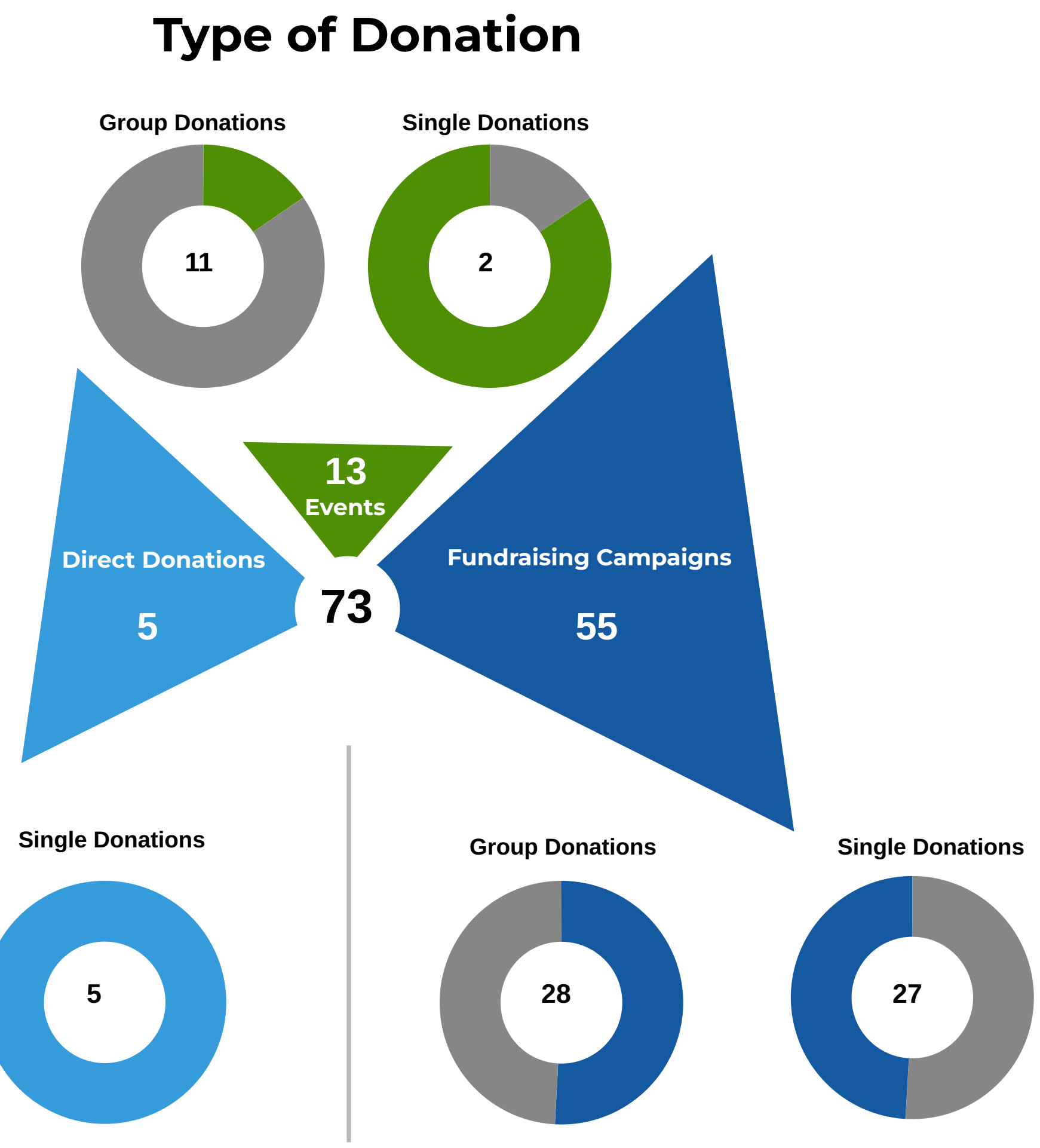
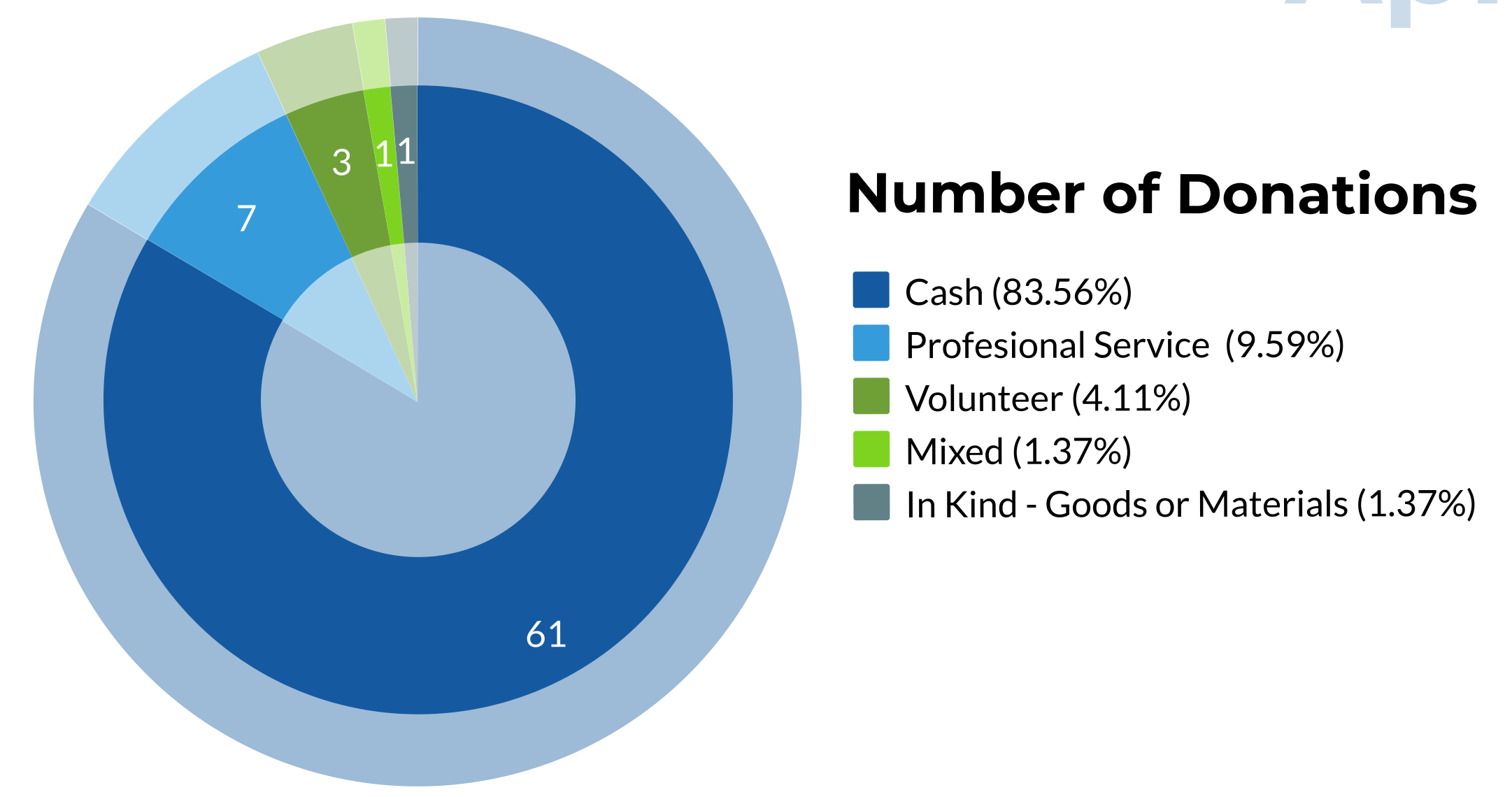
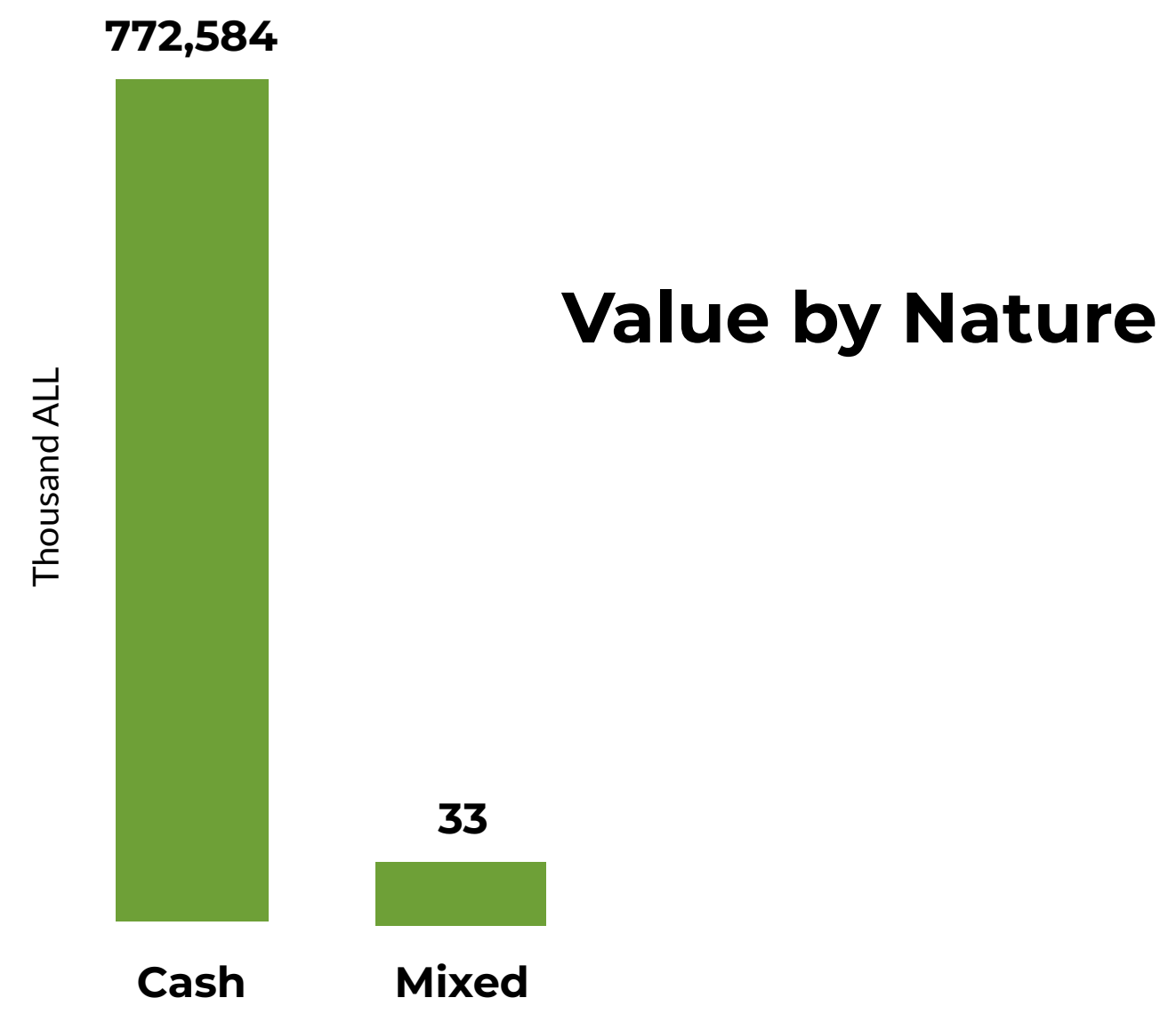


Data on Philanthropic Activity

tracked through online and media platforms

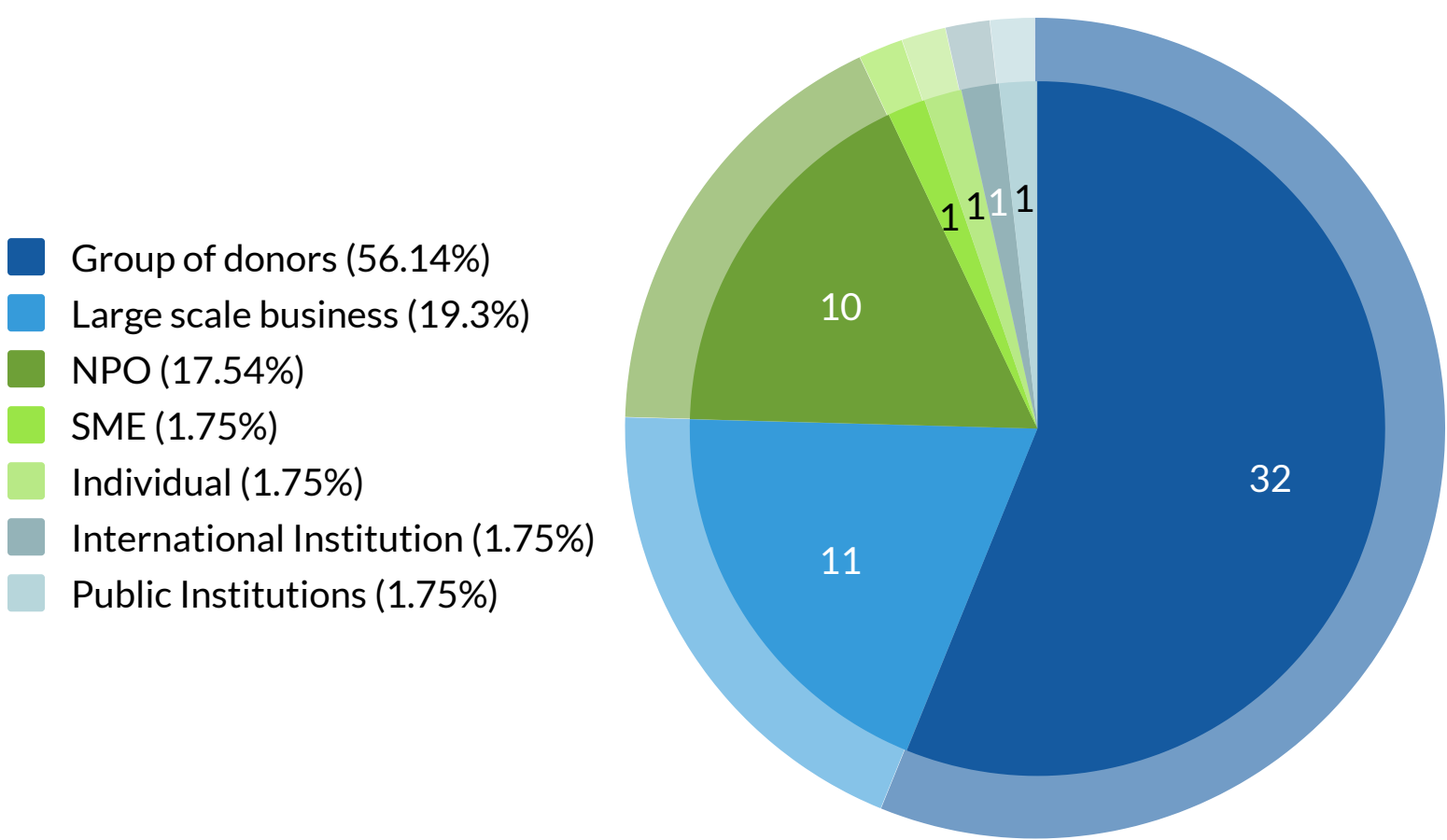
April 2023



11,890
donors tracked through
Crowdfunding Campaigns

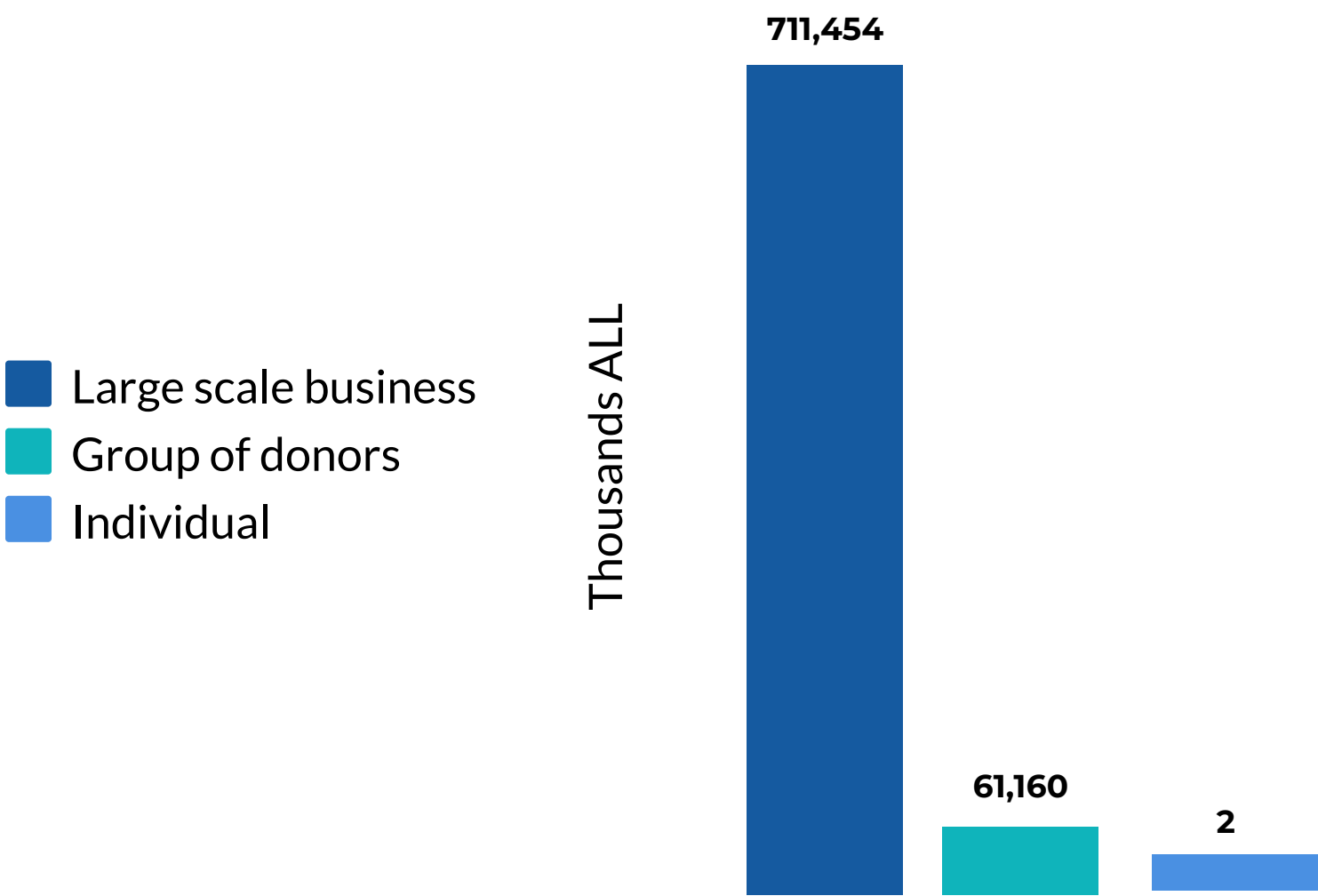


Number of Donors*



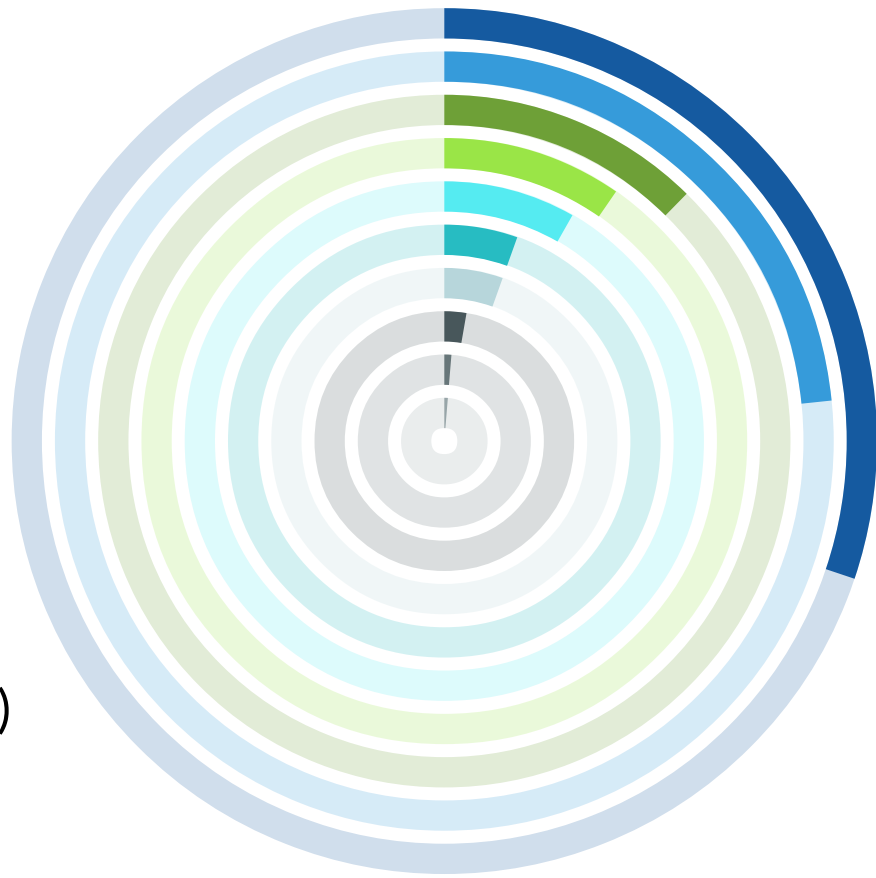
*In the framework of this analysis donors are calculated only once regardless of the number of donations carried out during all the monitoring process.

Value by Donor

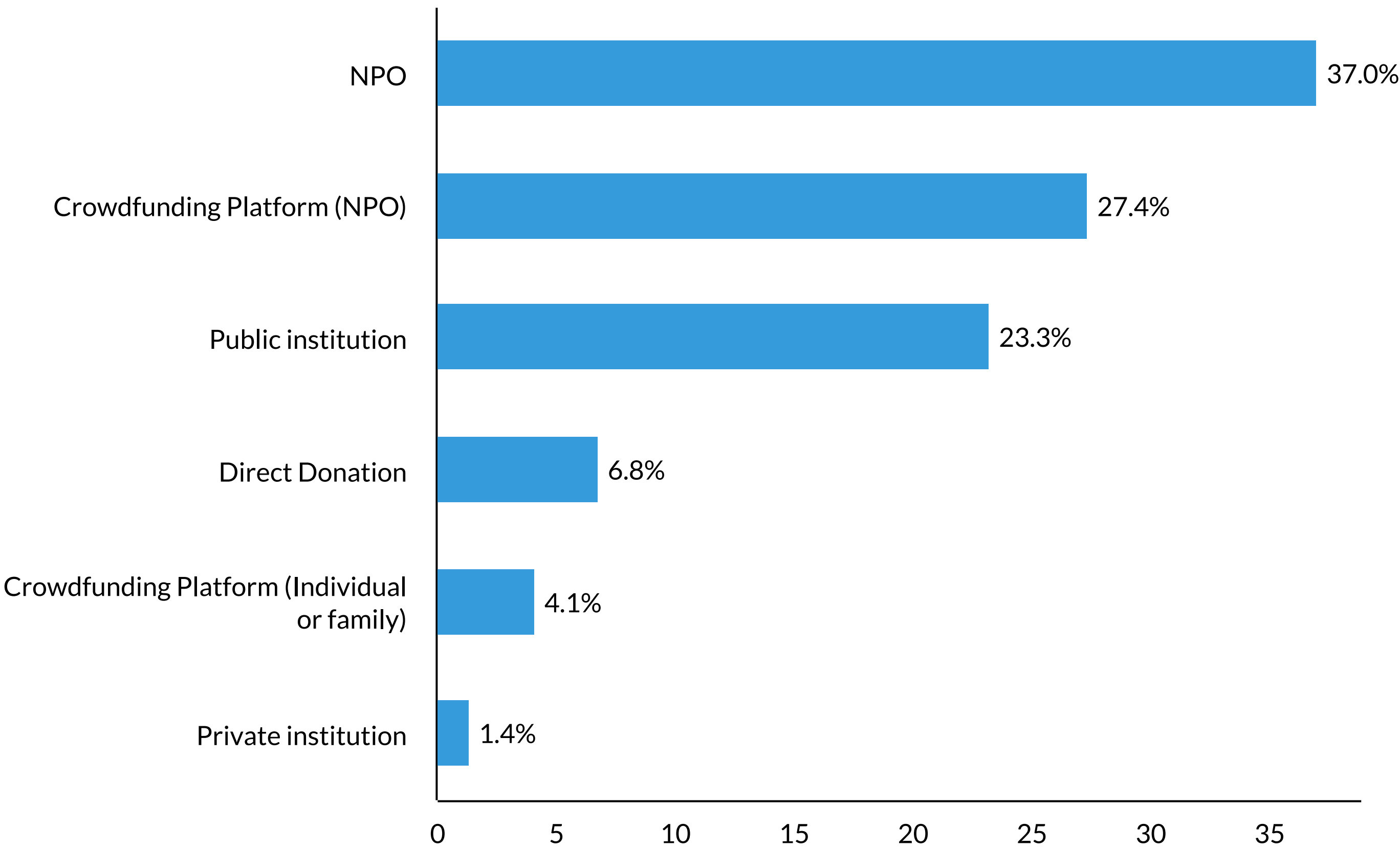


Purpose of Donation

- Support to Marginalized Groups (30.14%)
- Sesonal Giving (23.29%)
- Healthcare (12.33%)
- Economic Development (9.59%)
- Poverty Relief (8.22%)
- Art and Culture (5.48%)
- Sport (5.48%)
- Preservation & Protection of the Environment (2.74%)
- Response to Natural Disaster (1.37%)
- Education (1.37%)



Channels of Donation



Final Beneficiaries

- People – Economic Need (19.18%)
- Ch&Y – General (13.7%)
- Ch&Y – Health Issues (12.33%)
- Mixed (9.59%)
- Ch&Y – PWD (8.22%)
- People – General Population (5.48%)
- People – Living in Other Countries (5.48%)
- Ch&Y – Without Parental Care (5.48%)
- People - From Religious / Faith Communities (5.48%)
- Ch&Y – Talented (2.74%)
- Ch&Y – Economic Need (2.74%)
- Adults – Elderly (2.74%)
- People - From Minority Communities (1.37%)
- Adults –PWD (1.37%)
- Ch&Y – Homeless (1.37%)
- W&Ch- Victims of Violence and Trafficking (1.37%)
- Others (1.37%)



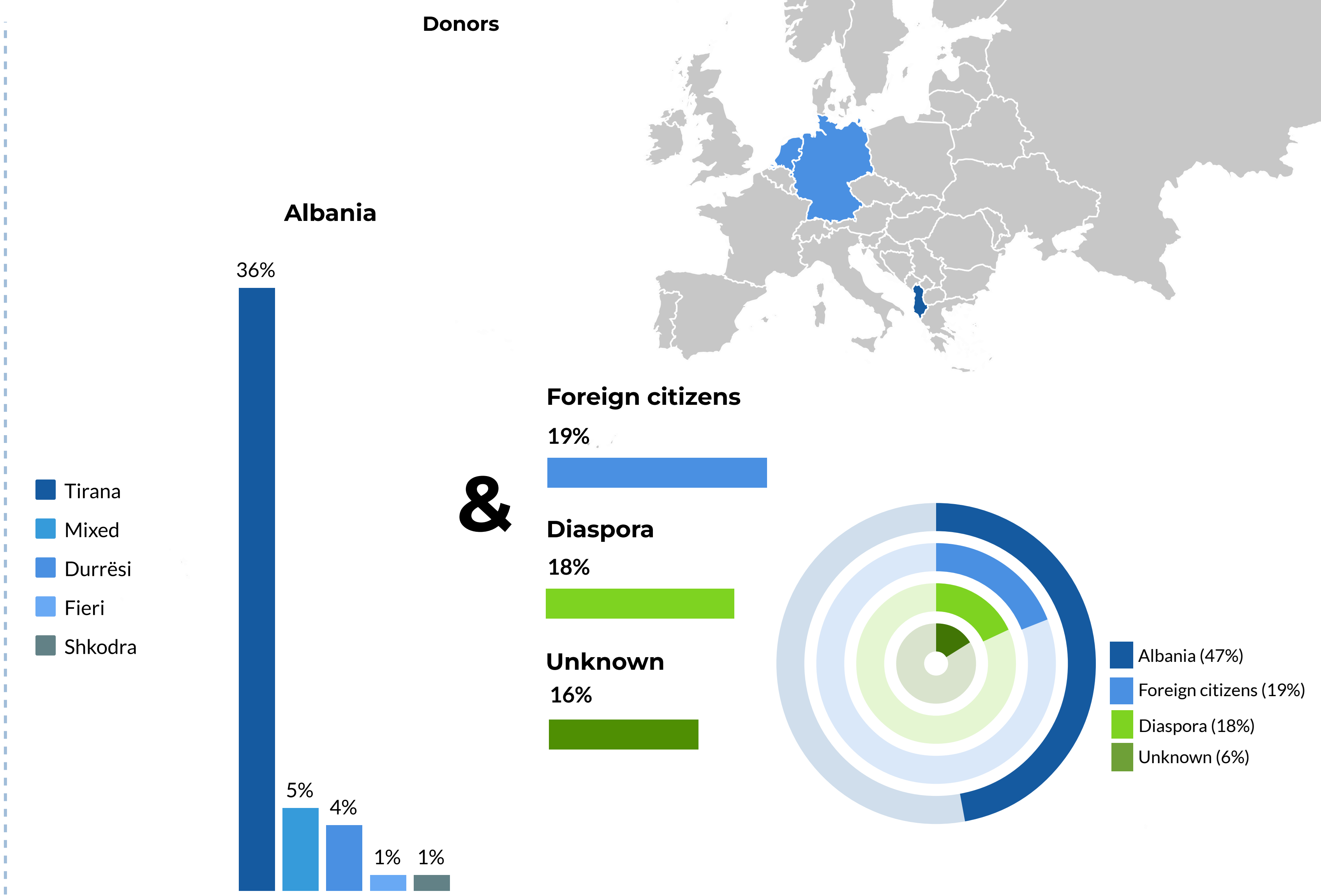
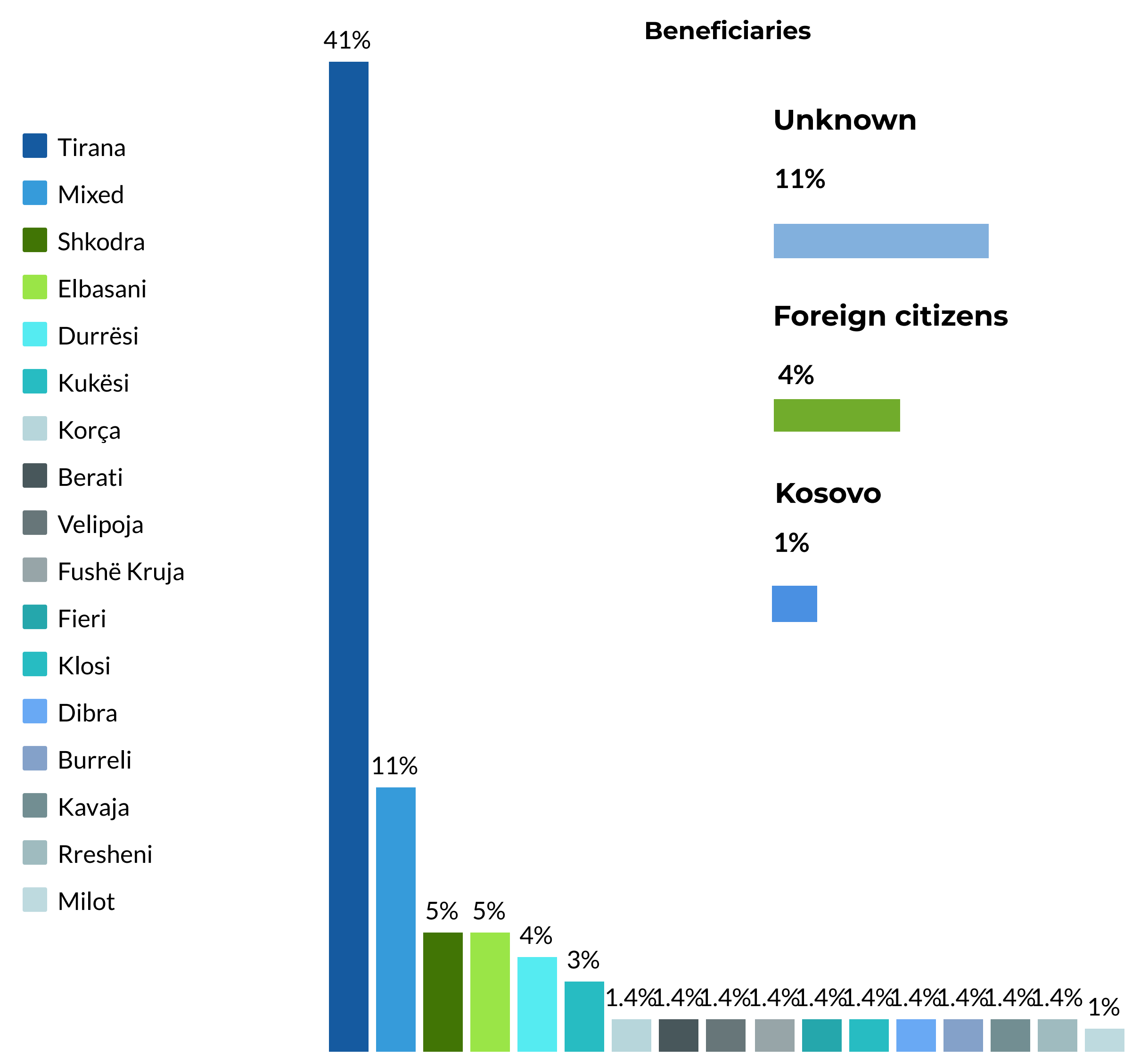
MAIN DONORS
by value of
donations

- #1 Group of Donors - 711,200,000 ALL
Bankers Petroleum Albania is focusing on environmental protection and oil waste treatment.
- #2 Group of Donors - 17,413,935 ALL
Fundraising campaign "Let's save Stefani Stambolliu's life", in support of Stefani Stambolliu, 13 years old, who suffers from acute leukemia.
- #3 Group of Donors - 13,078,256 ALL
Fundraising campaign "Let's save Elsi's life!", in support of Elsi, a 21-year-old boy from Shkodra, who suffers from a tumor.

MAIN DONORS
by number
of donations

- #1 Stichting Internationale Humanitaire Hulporganisatie (8)
- #2 Credins Bank (5)
- #3 Union Bank (3)
- #4 Fibank Albania (2)

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

