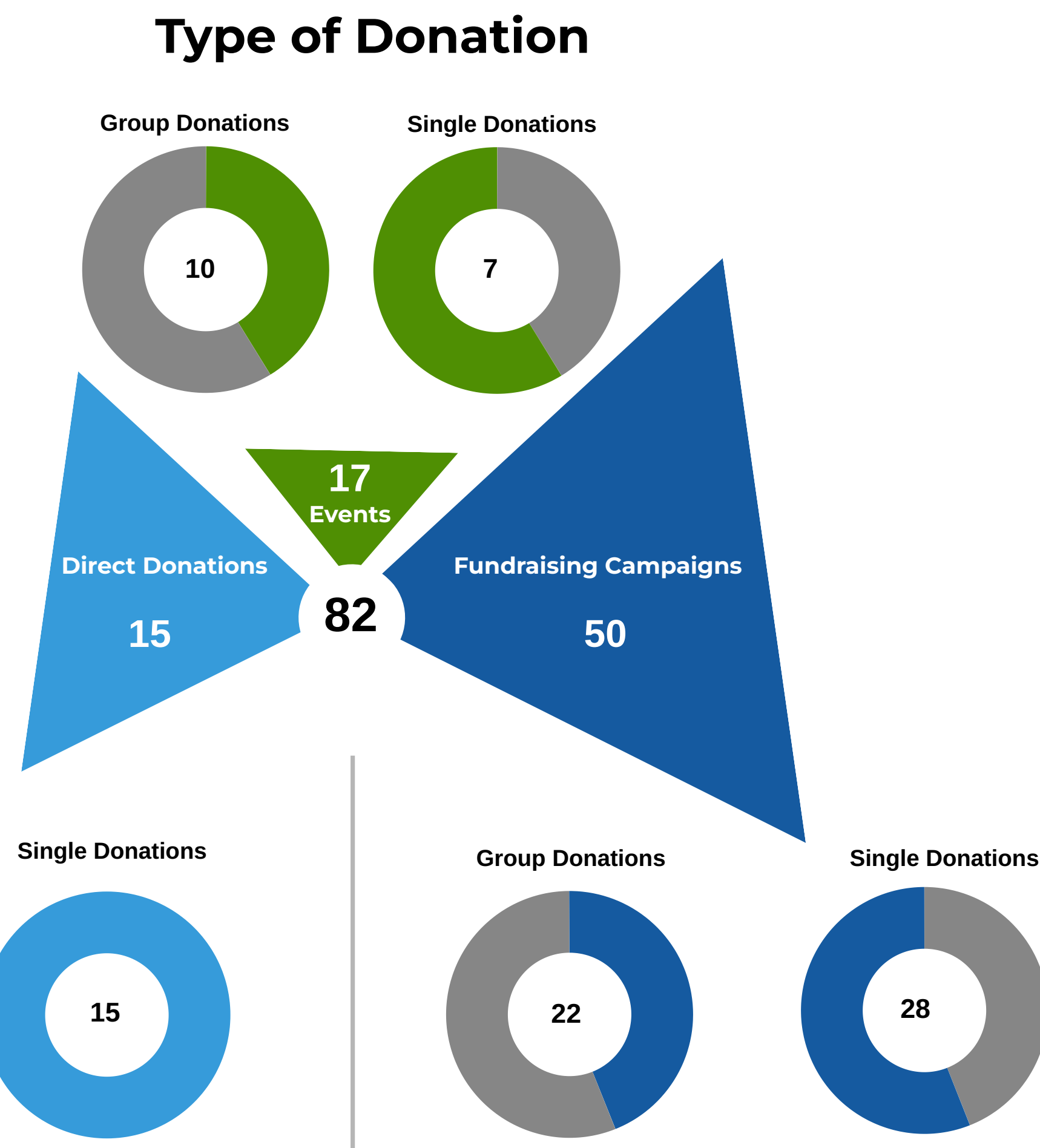
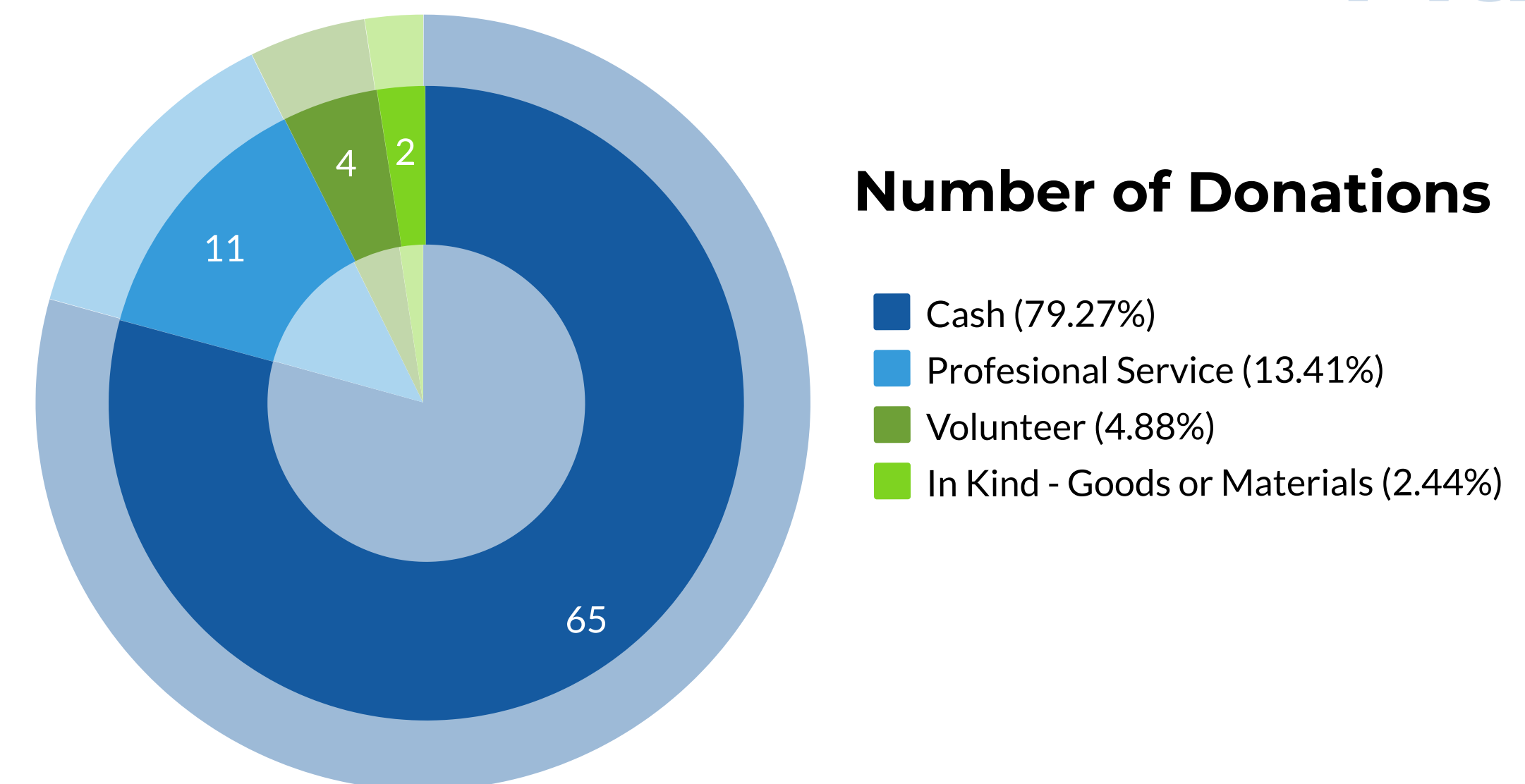
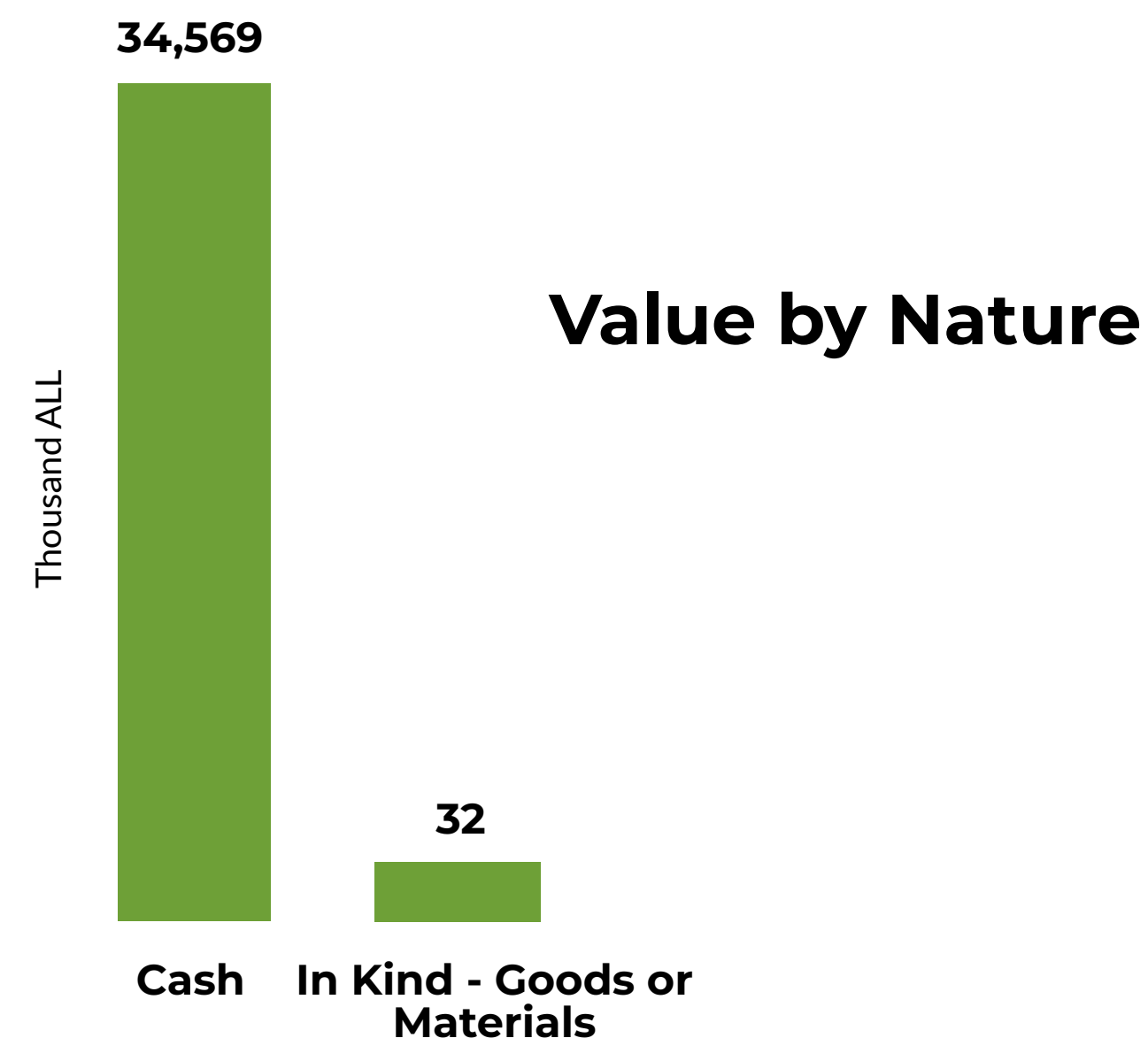


Data on Philanthropic Activity

tracked through online and media platforms

May 2023



Fundraising Campaigns

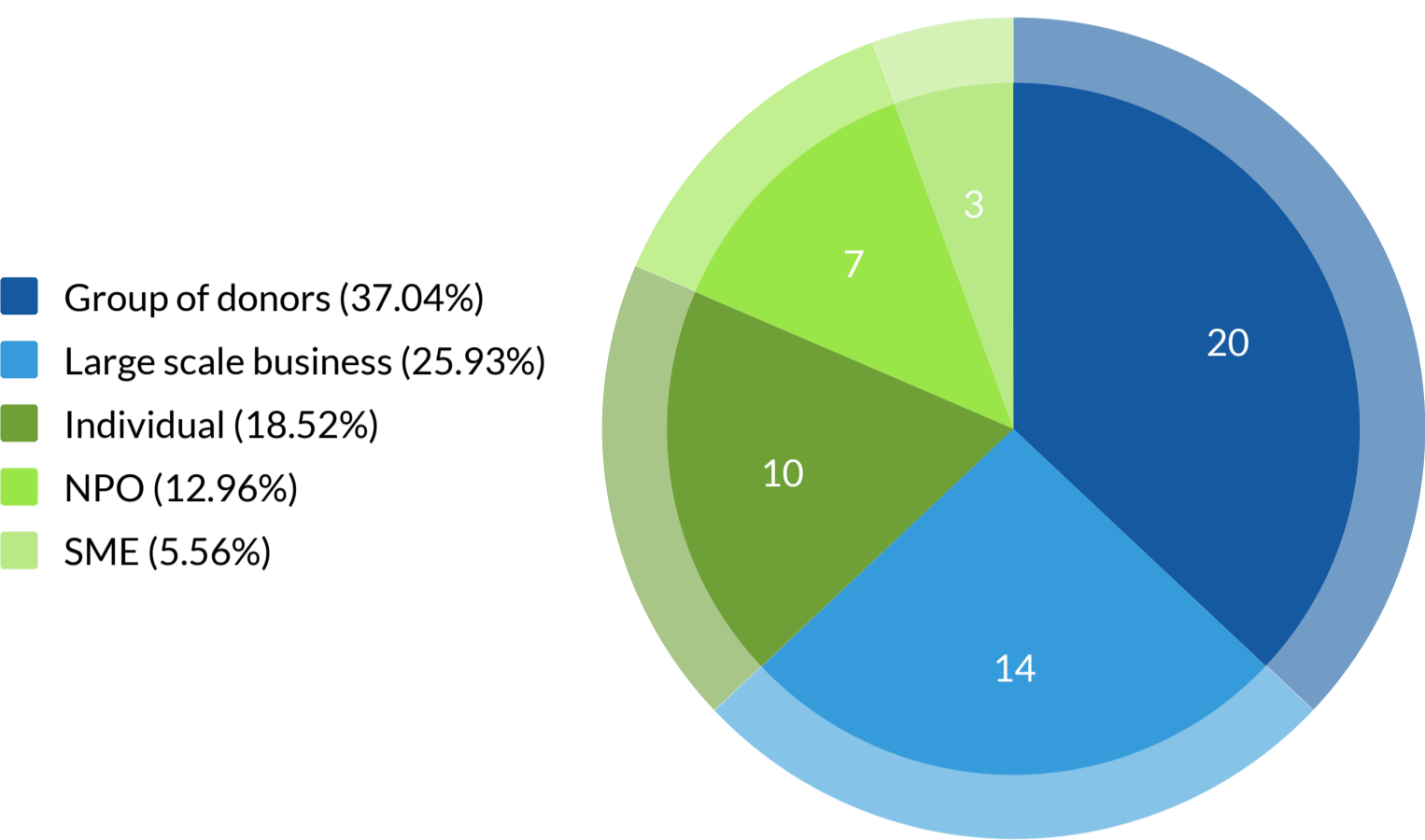


7,239
donors tracked through
Crowdfunding Campaigns

Events

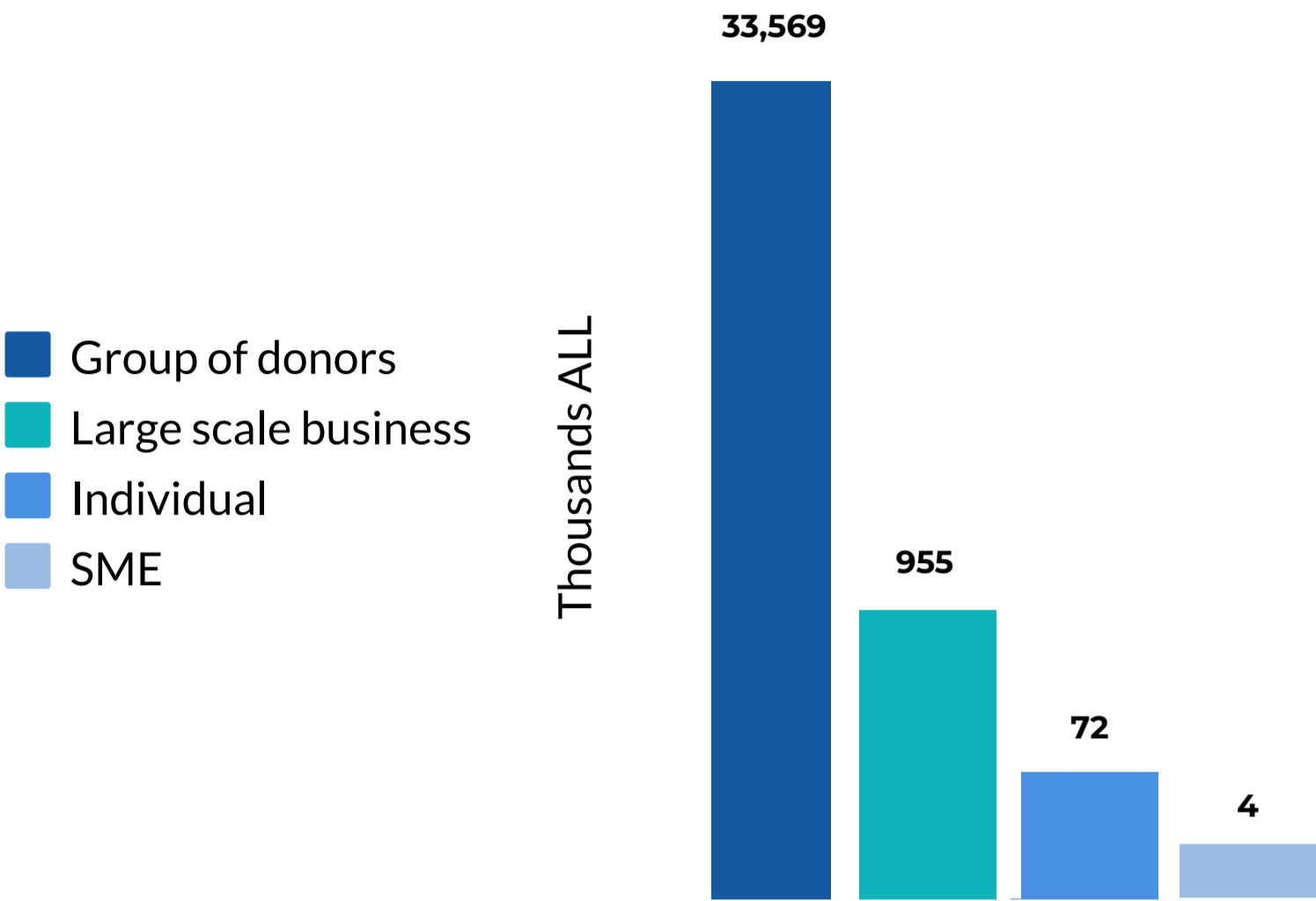
17 Live Events

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

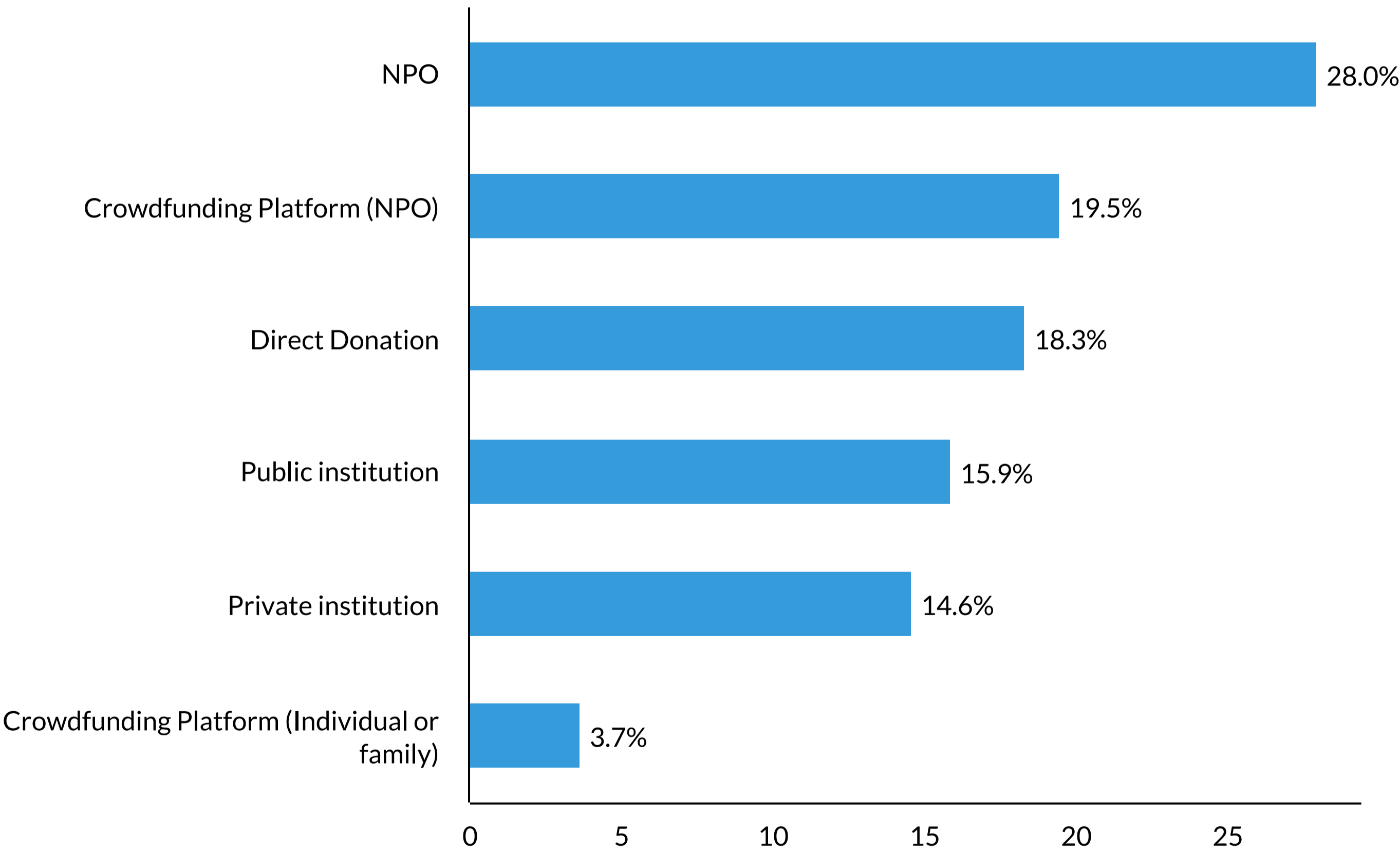


Purpose of Donation

- Support to Marginalized Groups (28.05%)
- Poverty Relief (17.07%)
- Economic Development (14.63%)
- Healthcare (12.2%)
- Art and Culture (9.76%)
- Preservation & Protection of the Environment (3.66%)
- Education (3.66%)
- Community Development (3.66%)
- Social Entrepreneurship (2.44%)
- Sport (1.22%)
- Response to Natural Disaster (1.22%)
- Public Infrastructure (1.22%)
- Other (1.22%)



Channels of Donation



Final Beneficiaries

- People – Economic Need (15.85%)
- Ch&Y – General (14.63%)
- Ch&Y - Health Issues (12.2%)
- People – General Population (12.2%)
- Ch&Y – Without Parental Care (9.76%)
- Ch&Y – Talented (9.76%)
- Adults – Elderly (6.1%)
- Adults –PWD (4.88%)
- People – Living in Other Countries (3.66%)
- Ch&Y - PWD (2.44%)
- Ch&Y – Economic Need (2.44%)
- Ch&Y - From Minority Communities (1.22%)
- W&Ch- Victims of Violence and Trafficking (1.22%)
- Adults – Homeless (1.22%)
- Ch&Y – From Specific Geography (1.22%)
- Others (1.22%)



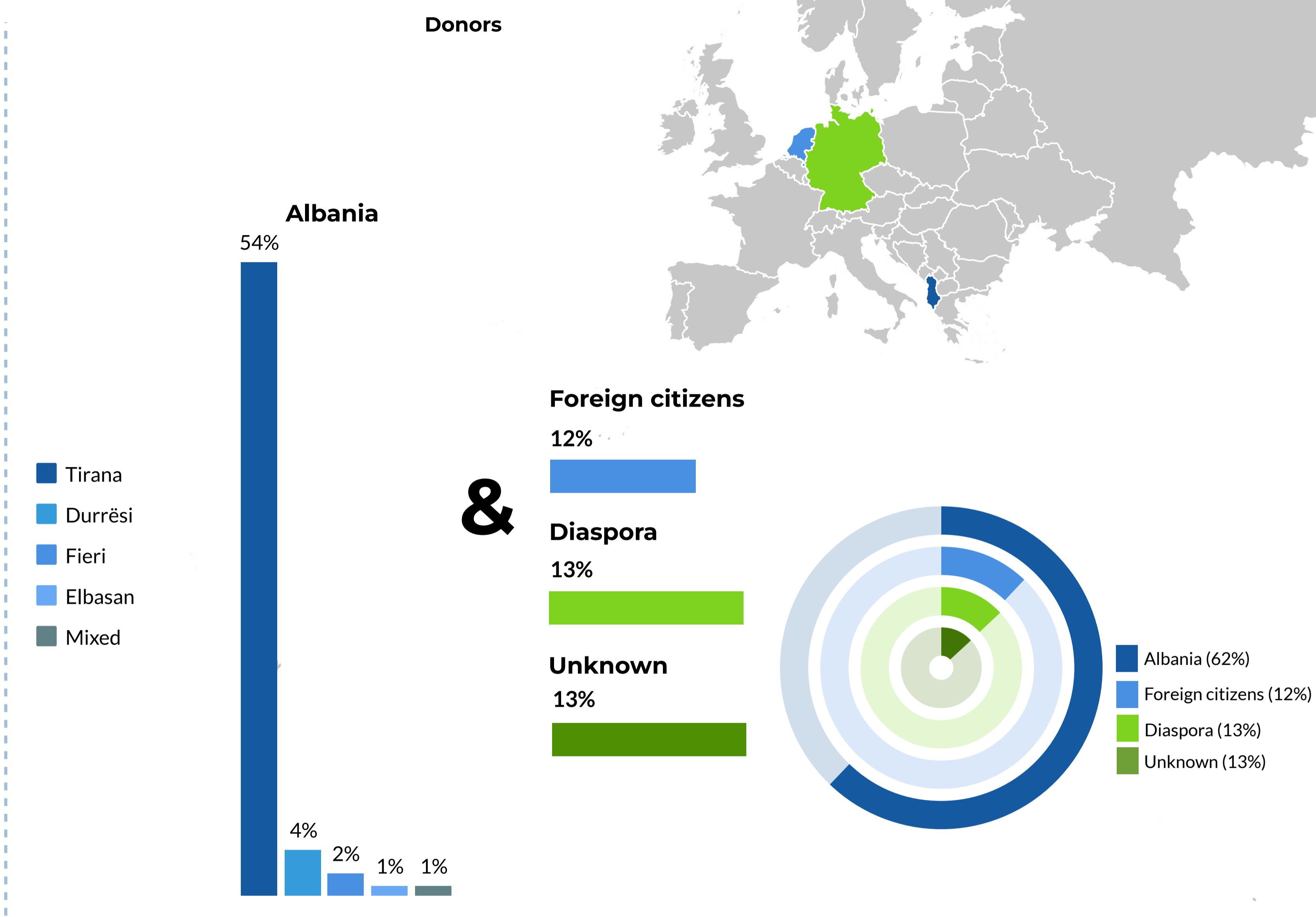
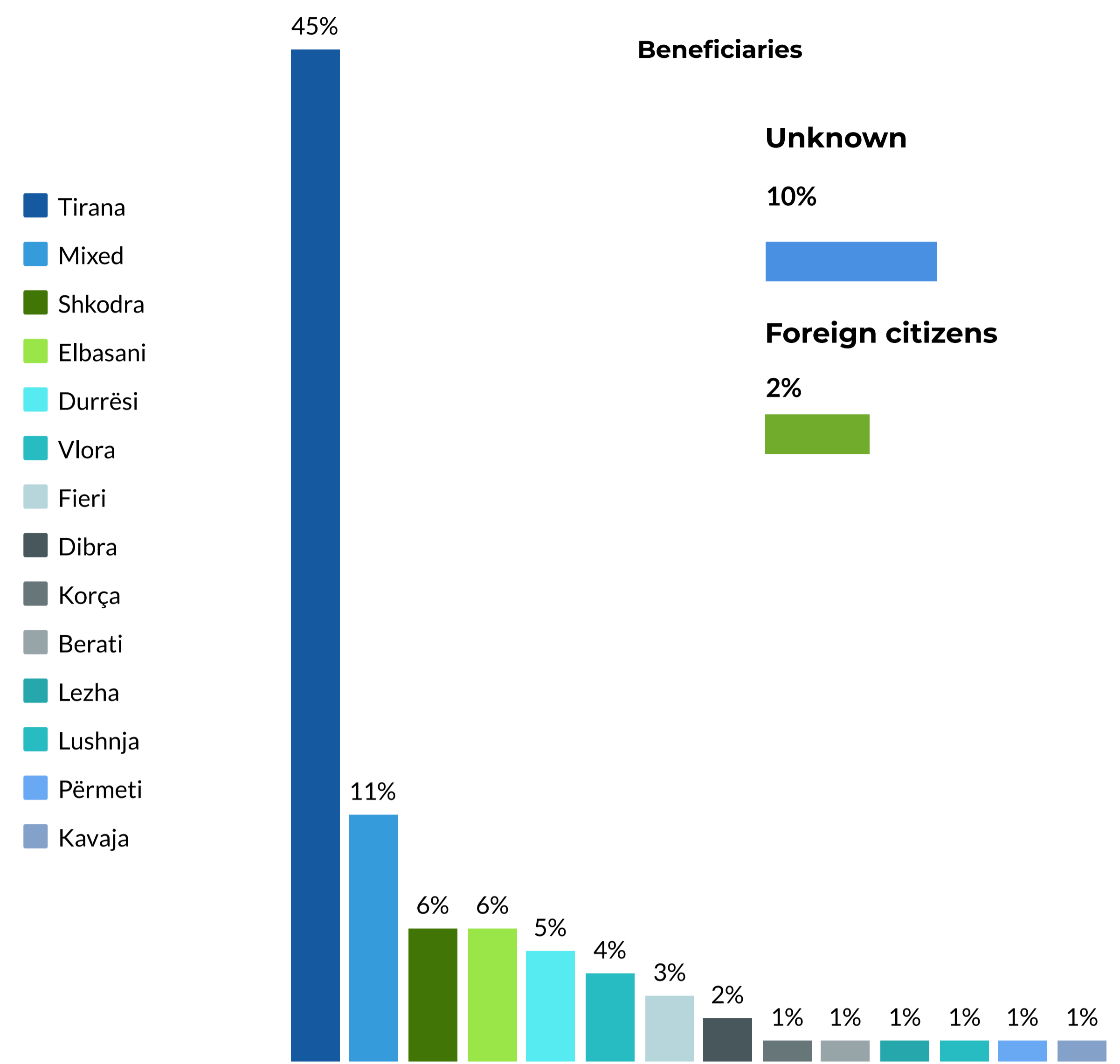
MAIN DONORS
by value of
donations

- #1 Group of Donors - 711,200,000 ALL
Fundraising campaign "Let's save Kristina's life", in support of 13-year-old Kristina in a coma.
- #2 Group of Donors - 17,413,935 ALL
Fundraising campaign "Let's save Dioni's life", in support of 10-month-old Dion, who has a life-threatening kidney tumor.
- #3 Group of Donors - 13,078,256 ALL
Fundraising campaign "Let's save Amla's life!", in support of 6-month-old Amla, who is in resuscitation from a kidney and spleen injury.

MAIN DONORS
by number
of donations

- #1 Stichting Mara (8)
- #2 Credins Bank (8)
- #3 OTP Bank Albania (4)
- #4 Union Bank Albania (3)

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

