# PH LAN THR OPY 6th edition

dedicated hub *for* philanthropy

#philandthropy

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TIRANA, ALBANIA

This publication was produced with the financial support of the Rockefeller Brothers Fund. Its contents are the sole responsibility of Partners Albania for Change and Development and do not necessarily reflect the views of the Rockefeller Brothers Fund.

# PHI LAN THR OPY

dedicated hub for PHILANTHROPY

In this edition





Data on Philanthropic Activity

January - June 2023



27 Smile.al

Open Call for Proposals for NPOs is already launched!









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### Welcome to the sixth edition of Philanthropy magazine!

In this edition, you will get introduced with philanthropic activity initiatives in Albania carried out in the period of January - June 2023.

In June was organised the fourth live crowdfunding event **"Giving Circle 2023**". This event brought together individuals, representatives of the private sector, donor community, and civil society organisations, to offer financial, in-kind support, and services for the three selected initiatives. The total amount of 2,511,879 ALL exceeded the targeted amount of 900,000 ALL, reaffirming civic awareness and solidarity towards communities in need.

**Smile.al.**, the first and the only crowdfunding platform in Albania, has announced a call for project proposals, targeting non-profit organisations throughout Albania. The call is open until September 30, 2023. During this period, three new community initiatives were announced on the platform, and you will get introduced with them in this edition.



In this publication, we have the pleasure to present one of the latest initiatives undertaken by the "Global Albanians Foundation" (GAF) called **"Korçarët Ndihmojmë Korçarët"**. Mr. Mark Kosmo, the founder and chairman of the board of GAF, shared with us the details of the program, during his interview for this edition. The program aims to support initiatives of organizations based in Korça and the community of this city.

During the first six months of this year, it is noticed an increased trend of **individual campaigns organized in supporting people in need**. You will find more information on the following pages.

**Community Foundations** play an important role in mobilising the community and implementing various initiatives to improve the lives of Albanian citizens. During these months, Partners Albania has continued with provision of support towards two organisations and an informal group, assisting them in developing a community engagement strategy, strategic planning, and impact assessment of the undertaken actions. Through a promotional video, you will be introduced with their work in empowering the communities they serve.

**WINGS** is a Global Network contributing to the development of philanthropy worldwide, while network members and stakeholders collaborate to address the necessary changes in response to societal challenges and needs. In May, WINGS Network introduced its Strategic Plan 2023-2027 with the aim of strengthening the philanthropy ecosystem at a global level, influencing the norms and practices of the philanthropic sector and enhancing the network's own activities.

**European Community Foundation Initiative (ECFI)** has published "Community Foundations in Europe – State of the Field 2022" report.

If you have any comments on any article in this edition or if you are interested in being part of the next edition, please write to <u>erexhepi@partnersalbania.org</u>.

Enjoy!

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## DATA ON PHILANTHROPIC ACTIVITY



#### JANUARY - JUNE 2023

The following data reflect the development trends of the philanthropic activity in Albania during the first six months of 2023, based on daily monitoring of the media, including social media platforms, as well as reports and publications of public and non-public institutions.

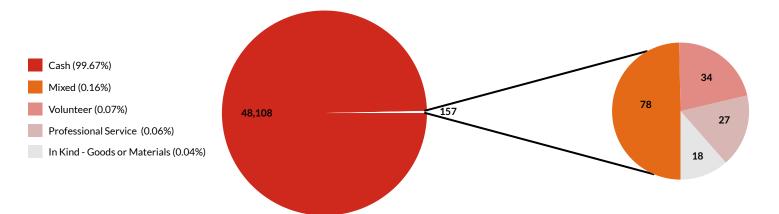
The report analyses the main sectors and issues that have received support, the nature and value of donations, geographical coverage, and the characteristics of the donors and beneficiaries.

Partners Albania aims to increase public awareness regarding philanthropic activity in the country and inform all interested and involved stakeholders about its value and social impact.

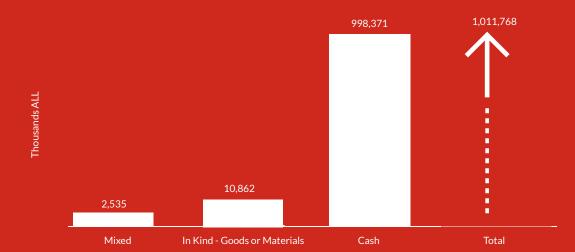
During the first six months of 2023, a number of **48,265 donations** were registered with a total value of **1,001,768,768 ALL (9,567,121 Euros)**.

Compared to the data from the first half of 2022, a noticeable increase of 65% is observed in the number of donations. The number of donors has increased twice, while the total amount of donations has tripled.

### Number of donations by natyre

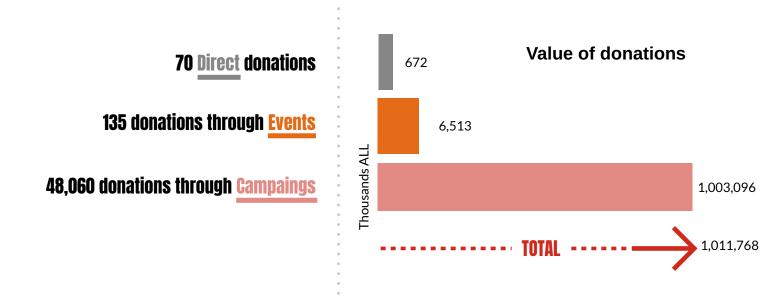


### Value by Nature in ALL



The three main forms of fundraising are through **Events**, **Campaigns** and **Direct**.

Type of Donations



# 3 MAIN DONORS

#1 Credins Bank	
#2 OTP Bank Albania	
#3 Union Bank	

(27) (14) (12)

### 3 MAIN DONOTIONS by value

### #1 Bankers Petroleum 728,000,000 ALL

Bankers Petroleum Albania is focusing on **environmental protection** and oil waste treatment.

### #2 Individuals 18,432,920 ALL

The fundraising campaign "Save the life of Stefani Stambolliu!", in support of a 13-year-old girl who suffers from a terminal illness

#### #3 Individuals 15,253,164 ALL

Fundraising campaign "Let's save Jasmina's life!", who is in serious health condition.



#1 Bankers Petroleum 728,000,000 ALL

#2 American Bank of Investments 10,830,0000 ALL

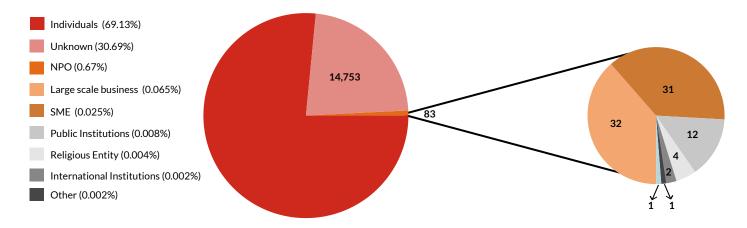
#3 Credins Bank 623,840 ALL

## **Fundraising Campaigns**

<b>167</b> Call for Donations	<b>89</b> Social media and online crowdfunding campaigns					
19 Online Crowdfunding Campaigns	<b>12</b> Mega Campaigns					
	6					
	Facebook Social Impact Platform*					
Eve	nts					
65 Live Events	•					

\*Facebook's dedicated fundraising platform for social causes.

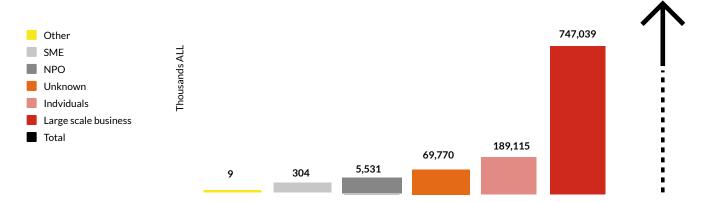
### **Total Number of Donors by nature\***



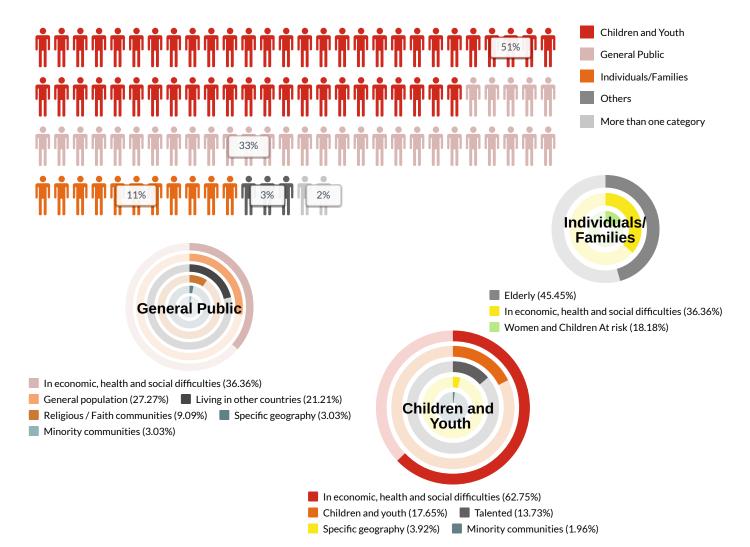
\*In the frame of this analysis donors are calculated only once regardless of the number of donations carried out during all the monitoring process.

### **Total Value of Donors by nature**

1,011,768

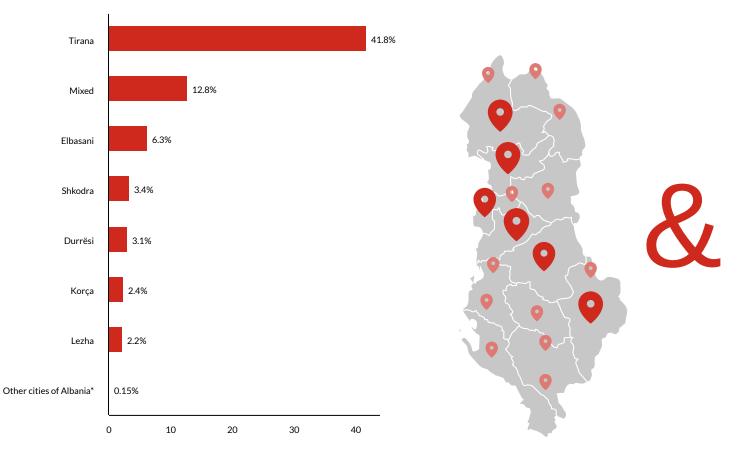


### **Final Beneficiaries**

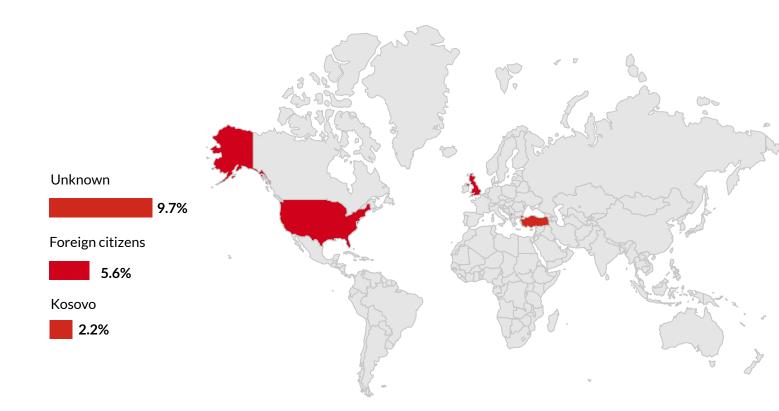


### **Geographical Distribution of Beneficiaries**

82.6% of the donations were allocated within Albania, while the remaining donations were distributed abroad.

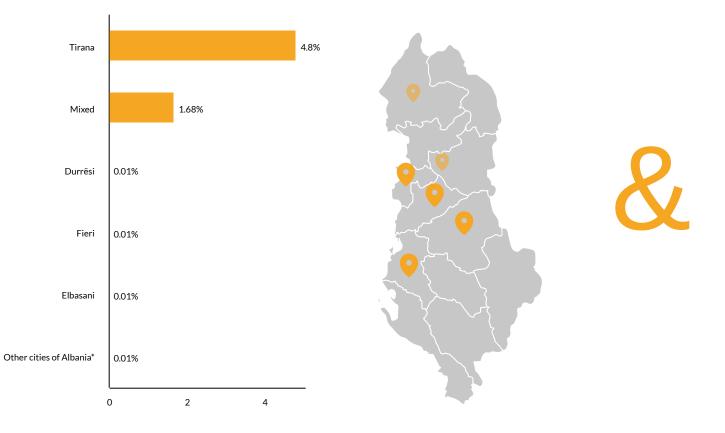


\*Vlora, Fieri, Kukësi, Dibra, Lushnja, Berati, Kruja, Pogradeci, Malësi e Madhe, Gjirokastra, Përmeti, Tropoja.

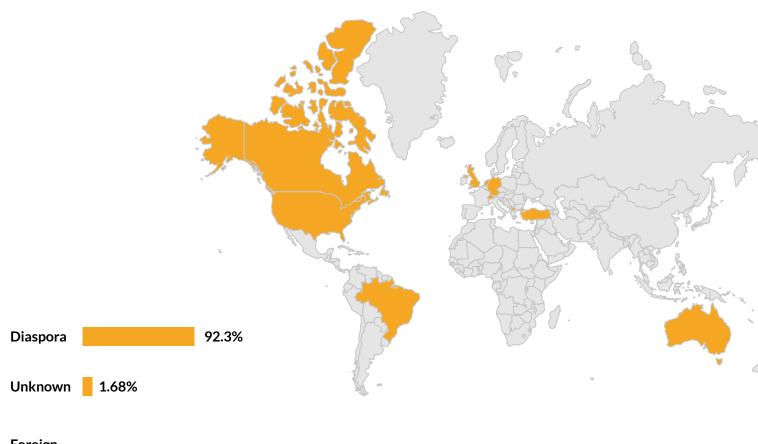


### **Geographical Distribution of Donors**

92.3% of the donations were contributed by donors from diaspora, while the remaining contribution comes from Albanian and foreign donors.

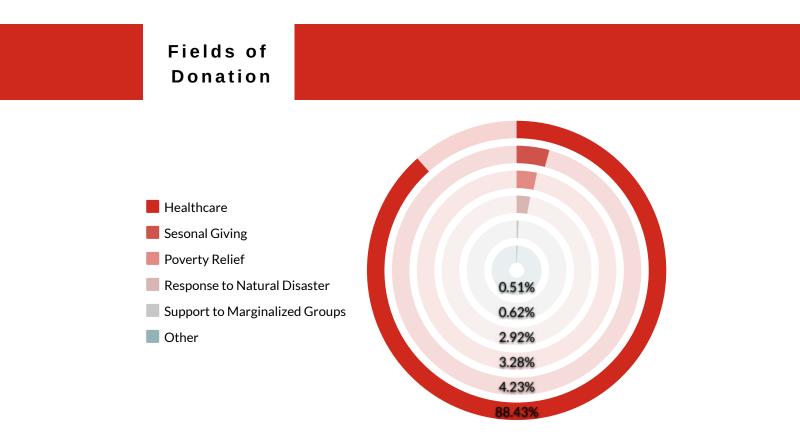


\* Mati, Shkodra.



Foreign citizens 0.11% During the first six months of 2023, the main **donations** consist in the following **5** fields:

Meanwhile, the "Other" category includes donations in the field of: *Preservation & Protection of the Environment* (0.09%), *Education* (0.08%), *Art and Culture* (0.08%) *Human Rights/Citizen Engagement* (0.06%), *Economic Development* (0.05%), *Public Infrastructure* (0.05%), *Animal Welfare* (0.04%), *Sport* (0.04%) *Community Development* (0.02%), *Religious Activities* (0.01%), ect.



Channels of Donations										
Crowdfunding Platform (NPO)										96.33%
NPO	1.74%									
Crowdfunding Platform (Individual or family)	1.55%									
Public institution	0.17%									
Direct Donation	0.15%									
Private institution	0.04%									
Other	0.01%									
	0 10	20	30	40	50	60	70	80	90	100



In first six mounths of 2023, 414 articles published at printed, audio-visual, and social media are already traced through the daily monitoring of the philantropic activity in the contry. The most frequently used platform for promotion was social media, with Facebook being one of the most used channel.

Also, the visual media generated numerous broadcasts and reports on various issues of interest. The official websites of public institutions retained their pivotal role in both promoting and reporting on advancements within the realm of donations.

### Glossary

**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

**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 -** Donations or contributions that have a significant impact in public at large.

Mass Individual - Large or small groups of individuals who donate

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

SME - Small and medium enterprises

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

Crowdfunding Platform (NPO) donations channelled through online crowdfunding platforms, created by NPOs

**Other** - Any other category which does not fall under previous ones

20

### G I V I N G C I R C L E



13 JUNE 2023

The fourth live crowdfunding event "Giving Circle," was organized in June 2023.

"Giving Circle" is an annual live crowdfunding event, a form of participatory philanthropy where groups of individuals donate their own money or time in support of 3 community projects in Albania. This way of giving enables people to increase their impact and knowledge and connect with their local community by bringing social change, a positive and sustainable transformation.

# #GivingCircle Albania

# GIVING CIRCLE











The success of the "Giving Circle" event surpassed expectations, showcasing the power of collective action and compassion. It created memories for all participants and reinforced the belief that by collaborating, we can effectively address social issues and bring about positive change. Once again, this year, the total amount collected of **2,511,879** ALL exceeded the targeted amount of 900,000 ALL by reaffirming the strong sense of civil solidarity towards communities in need.

The contributions collected through the ongoing event will support the following initiatives:

# 2023



Therapeutical services to 25 children with disabilities

Children with disabilities, living in Bathore are facing a series of problems related to insufficient access to early identification and intervention programs. lack of supporting services and premises for recreational activities etc. Through this initiative, we aim to provide therapeutical services to 25 children with disabilities from 6-14 years old. At the "Dita e Re " center, children will engage in specific activities tailored to their needs and will develop life skills to integrate with typical children. The action will also affect their mothers, who will be able to socialize with each other, share experiences, explore employment opportunities, or have more free time for themselves. The implementing organization is Global Care Albania.



Let's enjoy the nature

This initiative will contribute to increased and qualitative tourism in the "Shebenik-Jablanica National Park" through a clean and attractive environment for local and foreign tourists. The Shebenik-Jablanica National Park hosts around 60.000 local and foreign tourists every vear, thanks to its ecotourism values. It is the home of 14 glacial lakes, valleys, dense coniferous and deciduous forests and alpine meadows and pastures. The intervention consists in the implementation of a wide campaign, placement awareness information boards near touristic destinations as well as the placement of waste bins, wood composters for the transformation of waste into organic manure, benches and tables that will serve to the tourists' relaxation. The involvement of the local community in this initiative is one of the main goals by engaging young men and women as well as local public institutions of the area. The implementing organization is SOEK-In, Youth Center Librazhd.



Rehabilitation of "Marigo Posio" Park

The "Marigo Posio" Park, located at "Ismail Oemali" boulevard, in the city of Vlora, is a non-invested public space, where the elders of Vlora spend most of their free time by improvising "board games", dominoes and chess. The area around the Park is populated by bars, restaurants and apartments and has the potential to be transformed into a recreational space that serves the entire community and will coexist in complete harmony. The creation of a green, relaxing, and fun space will serve to around 60-100 elderly people, to spend their free time in a gualitative way. Along with it, a playground for children will be built and the area will serve as a space to build solidarity between generations and increased social cohesion. The implementing organization is CELIM Albania.



### Therapeutical services to 25 children with disabilities -

If you wish to contribute to this initiative, you can do so by contacting the implementing organization or through the following bank account:

FOND.GLOBAL CARE ALBANIA

Banka Kombëtare Tregtare Account number: AL8620511210748389CLTJCFEURA 421748389CLTJCFEURA9 Swift Code: NCBAALTX



### Let's enjoy the nature

If you wish to contribute to this initiative, you can do so by contacting the implementing organization or through the following bank account:

SOEK-In, Youth Center Librazh OTP BANK Albania Account number: 902425123002748890 Swift Code: CRBAALTRXXX



### Rehabilitation of "Marigo Posio" Park

If you wish to contribute to this initiative, you can do so by contacting the implementing organization or through the following bank account:

**CELIM Albania** Banka Kombëtare Tregtare Account number (ALL): 410774792CLTJCLALLQF Swift Code: NCBAALTX





















### SMILE.AL



### WWW.SMILE.AL

Smile.al platform enables online fundraising for community initiatives in health, solidarity, cultural heritage, environment, entrepreneurship, education, training, and sports.

### OPEN CALL FOR PROJECT PROPOSALS

The Smile.al. platform has announced a call for <u>project proposals</u> in support of community actions in the fields of health, solidarity, cultural heritage, environment, social and innovative entrepreneurship, education and training, and sports activities. The call will be open until **September 30, 2023**!

Following you will get introduced with the three latest initiatives published on the platform.

# **3 NEW INITIATIVES**



### Earthquake relief for Turkey

Albanian Caritas has organized an initiative to help families affected by the earthquake in Turkey. They are calling for contributions from Albanians, encouraging them to donate directly to the Smile platform. Funds will be sent to Caritas Internationalis to support families and children who have lost their homes and to provide shelter, food, and emergency medical assistance. In this difficult time, we are all invited to show solidarity and give vital help to those who need our support. For more information on the initiative click

here



### OriginAL: A Journey to Find Yout Roots

The Albanian diaspora is a large community and young Albanians living outside their homeland are moving away from their roots, Albanian culture, and language. To prevent the loss of identity, the OriginAL program offers young Albanians from the diaspora the opportunity to explore their homeland and roots. Your donation will help over 100 young people experience a lifetime in Albania and Kosovo and build strong connections with the diaspora. For more information on the initiative click

here



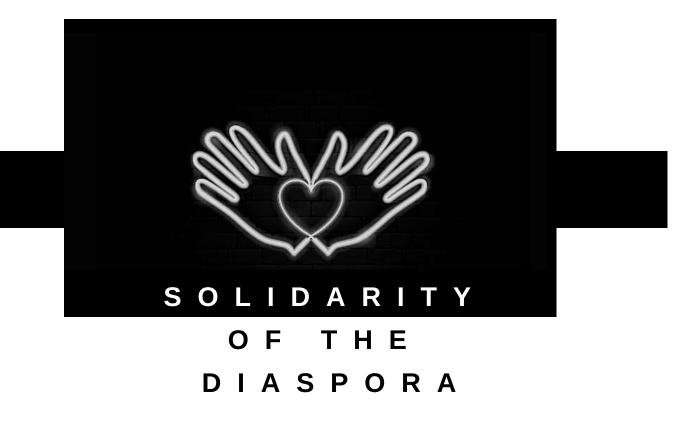
### Support the orphans "Embroidery with Dreams"

The main aim of this beautiful project is to offer these children a greater opportunity to learn a beautiful craft such as the art of embroidery, enhancing their skills for a better future and promoting the art of embroidery. The project offers orphaned children a 2-month training course with professional craftsmen to create a variety of works with different themes in the technique of hand embroidery. Afterwards, all their works will be exhibited at Credins Bank's head office and promoted through the publication of a catalog. Let's all contribute to Smile.al for orphaned children, giving more opportunities to their future and preserving our traditions and craft culture. For more information on the initiative click

here

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### INTERVIEWS WITH REPRESENTATIVES OF PHILANTHROPIC INITIATIVES IN THE COUNTRY







Founder and Chairman of the Global Albanians Foundation

The "Global Albanians Foundation" (GAF) aims to mobilize the resources of the Albanian diaspora to support the economic and social development of the Western Balkans region. The foundation seeks to redefine the purpose of diaspora financing by providing an institutional mechanism for sustainable donations in the country of origin. Through collaboration with the Albanian diaspora, GAF aims to redirect a portion of the wealth of Albanians abroad back into the region, contributing to the progress and fulfilment of societal needs in areas such as earthquake and pandemic relief, youth empowerment, education, and healthcare. The latest initiative undertaken by GAF is **"Korçarët Ndihmojmë Korçarët"** (Korçarët Helps Korçarët). Below, you will have the opportunity to learn more on the details of this initiative through an interview with Mr. Mark Kosmo, the founder and chairman of the Global Albanians Foundation.

#### Please can you tell us more about this initiative, the reasons, and motivations behind it?

The "Korçarët Ndihmojmë Korçarët" Program was launched on July 5 and is managed by the "Global Albanians Foundation" and initially financed by Dr. Yvonne Naum from Seattle in the United States of America. This program is established in honor of her parents, Rafail Naum Riza and Theodora Stavre Naum, who grew up in Korçë between 1901 and 1929. They married in 1929 and emigrated to New York City, where they raised their family and lived their lives.

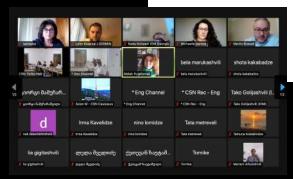
Dr. Naum will be flagshipping the program beginning in 2023 and has pledged minimum financing for the fund of \$22,500 over the first three years. The fund will be further financed Dr. Yvonne Naum in the amount of 50% of her estate upon her death. Our goal is to raise \$90,000 in 2023 for operations in 2023 and 2024, beginning on Dr. Naum's 90th birthday on July 5th.



Dr. Yvonne Naum







### Activities over the years

### **#Global Albanians Foundation**



GA# Million

By providing a platform for Albanian youth, we empower them to become ambassadors for their heritage, instilling a sense of pride, responsibility, and commitment to making a positive impact in both their diaspora communities and their countries of origin. This connection can be life-changing and can inspire participants to become more involved in their community and advocate for their culture.



#### What are your target group, areas, and impact of the interventions?

The purpose of the "Korçarët Ndihmojmë Korçarët" program is to financially support the activities of nonprofit organisations based in the city of Korça. We will begin with a pilot program this fall, and our first three projects will support:

- Dorcas Albania (DA): Helping vulnerable children at "Naim Frashëri" school.
- Emanuel Mission Foundation (EMF): Helping Roma children at three daycare centres.
- Korça Institute for Development of Children (KIDC): Helping children with disabilities.

#### What impact has been achieved so far by the initiative?

The program is still in the set-up phase, and we believe that in the fall will start its implementation. We want to take the right time to plan it properly by assessing all its aspects. Our first step will be to establish an Advisory Board this summer of 7-10 people comprised of people living in Korça, people from Korça living in the diaspora, and esteemed professionals from the not-for-profit sector in Albania. This Advisory Board will support the identification of potential partners in Korça, establish operational guidelines, and assist with fundraising.



#### What are your future plans?

We plan for the "Korçarët Ndihmojmë Korçarët" program to become fully operational in 2024 after conducting its piloting during 2023. In 2023, we plan to support at least 3 organizations with grants of \$8,000 each, but this number could increase if the fundraising campaign is successful. After that, we plan to gradually develop our capacity to absorb more donations and provide more assistance over the next 2-3 years, and to build a program that will eventually be supported by thousands of Albanians who identify themselves as "Korçarët". We believe that with the support of the large Albanian Diaspora from Korça, we can bring positive changes and developments in the city of Korça, and hope that this program will be a catalyst for others to donate. The "Korçarët Ndihmojmë Korçarët" program aims to provide the necessary resources and support to empower the next generation of Korça to make a real difference. We are enthusiastic to see what we can achieve together in the coming years.

#### <u># G I o b a I</u>

Α



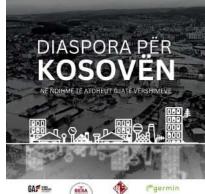
#### banians



DONATE NOW! Today is the last day in which you can donate to help us us with equipment for the workstation of the #MoseMerrMailin movement, we need a specific workstation through which we will be able to process the data collected through satellite Images.

#MoseMerrMalin

#### <u>s</u> Foundation



# How can people donate to the "Korçarët Ndihmojmë Korçarët" program?

Anyone can donate on the <u>GAF Web-Site</u> or on our <u>Facebook Fundraiser</u>. If you have any questions, you may reach out to me at Mark.Kosmo@GlobalAlbanians.org.



Korçarët Ndihmojmë Korçarët





# 38



FUNDRAISING CAMPAIGNS FOR PEOPLE IN NEED

Campaigns

some of the campaigns carried out during January - June 2023.



## #1

"Buzëqeshja Jote", a group of 4 people, living in the city of Korça, has given their help in creating a warm home for the family of Mr. Nezir from Panarit village in Korça, which was living in very difficult conditions.

#### BUZËQESHJA JOTE



#2

"Hope for the World" Foundation raised \$6,000 to rebuild the playground in the infants' orphanage in Shkodra. The playground was the only space where kids spend most part of their day. They contributed to the restoration of a suitable and secure space for these children.

## #3

The Albanian National Association of the Deaf raised funds to send 4 youngsters of the World Federation of the Deaf Youth (WFDYS) to the World Federation of the Deaf (WFD).

## Help send four Deaf Albanian Leaders to the World Federation of the Deaf!





## #4

The organisation "Code for Albania" works with technology, innovation, critical thinking, and entrepreneurship, to change the lives of many young Albanians. "Code for Albania" held its fifth summer camp in Korça, where about 150 young people from all over Albania gathered.

#### GIVE CLOTHES A SECOND LIFE

#5

The organisation "World Vision Albania" in cooperation with OKAÏDI stores, opened a call for the donation of second hand clothes, to be donated for children in difficult living conditions. Parents and children come together in this campaign to donate their clothes. "Give Clothes a Second Life!" - it's an invitation, to create positive change in the lives of those who need our support.



## COMMUNITY FOUNDATIONS

Partners Albania has continued to provide the support for two organizations and an informal group of youngsters, to establish and operate as a community foundation. The assistance was focused on the design and developing of a community engagement plan, a fundraising, and an impact assessment strategy of the undertaken actions. The three actors assisted are a step forward to the implementation of the above strategies and functioning as community foundations.

### TECHNICAL ASSISTANCE FOR targeted groups







#### PUBLICATIONS ON SOCIAL MEDIA

Building the basis for creation of community foundations

In May 2023, was launched the video **"Building the basis for creation of community foundations in Albania"**, presenting to the public the actions taken by the newly created community foundations and their work related.



## COMMUNITY FOUNDATIONS

**European Community Foundation Initiative (ECFI)** has published the "Community Foundation in EuropeState of the Field 2022" report. This report provides an overview of the community foundation landscape in Europe, offering insights into the historical development and current state of the field in each country. According to it, there are 851 in 22 countries with 32 infrastructure organisations serving the field. The report highlights the diversity that exists within Europe, in respect of the context but also in the form and function of community foundations. Partners Albania is listed as one of the infrastructure organisation working towards establishing community foundations at the national level.



# DEVELOPMENTS FROM WINGS NETWORK

WINGS is a Global Network contributing to the development of philanthropy worldwide, while network members and stakeholders collaborate to address the necessary changes in response to societal challenges and needs.

## WINGS NETWORK

In May, WINGS Network presented its "Strategic Plan 2023-2027". The aim of the strategic plan is to strengthen the philanthropy ecosystem at a global level, to influence the norms and practices of the philanthropic sector, and to enhance the network's own operations. Three strategic priorities will guide the work of the WINGS Network during the four-year period:



The main priority of the strategic plan is the expansion of the network and the strengthening of philanthropy support ecosystems (PSE). The goal of WINGS is to strengthen and sustainably expand these ecosystems by diversifying global membership.



WINGS also aims to create a conducive environment for philanthropy to flourish by influencing the norms and practices of the sector for transformation.



The transformation of the WINGS network itself is the third priority of the strategic plan. To effectively drive transformation across the philanthropic sector, WINGS is committed to improving its organizational culture and accountability.



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