



“Srce na Savi”: A Campaign to Preserve Serbia’s Only University Rowing Club

After nearly two decades of existence Serbia’s only university rowing club is facing closure due to the lack of stable funding sources and increasing operational costs. The club has launched the „Srce na Savi“ (*The Heart of the Sava River*) donation campaign, with the creative support of the Žiška marketing agency, to secure the funds necessary for continuing its activities and enabling students to keep rowing under the University’s flag.

Donations can be made via the webpage srcenasavi.rs, and supporters may receive symbolic gifts, including T-shirts and tote bags featuring the campaign’s design. For international donors, payments are also available through PayPal.

The “University of Belgrade Rowing Club” (VKBU) was founded in 2006 by a group of students and professors as a rowing section at the Faculty of Organizational Sciences (FON). Inspired by established European university rowing clubs, it soon evolved into a full-fledged rowing club and received support from the Rectorate to further develop this academic sport within the University of Belgrade. Today, it stands as the only university rowing club in Serbia, open to all students of the University of Belgrade. The club promotes volunteerism, active citizenship, and a healthy lifestyle. Over the past two decades, its members have participated in more than 30 international university regattas. Their dedication and achievements have also been recognized by the World Rowing Federation (FISA) as an example of promoting the core values of rowing in academic, sporting, and social life.

The University of Belgrade Rowing Club calls upon everyone who shares these sporting and academic values to support the continuation of student rowing in Serbia.

Let the Heart of the Sava keep beating!

Donations can be made at srcenasavi.rs

