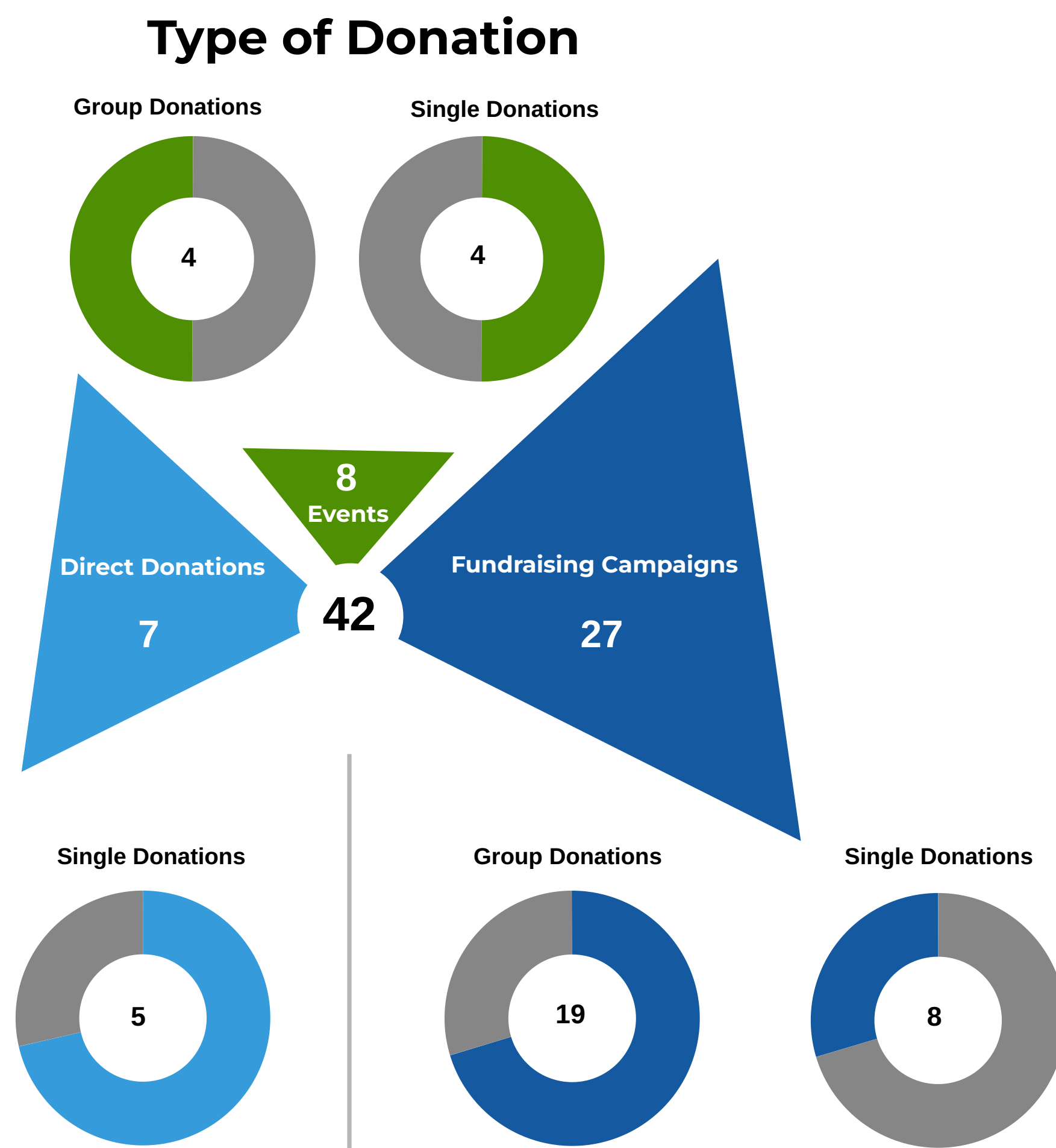
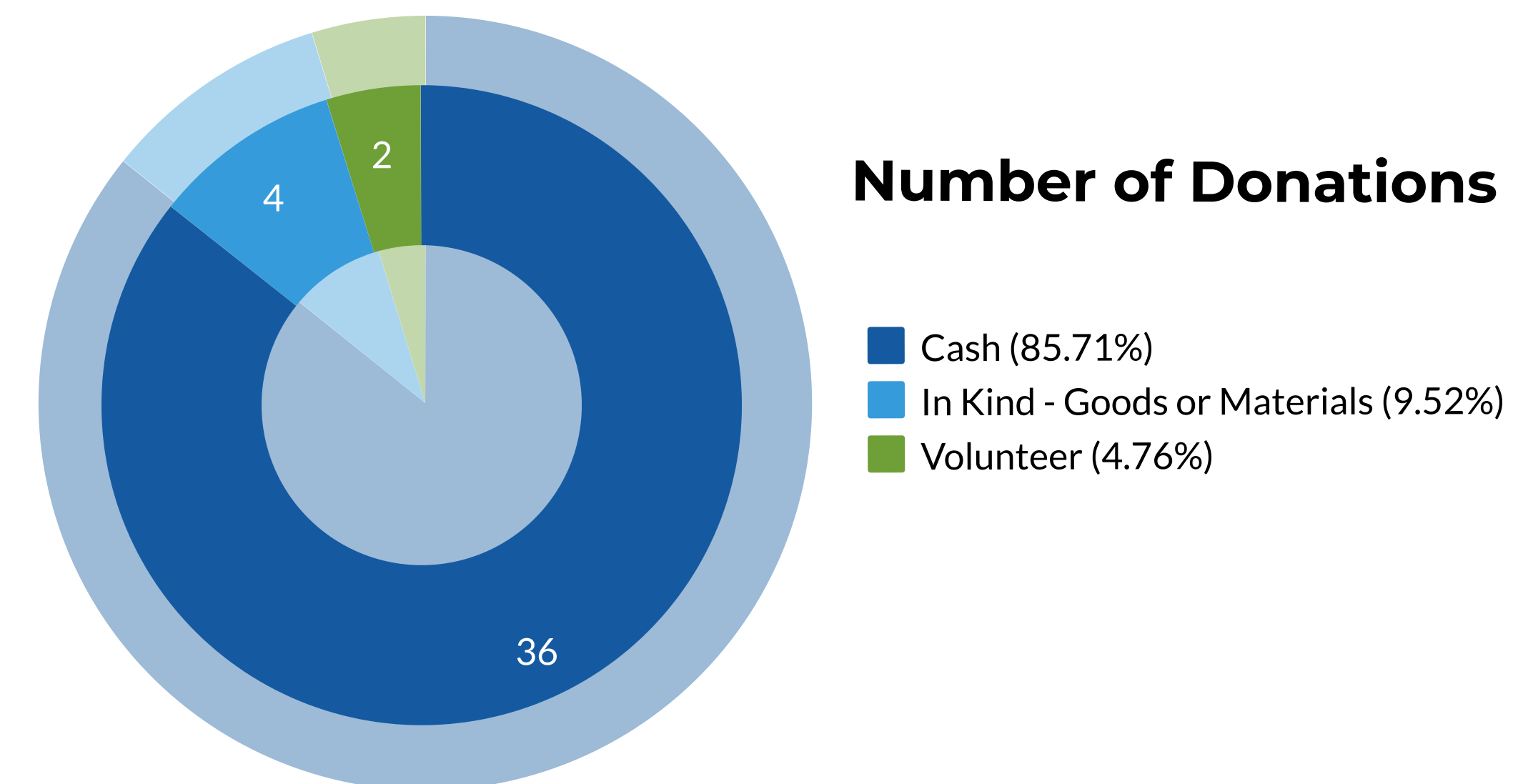
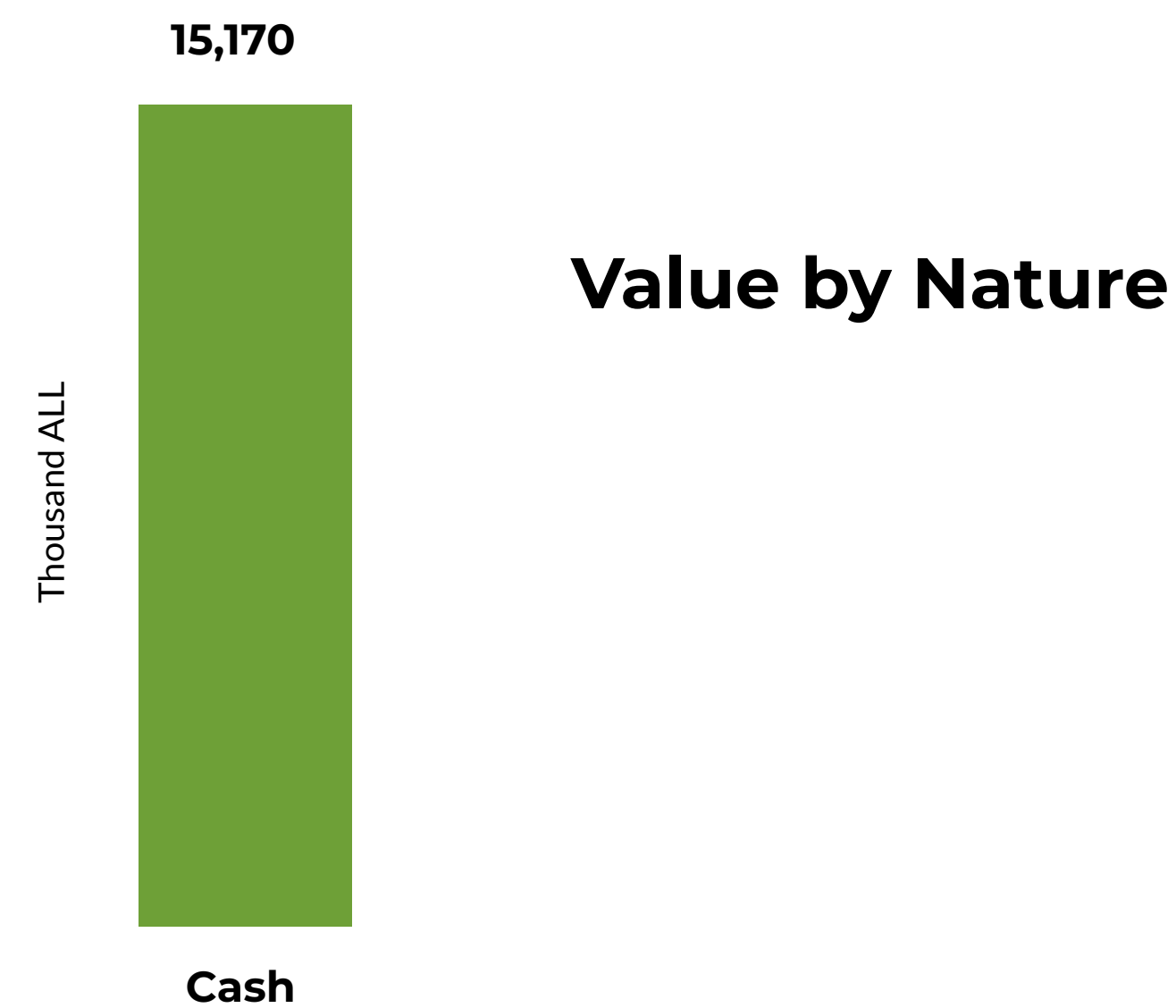


Data on Philanthropic Activity

tracked through online and media platforms

November 2022



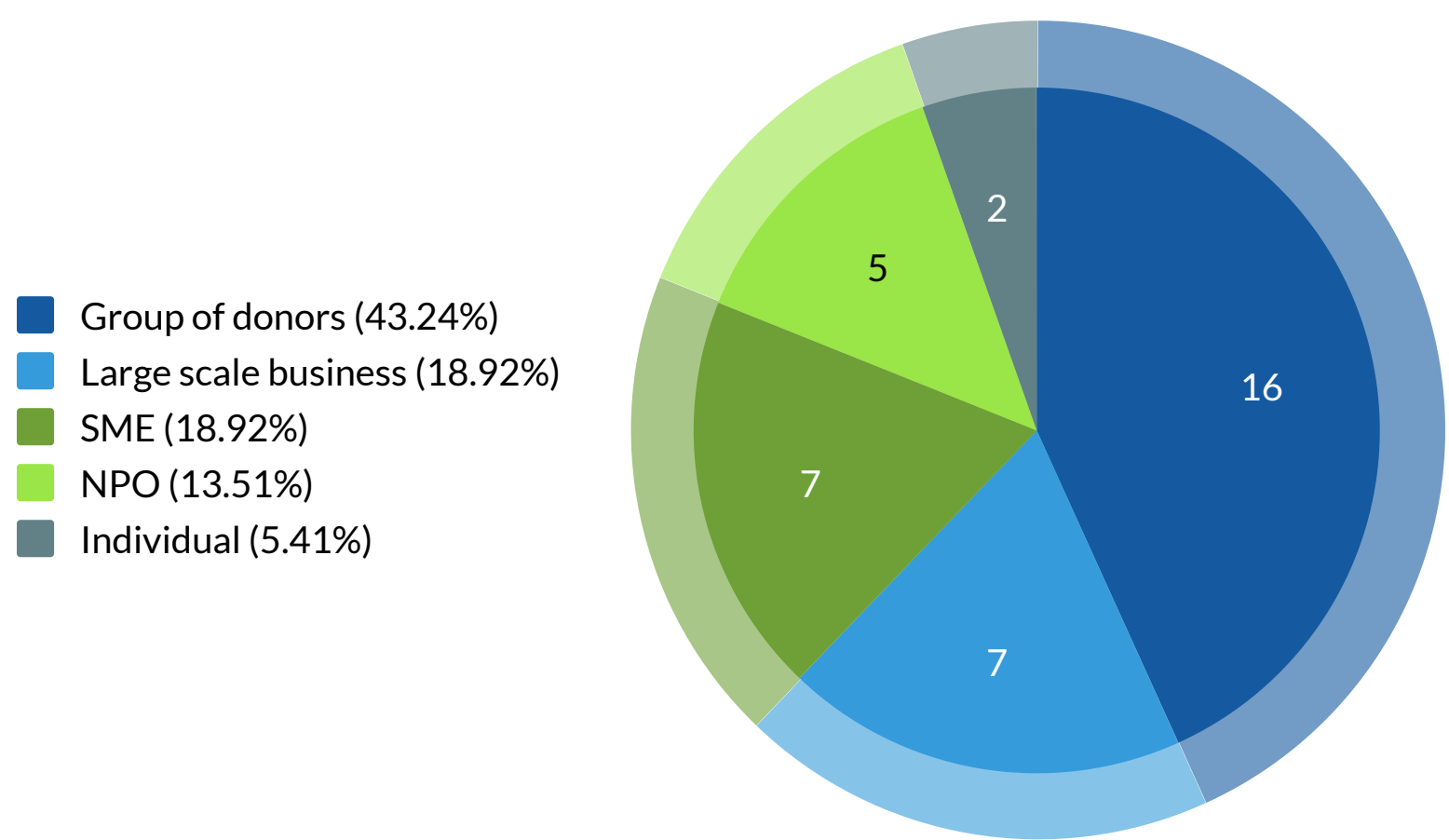
Fundraising Campaigns



Events

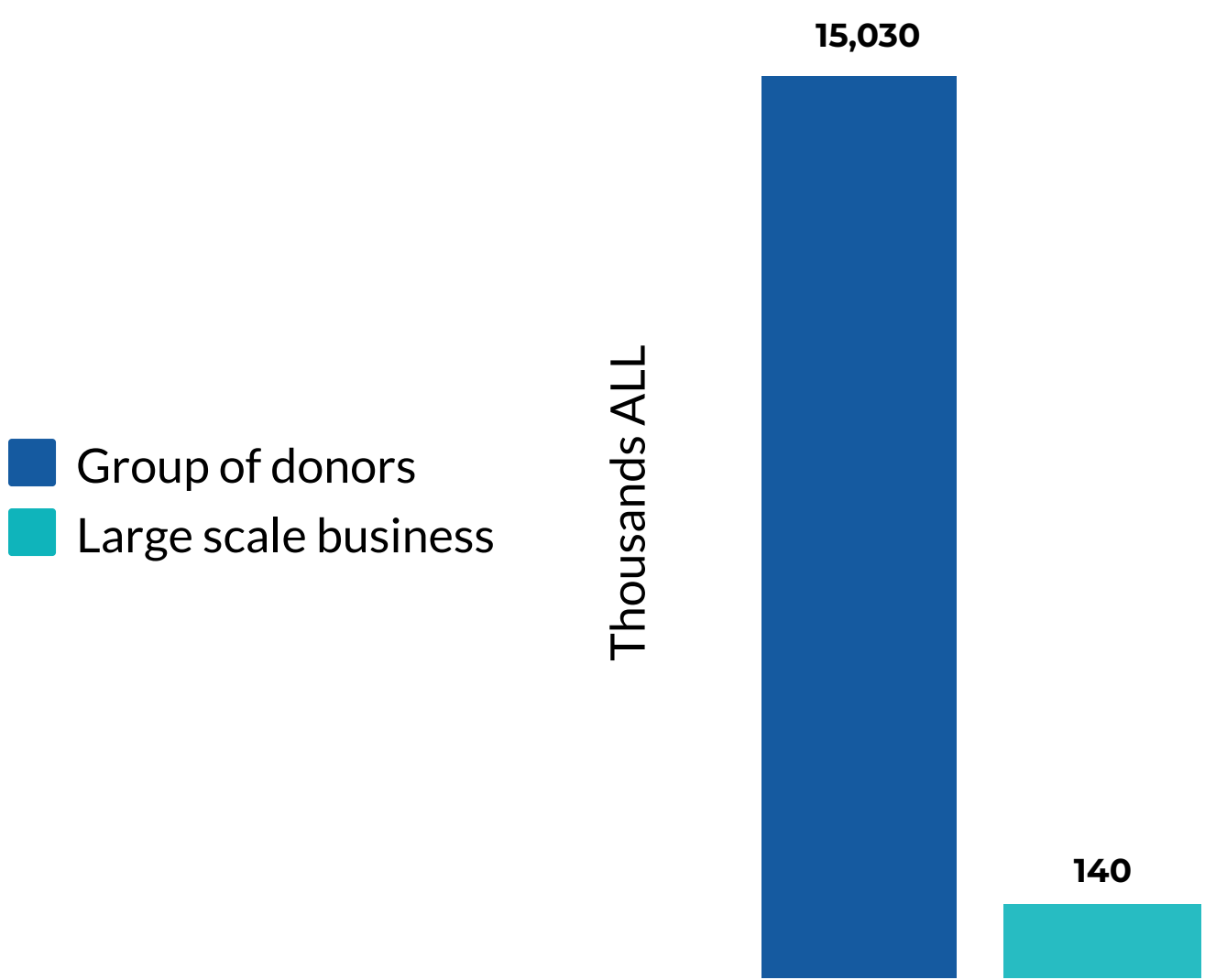
8 Live Events

Number of Donors*



*In the framework of this analysis donors are calculated only once regardless of the number of donations carried out during all the monitoring process.

Value by Donor

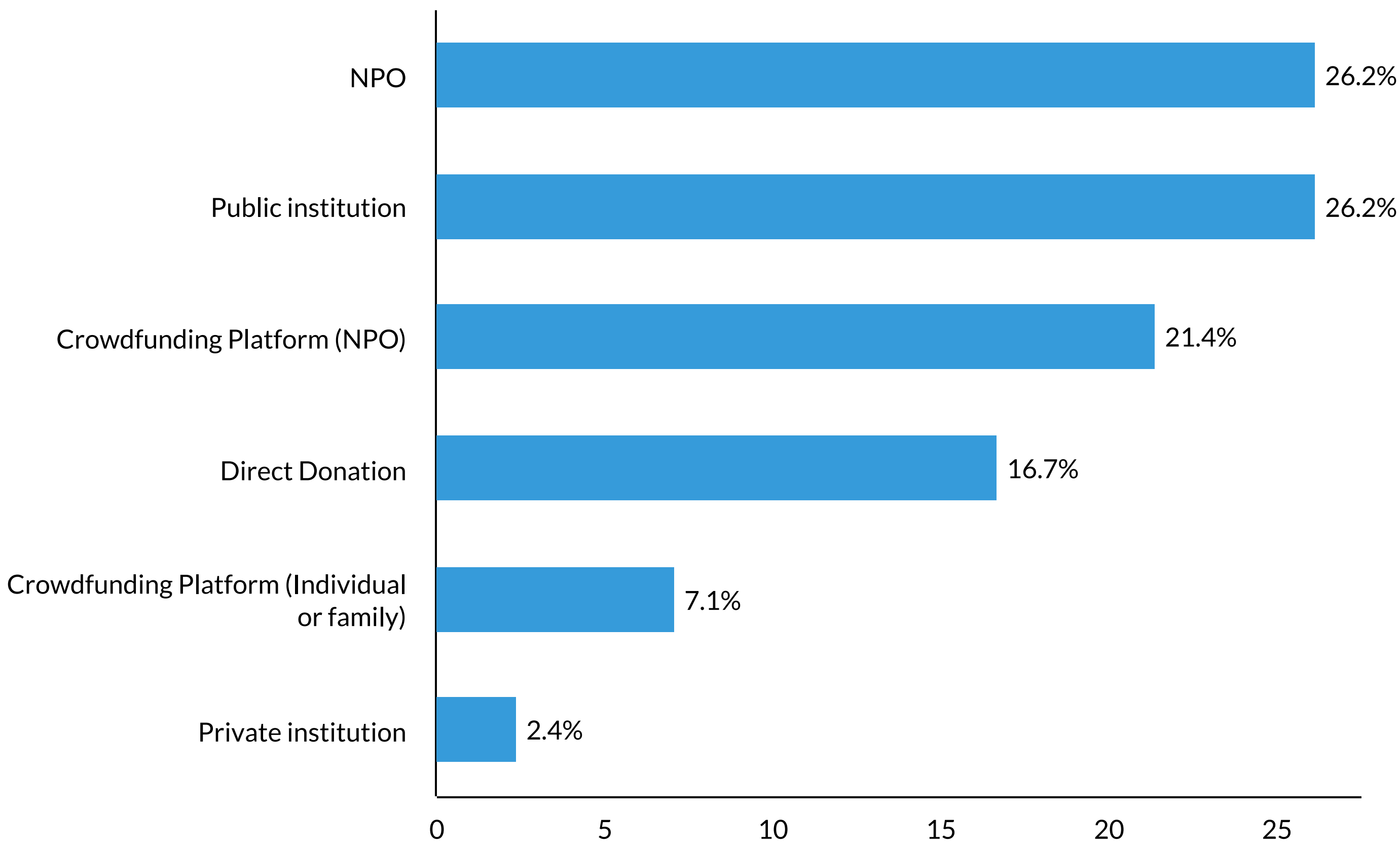


Purpose of Donation

- Support to Marginalized Groups (42.86%)
- Healthcare (19.05%)
- Art and Culture (16.67%)
- Public Infrastructure (9.52%)
- Poverty Relief (4.76%)
- Education (2.38%)
- Economic Development (2.38%)
- Response to Natural Disaster (2.38%)



Channels of Donation



Final Beneficiaries

- Ch&Y - Health Issues (14.29%)
- Ch&Y - Without Parental Care (14.29%)
- People - General Population (11.9%)
- Ch&Y - From Specific Geography (9.52%)
- People - Economic Need (9.52%)
- Ch&Y - PWD (7.14%)
- People - Specific Geography (7.14%)
- Adults - Elderly (4.76%)
- Adults - PWD (4.76%)
- Ch&Y - Economic Need (4.76%)
- Adults - Health Issues (4.76%)
- Ch&Y - Talented (2.38%)
- W&Ch - Victims of Violence and Trafficking (2.38%)
- Others (2.38%)



3 MAIN DONORS
by value of
donations

#1 Group of Donors - 9,031,860 ALL

Fundraising campaign "Donate to save Dilara's life", in support of little girl from Kumanovo, who is in danger for her life.

#2 Group of Donors - 3,123,472 ALL

Fundraising campaign "United for good things!", in support of Joel's, who is in danger for his life.

#3 Group of Donors - 1,439,589 ALL

Fundraising campaign "Let's help Melek from Kosovo for Cancer!", in support of the 2-year-old girl in economic need.

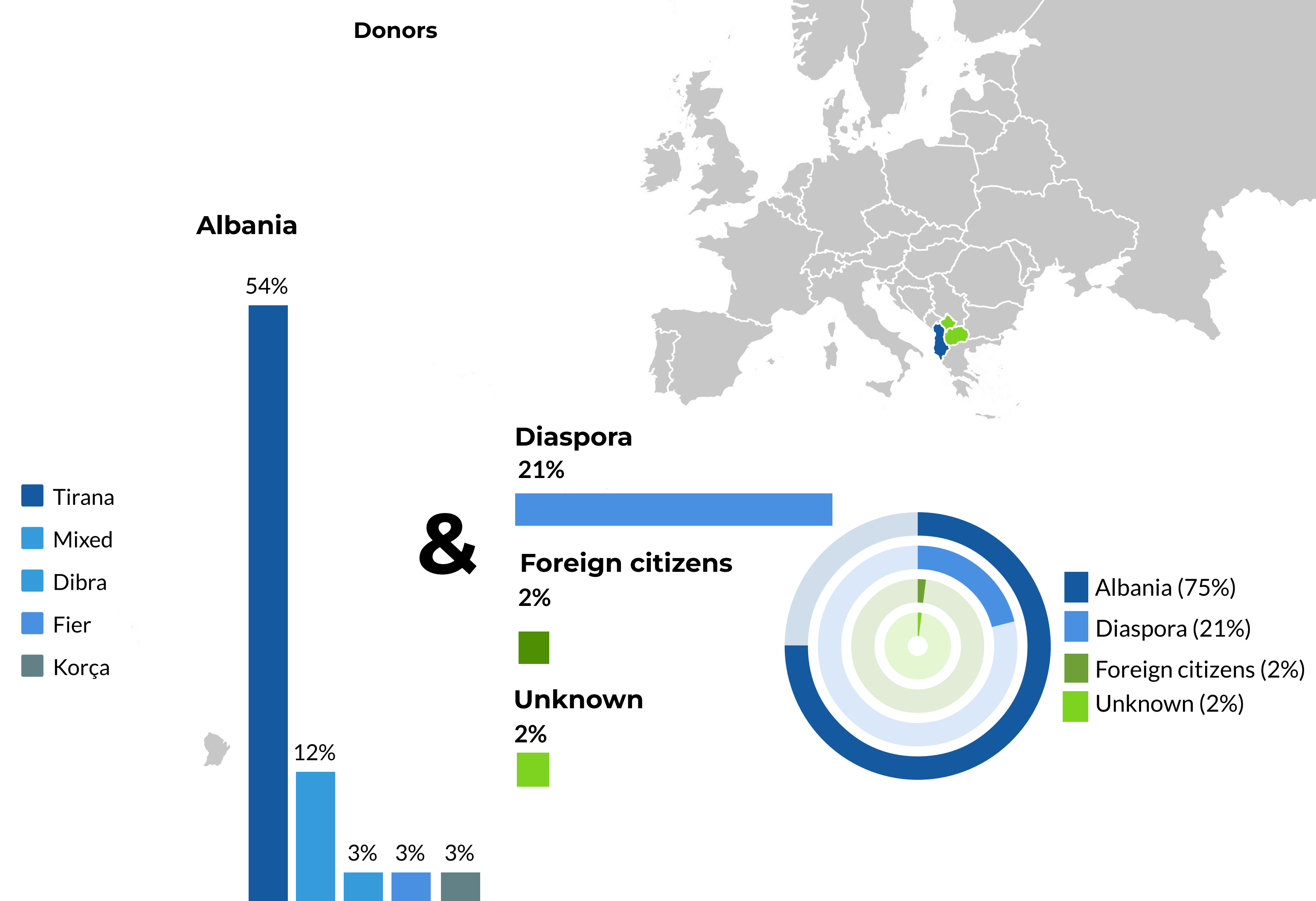
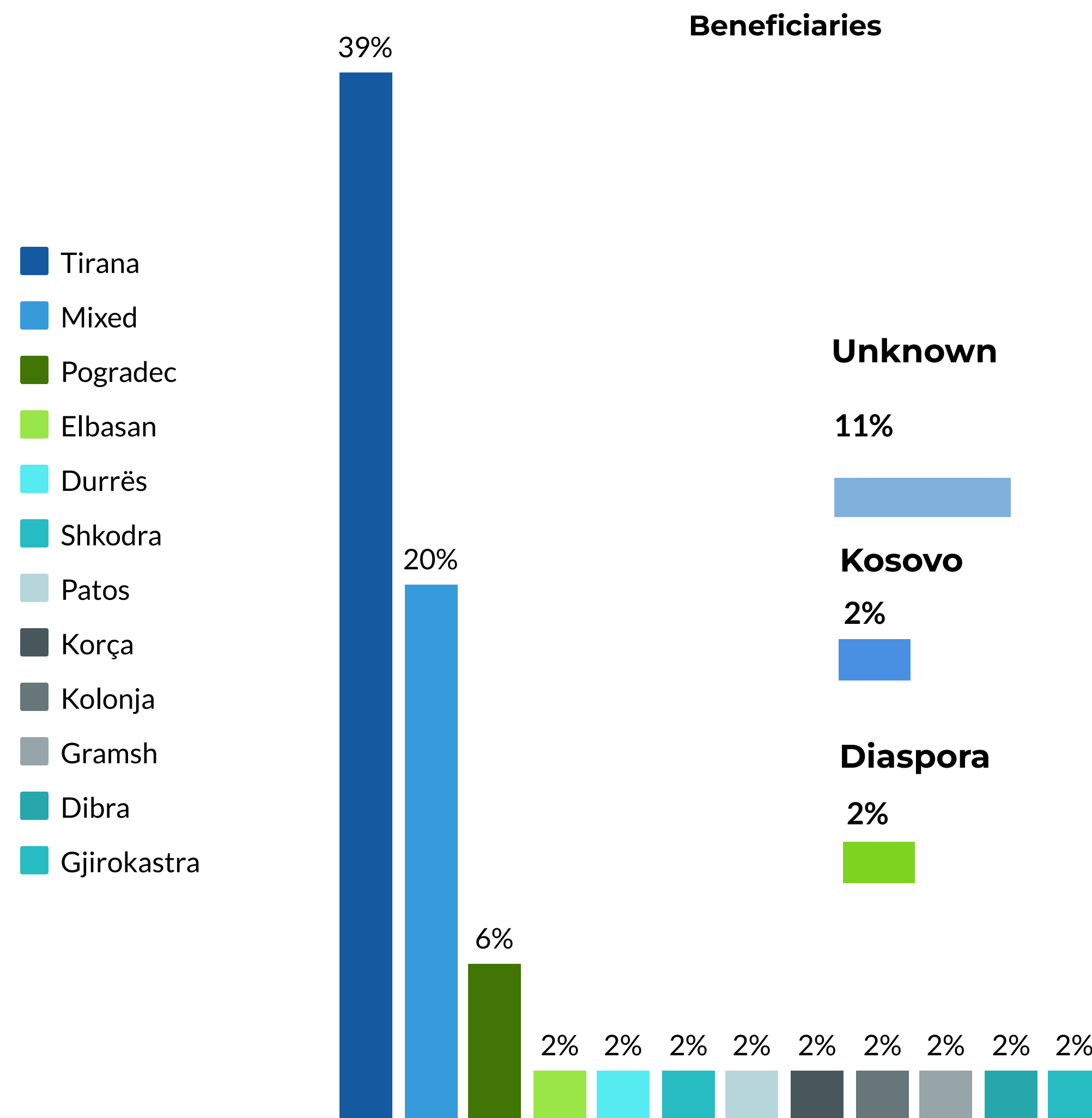
3 MAIN DONORS
by number
of donations

#1 Credins Foundation

#2 Alsar Foundation

#3 Elite School

Geographic Coverage of Donations



Direct Donation - Donation that is carried out directly from the donor to the recipient

Fundraising campaign - Fundraising that occurs during a certain period of time for a particular social cause

Event - is short-term fundraising effort organized to raise funds for a specific purpose

Mega Campaign - Campaigns promoted on many platforms simultaneously (crowdfunding, social media, visual media, etc.)

Poverty Relief - Donations carried out with the aim to mitigate poverty for individuals or families living in economic difficulties or affected by previous natural disasters

Seasonal Giving - Donations made during the holidays season

General Public - Groups of people or individuals who were assisted through economic or material aid in cases of recovery from natural disasters, or living difficulties

PWD - Persons with disabilities

Group of Donors - Large or small groups of individuals who donate

Mixed - Donations which are combined by more than one category/municipality

Crowdfunding Platform (Individuals or families) - donations that are channeled through online crowdfunding platforms created by individuals or families

Crowdfunding Platform (NPO) - donations channeled through online crowdfunding platforms created by NPOs

CH&Y - Children and Youth

W&Ch - Women and Children