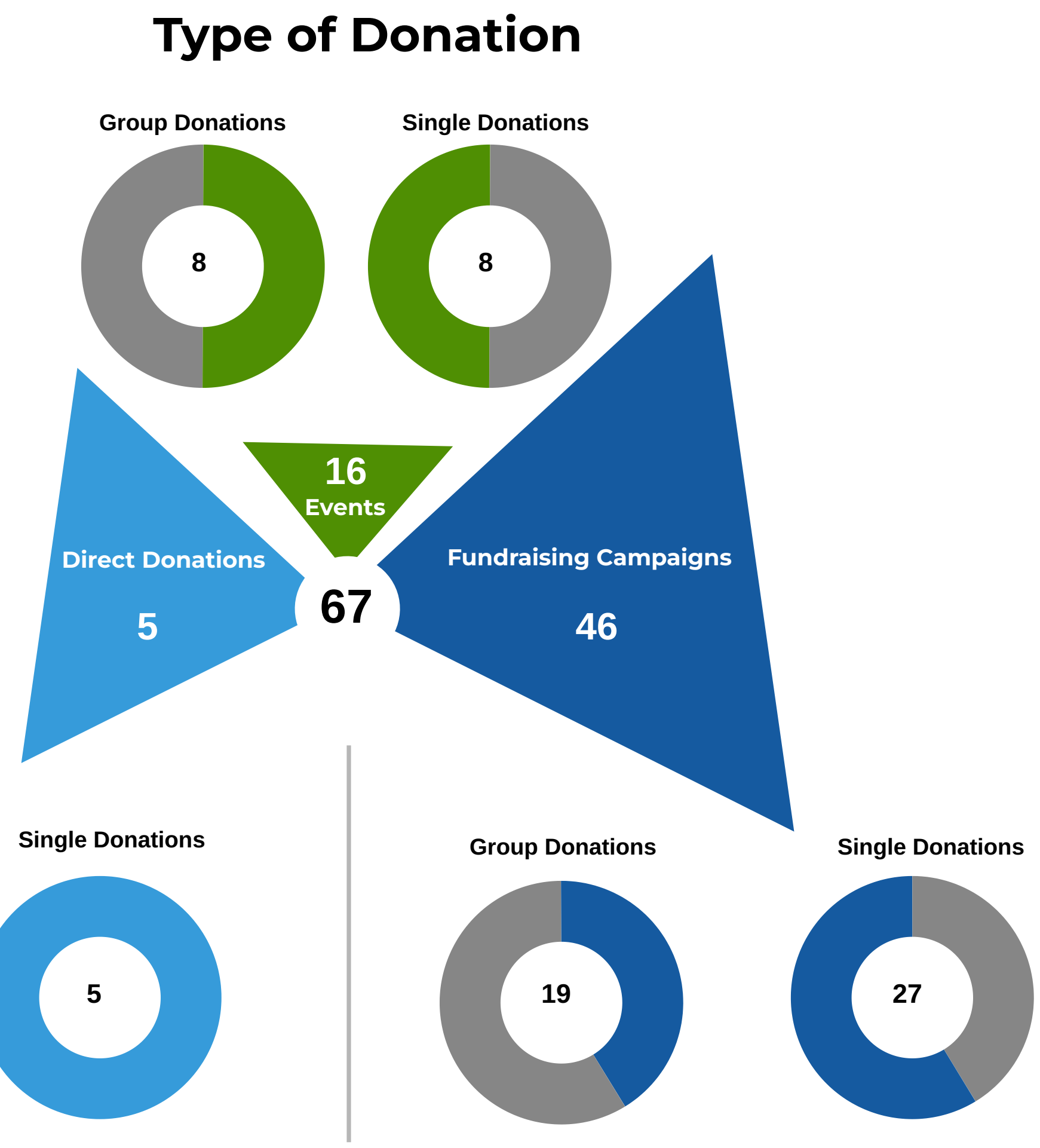
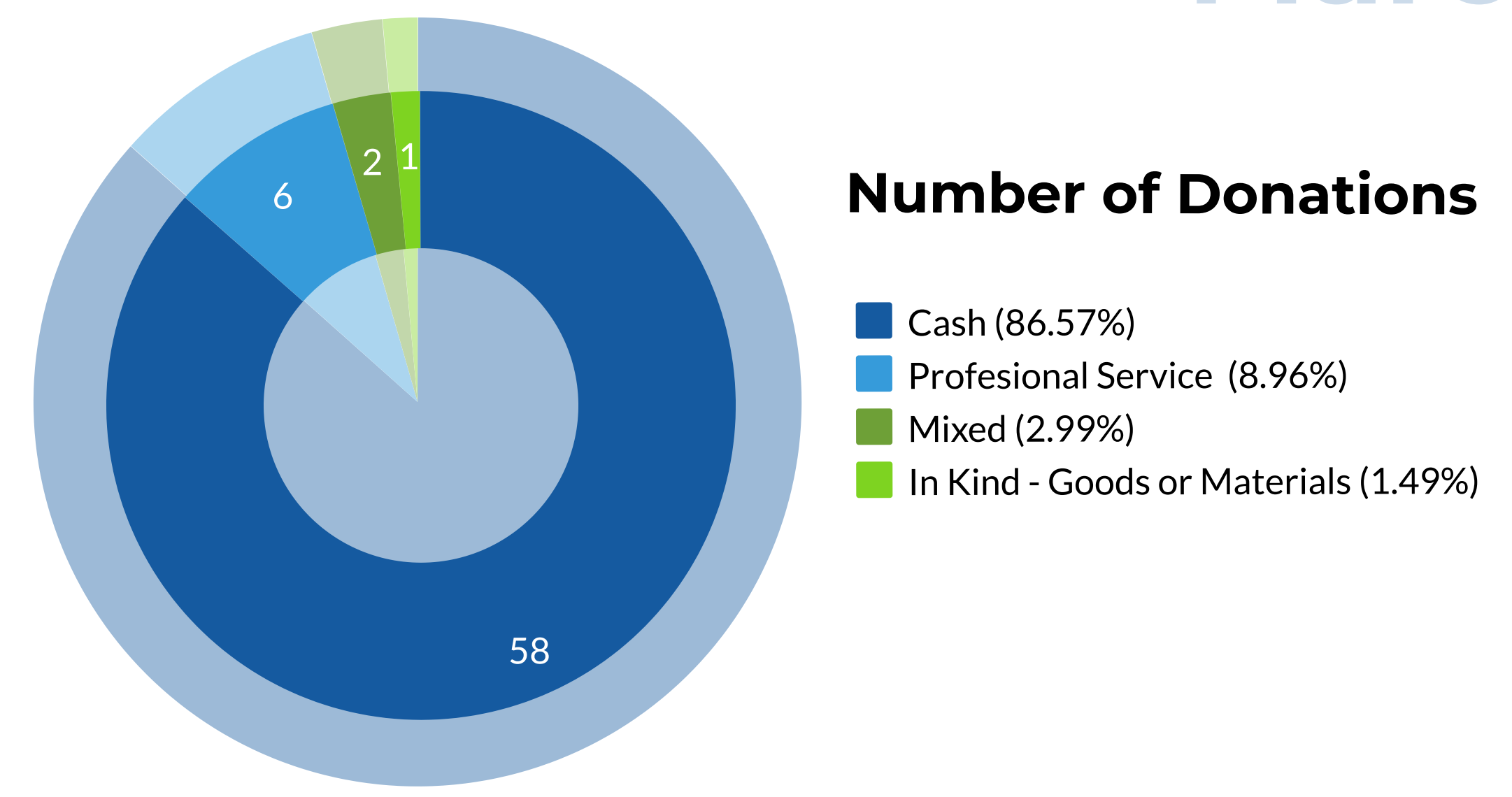
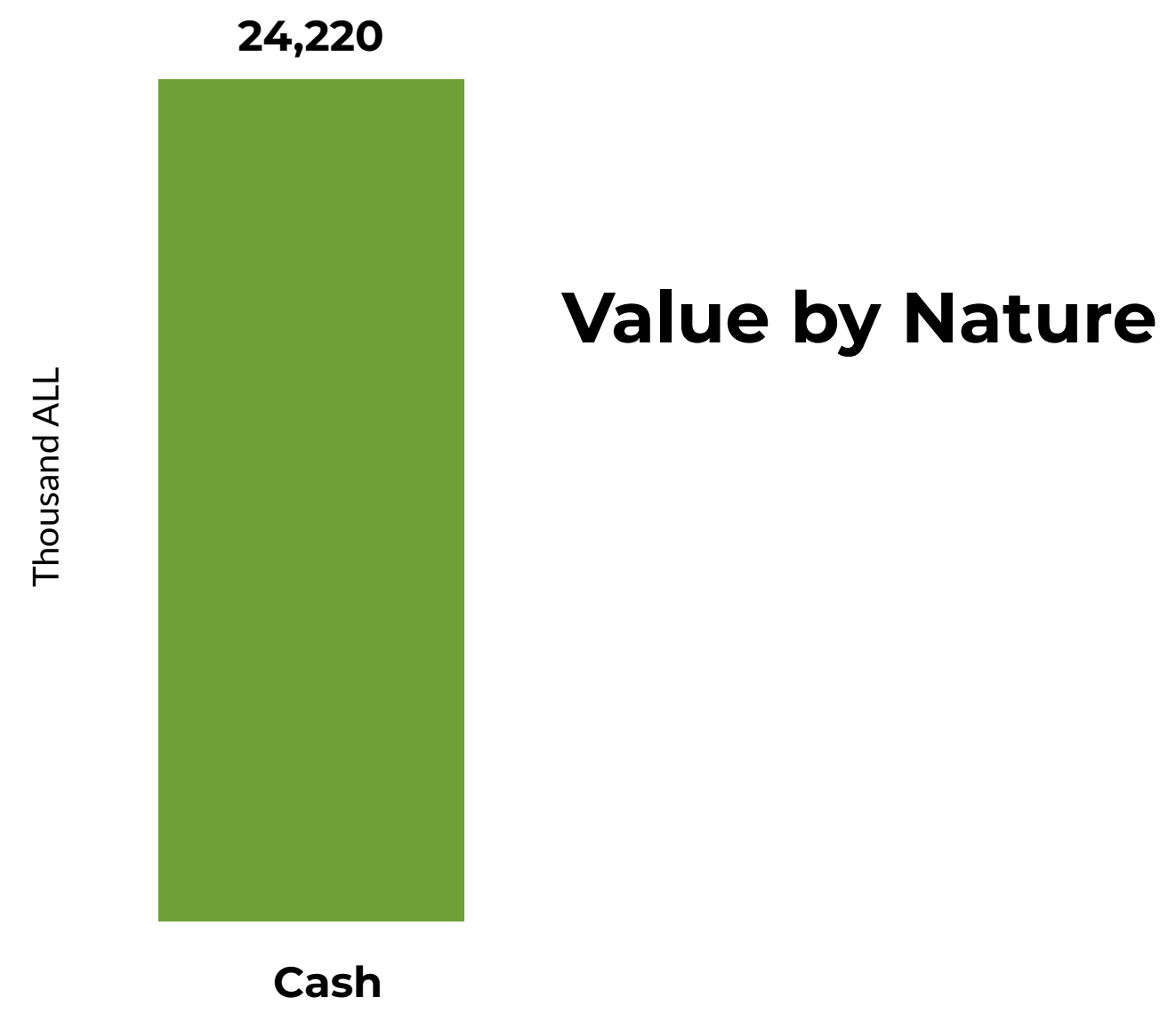


Data on Philanthropic Activity

tracked through online and media platforms

March 2023



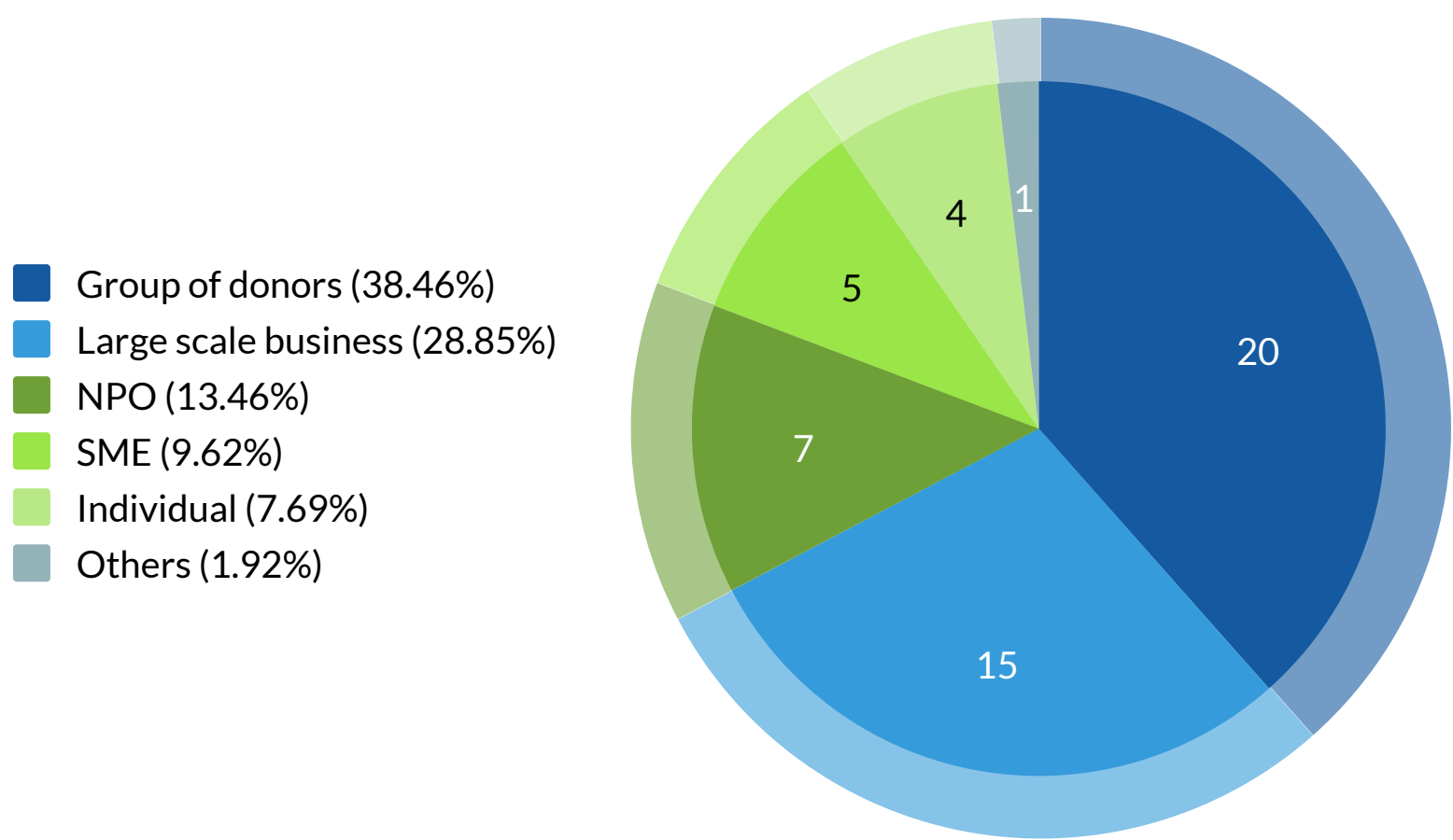
Fundraising Campaigns



Events

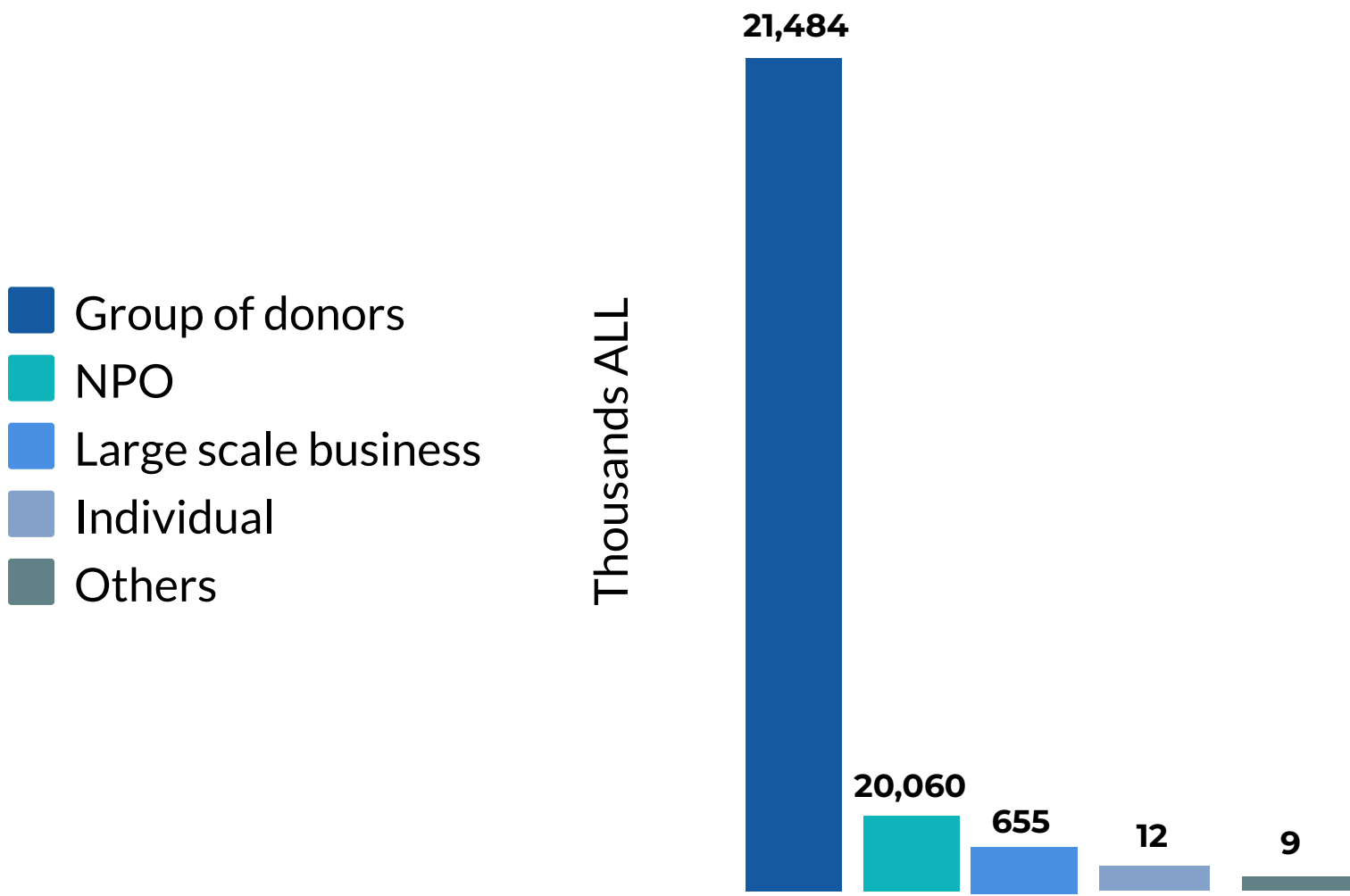


Number of Donors*



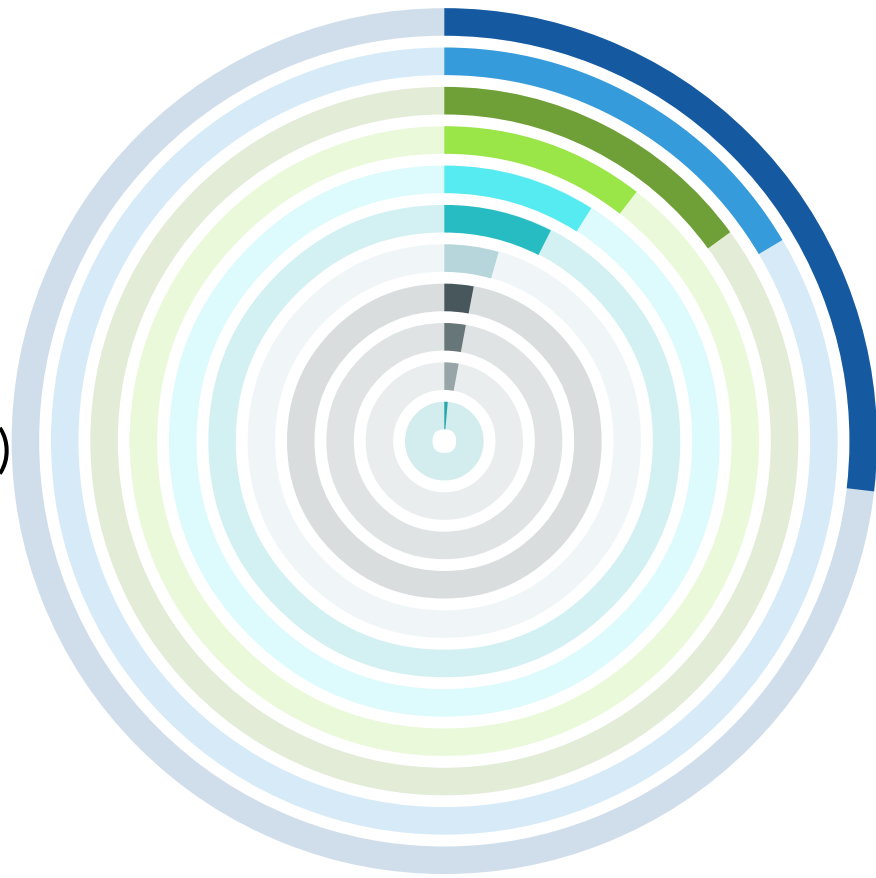
*In the framework of this analysis donors are calculated only once regardless of the number of donations carried out during all the monitoring process.

Value by Donor

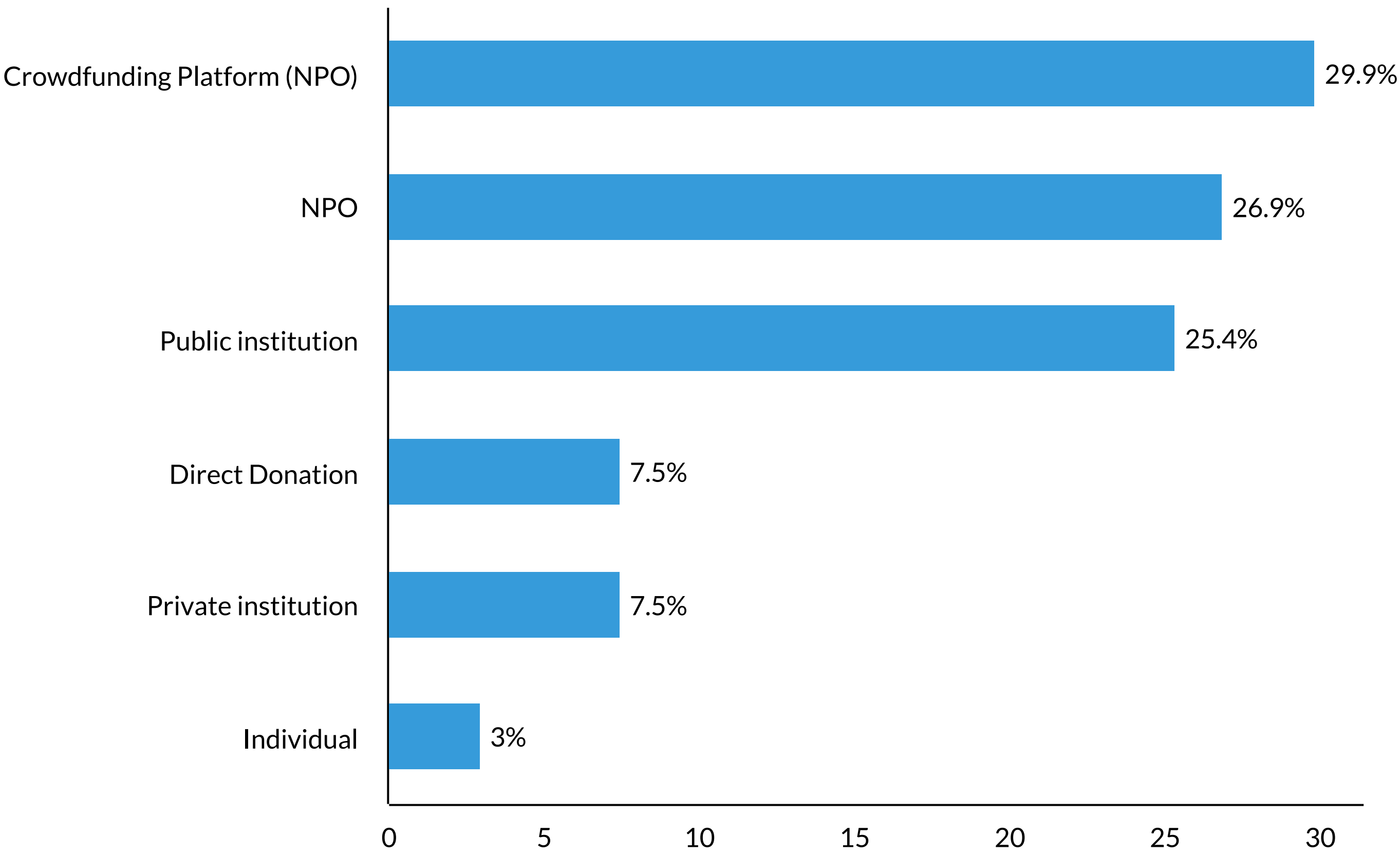


Purpose of Donation

- Support to Marginalized Groups (26.87%)
- Sesonal Giving (16.42%)
- Education (14.93%)
- Art and Culture (10.45%)
- Healthcare (8.96%)
- Preservation & Protection of the Environment (7.46%)
- Response to Natural Disaster (4.48%)
- Poverty Relief (2.99%)
- Public Infrastructure (2.99%)
- Sport (2.99%)
- Social Entrepreneurship (1.49%)



Channels of Donation



Final Beneficiaries

- People – Economic Need (16.42%)
- People – General Population (13.43%)
- Ch&Y – Talented (11.94%)
- Ch&Y – Health Issues (7.46%)
- Ch&Y – PWD (7.46%)
- People – Living in Other Countries (5.97%)
- Ch&Y – Without Parental Care (5.97%)
- Others (5.97%)
- Ch&Y – Economic Need (4.48%)
- Ch&Y – From Specific Geography (4.48%)
- Adults – Elderly (2.99%)
- Ch&Y – General (2.99%)
- People - From Specific Geography (2.99%)
- Adults –PWD (2.99%)
- Ch&Y – Homeless (1.49%)
- People - From Religious / Faith Communities (1.49%)
- W&Ch- Victims of Violence and Trafficking (1.49%)



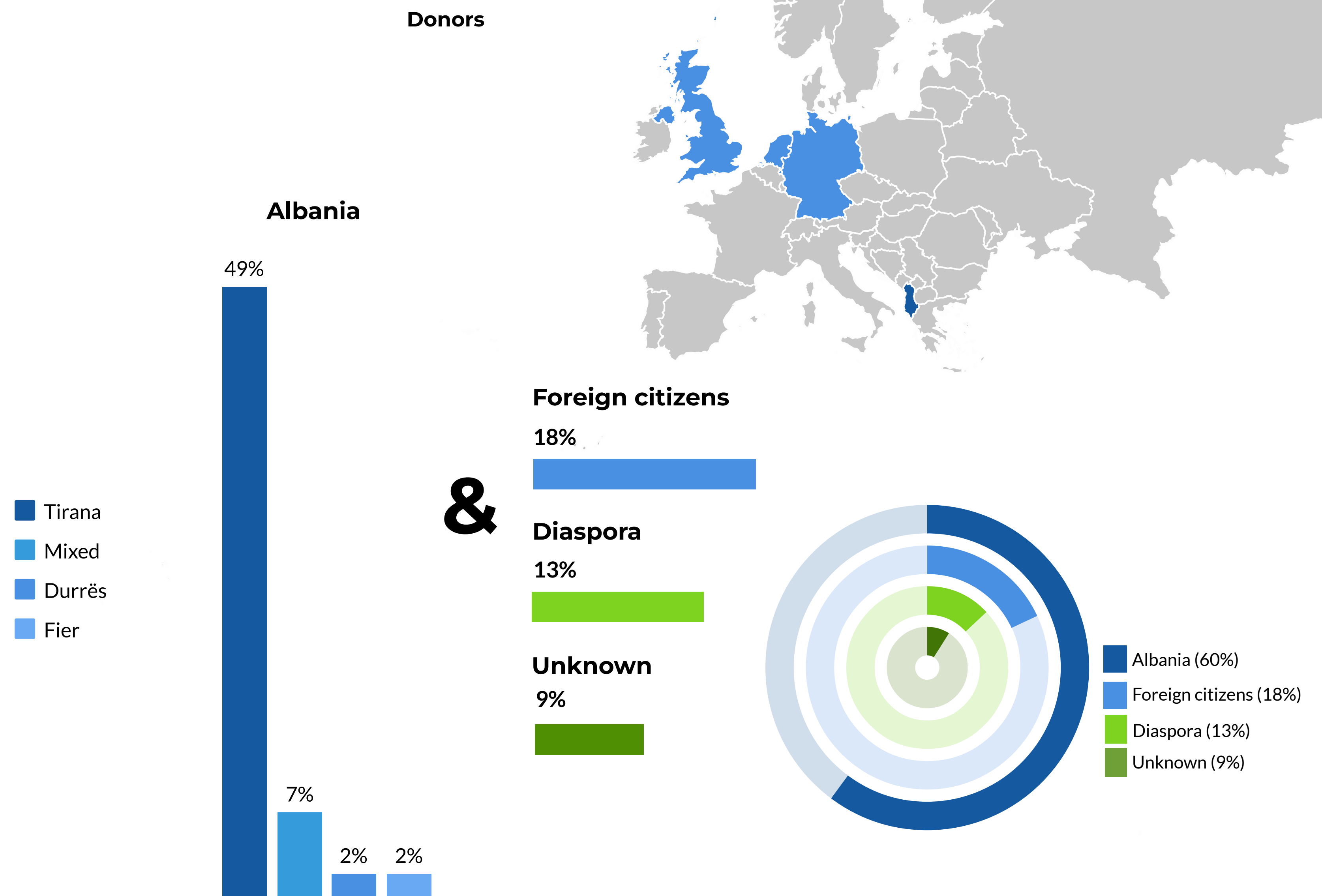
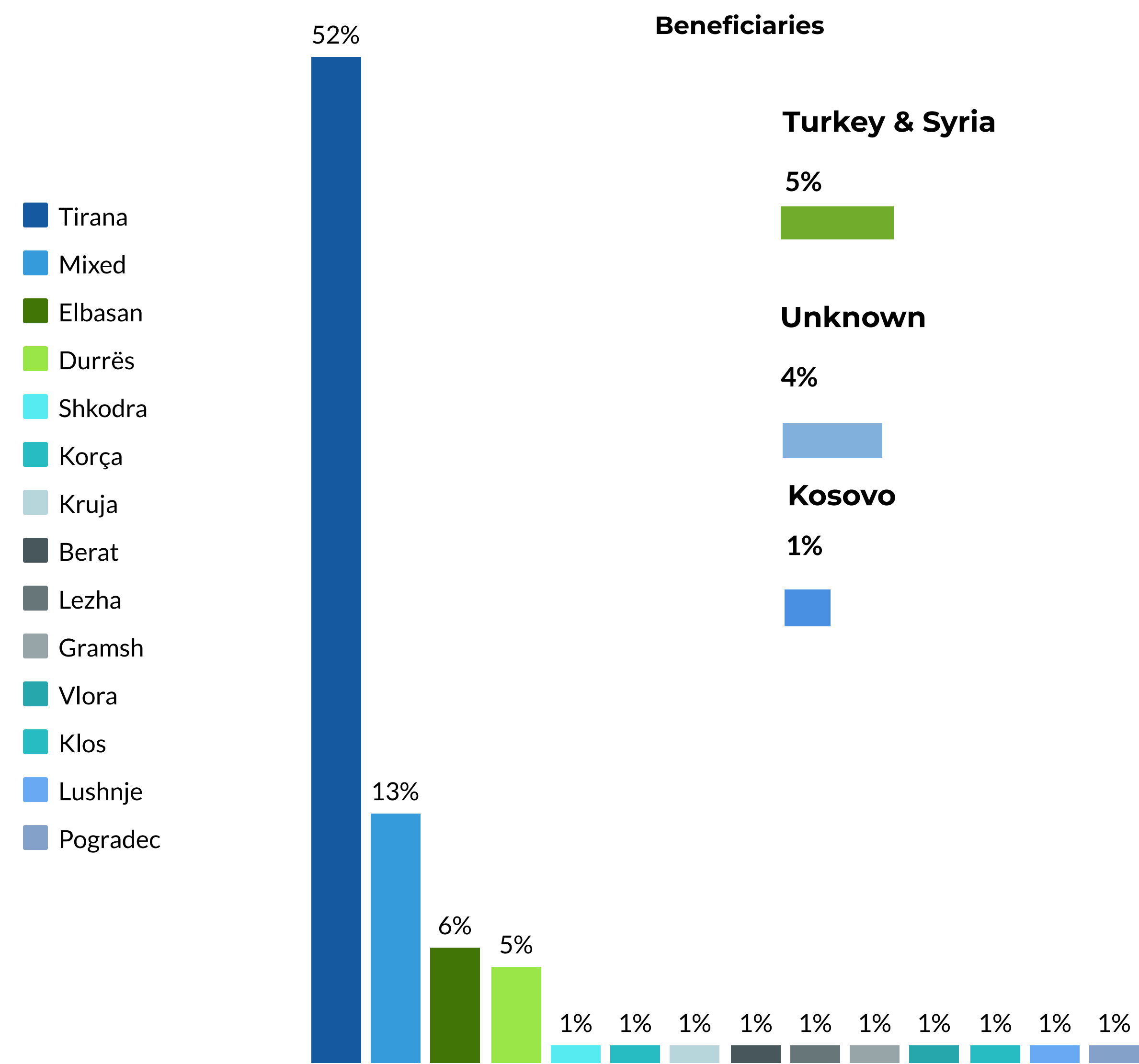
3 MAIN DONORS
by value of
donations

- #1 Group of Donors - 8,769,214 ALL
Fundraising campaign "Let's save Klodjana's life!", in support of Klodjana, 14 years old from Pristina, who suffers from leukemia.
- #2 Group of Donors - 4,410,900 ALL
Fundraising campaign "Let's save Kledis's life", in support of 16-year-old Kledis, who suffers from a tumor.
- #3 Group of Donors - 3,613,961 ALL
Fundraising campaign "Let's help the Uka family!", in support of the Uka family consisting of four children and their mother, whose house was burned down.

3 MAIN DONORS
by number
of donations

- #1 Credins Bank (7)
- #2 HASENE (4)
- #3 WEFA (4)

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