 followers on our social media and mailing list. We will leverage this network to spread the Serbian spirit of generosity home and abroad. Additionally, we will establish a permanent presence by opening our first office in Belgrade in order to be even more engaged with challenges on the ground. Serbia and the world have never needed us more. Everything leading up to this year has prepared us

for the next chapter of our movement and we are excited to rise to the challenges together!

In Gratitude,

FILIP FILIPI & SNEZANA DIMITRIJEVIC



# Our mission & values.

We believe food and shelter are basic human rights. We believe in preserving human dignity even through the most turbulent circumstances. We are the last refuge for families who have fallen on hard times. We are a crutch for communities impacted by the unforeseen.

For the past 12 years our volunteers have made sure that no one is turned away. Our work has been declared the most efficient in the region: 93.4% of your donation directly benefits those in need and your gift is put to use immediately.

Join us in continuing our mission of engaging people worldwide in humanitarian, social and philanthropic projects to assist and empower underprivileged communities.

**28. JUN****2022**



28. JUN

# PROGRAM UPDATES I

2022



## A NEW HOME FOR PAVLE DIMITRIJEVIC

This year, our efforts focused on the 115,000 children in Serbia who live in abject poverty but none brought the country together like little Pavle Dimitrijevic. His story was our most viral ever. It was brought to a successful conclusion within months as we placed his family in a new home and helped him access urgent medical care.



## SMART RECYCLING BOXES FEED ABANDONED ANIMALS

As part of our special projects, we started the year by donating the first "Smart Recycling Boxes" for feeding stray dogs. As you may know, abandoned, or "stray", animals are a common problem throughout the Balkans. Thus far, over 50,000 bottles have been collected and recycled according to data tracked by the three smart boxes placed in Belgrade and Banja Luka.



## SUPPORTING MATERNITY WARD FOR INTERNATIONAL WOMEN'S DAY

To mark International Women's Day, we made a sizeable donation to maternity wards in Kraljevo and Leskovac, including specialized medical-grade baby clothing, cloth diapers, sleeping gowns for new mothers, and complete linen sets for maternity beds.



28. JUN

# PROGRAM UPDATES II

2022



## SUPPORTING EDUCATION IN UNDERPRIVILEGED COMMUNITIES

We honored St. Sava, our patron saint of education, in a significant way: 28. Jun joined the Naša Kuća Association in opening the first Serbian school in Croatia. We granted over \$30,000 in scholarships to students with exemplary accomplishments and renovated an elementary school near Vranje.



## BEREAVEMENT SUPPORT AFTER SOKOBANJA TRAGEDY

40 days after the tragedy at the Sokobanja mine, we donated 8.8 million RSD to the families of the eight miners who tragically lost their lives on April 1st. In the following months, we increased our financial relief to the bereaved families to \$137,000 in total, our largest cash donation to-date.



## ADDRESSING THE UNITED NATIONS

Our delegation spent a week at the United Nations in Geneva and addressed the 24th session of the Working Group on Environmental Monitoring and Assessment & the 1st World Youth Assembly. We used the opportunity to thank our Humanitarian of the Decade, Novak Djokovic and our Humanitarian of the Year, Luka Jovic.



# PROGRAM UPDATES III

2022



## COMMEMORATING VICTIMS OF THE HOLOCAUST

2022 marked the grim 80th anniversary of the opening of the Jasenovac concentration camp. We began construction on the first Jasenovac Memorial Church in Republika Srpska, the Church of the Holy Martyrs of Jasenovac in Medjuvodje, and continued to raise money in several phases throughout the year.



## EXPANDING OUR CHRISTMAS PROJECT

We concluded the year with a record-setting Christmas Project. Hundreds of our volunteers, thousands of donors, and dozens of partners including the Rotary Club joined forces to expand our annual initiative to new regions, bringing Christmas joy to so many underprivileged children.

# FINANCIAL HIGHLIGHTS

2022 (\$3,072,000)

DEC.	DELIVERY OF CHRISTMAS GIFTS TO MULTIPLE LOCATIONS THROUGHOUT BALKAN REGION - \$200,000				
JUL.	DELIVERY OF SECOND FINANCIAL RELIEF TO SOKOBANJA MINE DISASTER FAMILIES - \$15,000				
MAY.	DELIVERY OF FINANCIAL RELIEF TO SOKOBANJA MINE DISASTER FAMILIES - \$137,000				
JAN. - DEC.	DELIVERY OF HUMANITARIAN AND FINANCIAL RELIEF FOR 'HELP SERBIAN FAMILIES' PROJECT - \$1,515,000				
JAN. - DEC.	DELIVERY OF HUMANITARIAN AND FINANCIAL RELIEF FOR 'SPECIAL PROJECTS' - \$1,000,000				
JAN. - DEC.	DELIVERY OF HUMANITARIAN AND FINANCIAL RELIEF FOR 'KRAJINA ZIVI' PROJECT - \$155,000				
JAN. - DEC.	CASH DONATIONS TO OTHER HUMANITARIAN ORGANIZATIONS AND CAUSES - \$52,000				
TOTAL CONTRIBUTION	\$3,072,000				





28. JUN

## Transparency reporting.

Our industry-leading efficiency, which the public has come to expect from 28. Jun, was demonstrated once again in our 11th year.

93.4% (\$2,870,836) of our 2022 budget went to direct aid with an additional \$52,000 being donated to other organizations and causes. Our marketing, administrative and logistical costs totalled \$149,164.

After a thorough review of our financials, fieldwork, measurable results and organizational structure, 28. Jun became the only humanitarian organization operating in the region of Former Yugoslavia to be vetted by CAF America, the industry leader in evaluating global charities.

28. Jun is the first humanitarian organization from the Western Balkans to attain Special Consultative Status with the United Nations Economic and Social Council in 2018, Association with the United Nations Department of Global Communications in 2019 and Participant with the United Nations Global Compact in 2020.

2022



# Major milestones.



- Value of humanitarian aid delivered: \$12.8 million
- Weight of humanitarian aid delivered: 250 tons
- No. Of people who benefited: 3.4 million
- No. of volunteer hours: 3 million
- Newsletter subscribers: 1.8 million
- Social media followers: 1.6 million



# Auxiliary initiatives.

## 28. JUN GLOBAL

28. Jun Global is our advocacy division. Operating in regions where populations face routine violations of fundamental human needs has required us to develop advocacy strategies to alert, inform, and influence decision-makers via international bodies such as the United Nations to intervene to defend the rights of the most vulnerable.

[@28junglobal](#)

## 28. JUN AID

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](#)

## 28. JUN WOMEN

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.

[@28junwomen](#)

## SERBS FOR GOOD

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. We hold a strong belief that Serbian unity begins with us.

[@serbsforgood](#)

## GOOD TESLA SOCIETY

Good Tesla Society is a social enterprise subsidiary of our movement that offers services in consulting, marketing, branding and public relations. Our experience in the aforementioned fields is utilized to create a new revenue stream with income-generating services.

[@goodteslasoc](#)



# Looking ahead.

To supplement our pillars of supporting families and communities, in our twelfth year, we will focus on 12 Special Projects. Each project will focus on one of 12 areas that we feel need attention: kids, women, the elderly, health, the environment, religious institutions, poverty, housing, sport, culture, the economy, and animals.

We will significantly increase the money earmarked for our Special Projects, which we began last year. The total will be increased to \$2.8 million, an average of \$200,000 per project, and we will look for partners to match this amount. Additionally, the time frame for launching the projects will be extended to June 28th, 2024.





# A special thanks.

28. JUN



2022

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 250 tons of humanitarian, medical, financial and disaster relief aid worth \$12.8 million to the Western Balkans and other parts of the world.





# Contact.

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.*





