



Studenac donates €20,000 to NGOs on Croatia's Adriatic coast

The second of three donation rounds this year supports groups operating in the areas of Dalmatia, Istria, Primorje, Lika and Gorski Kotar; €4,000 euros each were awarded to the organizations Poseban prijatelj of Dubrovnik, Feniks from Split, Dobra vremena from Lovinac, Pula-based AjA and Sparta from Knin.

Omiš, August 1, 2024 – Studenac, Croatia's largest retailer by number of stores, has allocated €4,000 each to five non-profit organizations that contribute to the well-being of their communities, part of a total €60,000 giving campaign this year. After the first round of donations, which supported associations from the Slavonia region, Studenac chose from nearly 90 applicants from Dalmatia, Istria, Primorje, Lika and Gorski Kotar on the country's Adriatic coast.

The five winners are Dubrovnik's Poseban prijatelj, which helps children with special needs and their families; Dobra vremena of Lovinac; AjA, which provides community services and fights poverty and social exclusion in Pula; Sparta of Knin, which seeks to improve quality of life; and Split's Feniks, which promotes mental health.

"We are overjoyed that Studenac has recognized the importance of our work in the community," Feniks President Marina Vidović said during a visit to Studenac's headquarters in Omiš. "Thanks to this valuable financial donation, we will organize the fourth Mental Health Festival – Days of Mental Relaxation for our members and fellow citizens in October in the Turska Kula Youth Park in Split."

"People with mental health difficulties are often stigmatized and rejected by those around them, making it harder for them to become equal members of the communities in which they live," she continued. "Prejudices against the mentally ill still exist in the public, and people suffering from mental illnesses are often seen as dangerous, irresponsible, and to be avoided. For all these reasons, we are very grateful to Studenac, which with its support has shown sensitivity toward this marginalized group. In this way, Studenac has become our partner in creating a community with no socially excluded citizens, one that fosters solidarity and respects diversity."

Guided by the UN Sustainable Development Goals of creating a world without poverty and hunger, and a world of health and well-being, Studenac will launch its third round of donations at the end of the year, for associations from central and northern Croatia.

"We are the most widespread retail chain in Croatia, and this allows us to continually listen to the needs of communities in almost every corner of the country," said Tatjana Spajić, Director of Corporate Communications at Studenac. "This year, we are recognizing these



needs by supporting a total of 15 non-profit organizations from all regions of Croatia. The projects that will be carried out thanks to our latest donation round are mainly focused on the well-being of marginalized groups and will aim to create a more inclusive society. Inclusiveness is a value we cherish at Studenac, and in this way, we want to highlight its importance in the communities we are a part of.”

In addition to regular support for associations, for which a total amount of €60,000 is being distributed over three rounds in 2024, Studenac's One Step Closer to Community program this year also includes the Orange Fish project, which raises awareness of the challenges faced by single-parent families. As part of the project, last month Studenac supported a summer vacation for 60 children who enjoyed carefree seaside fun in the town of Mali Lošinj.