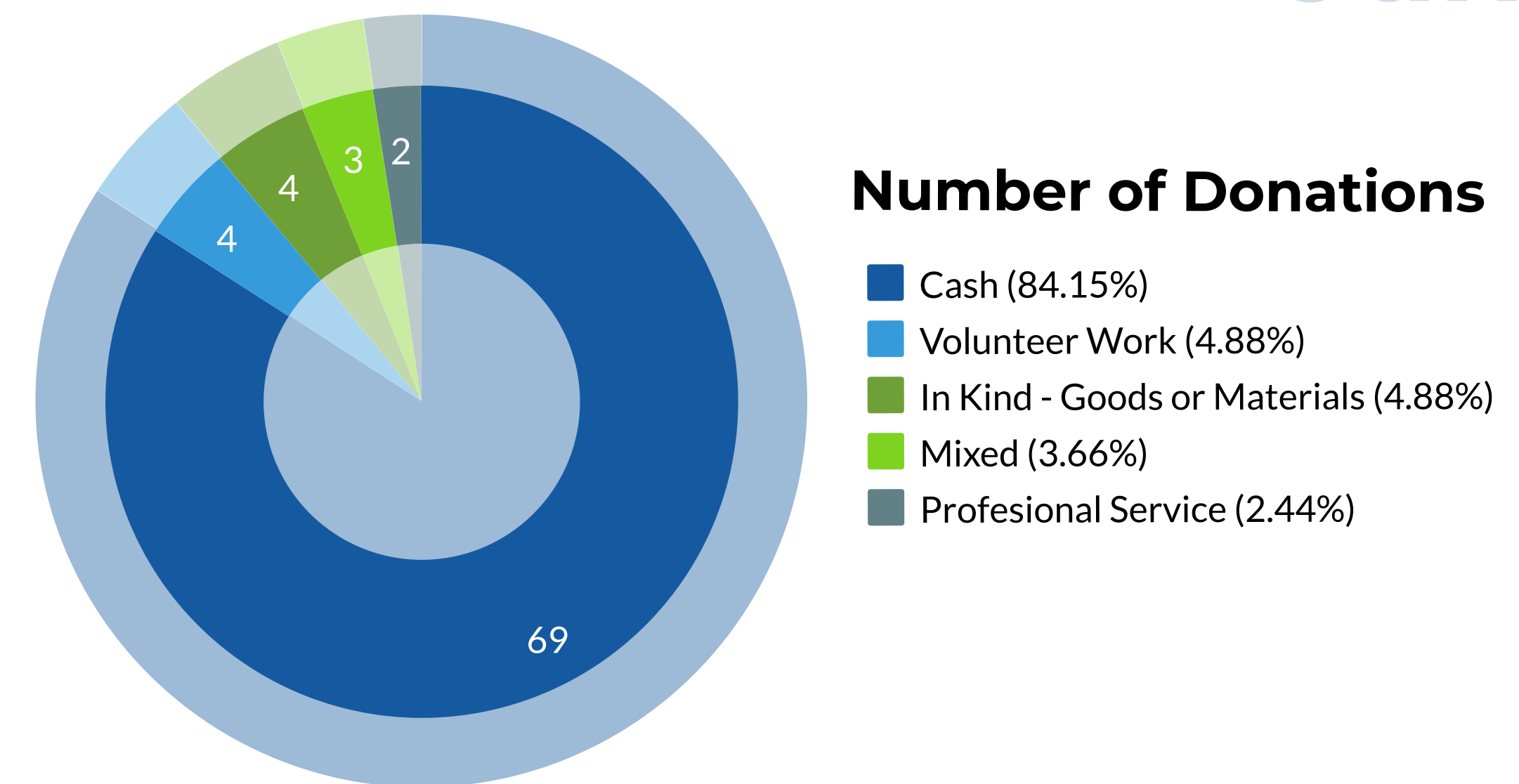
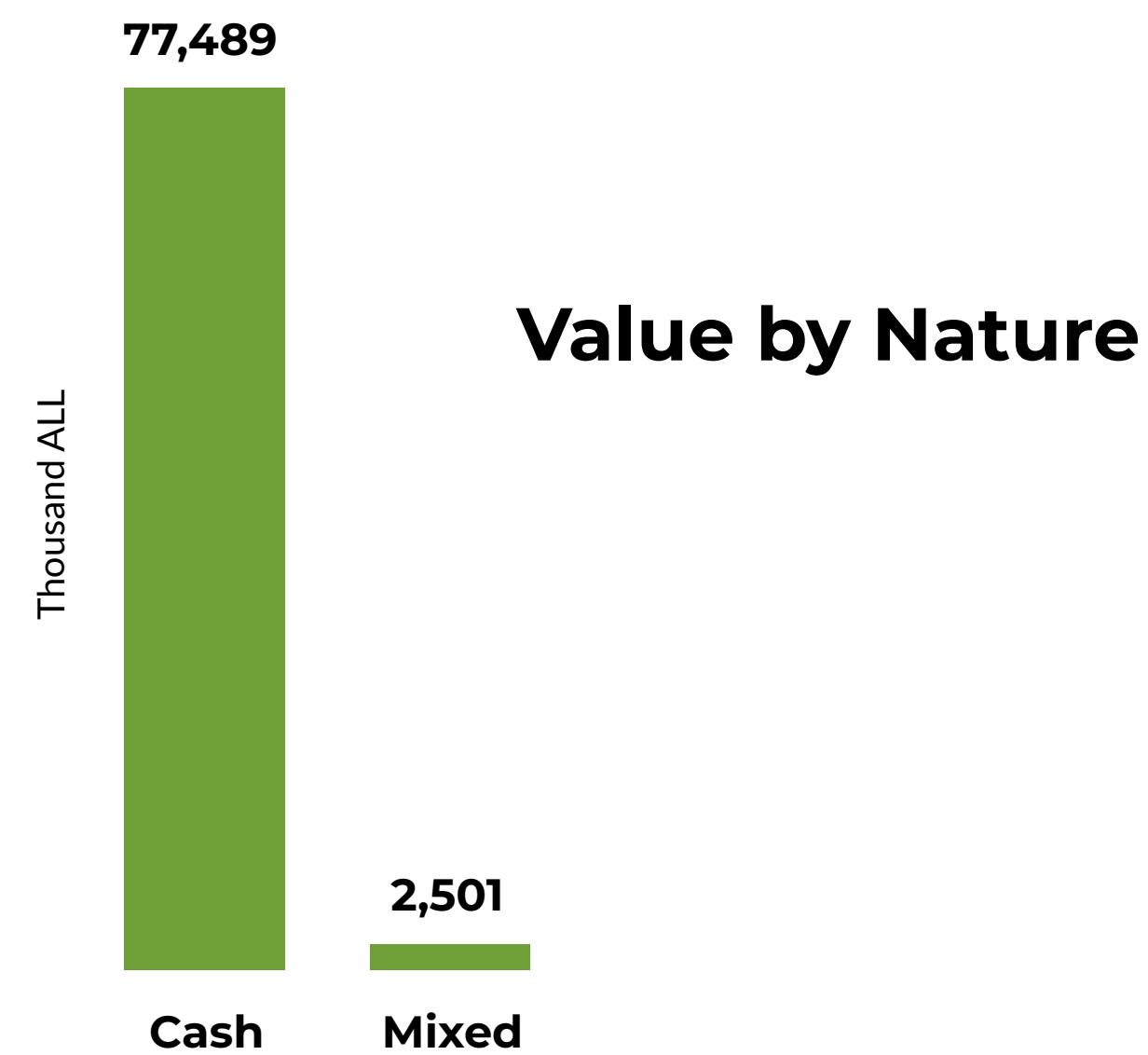


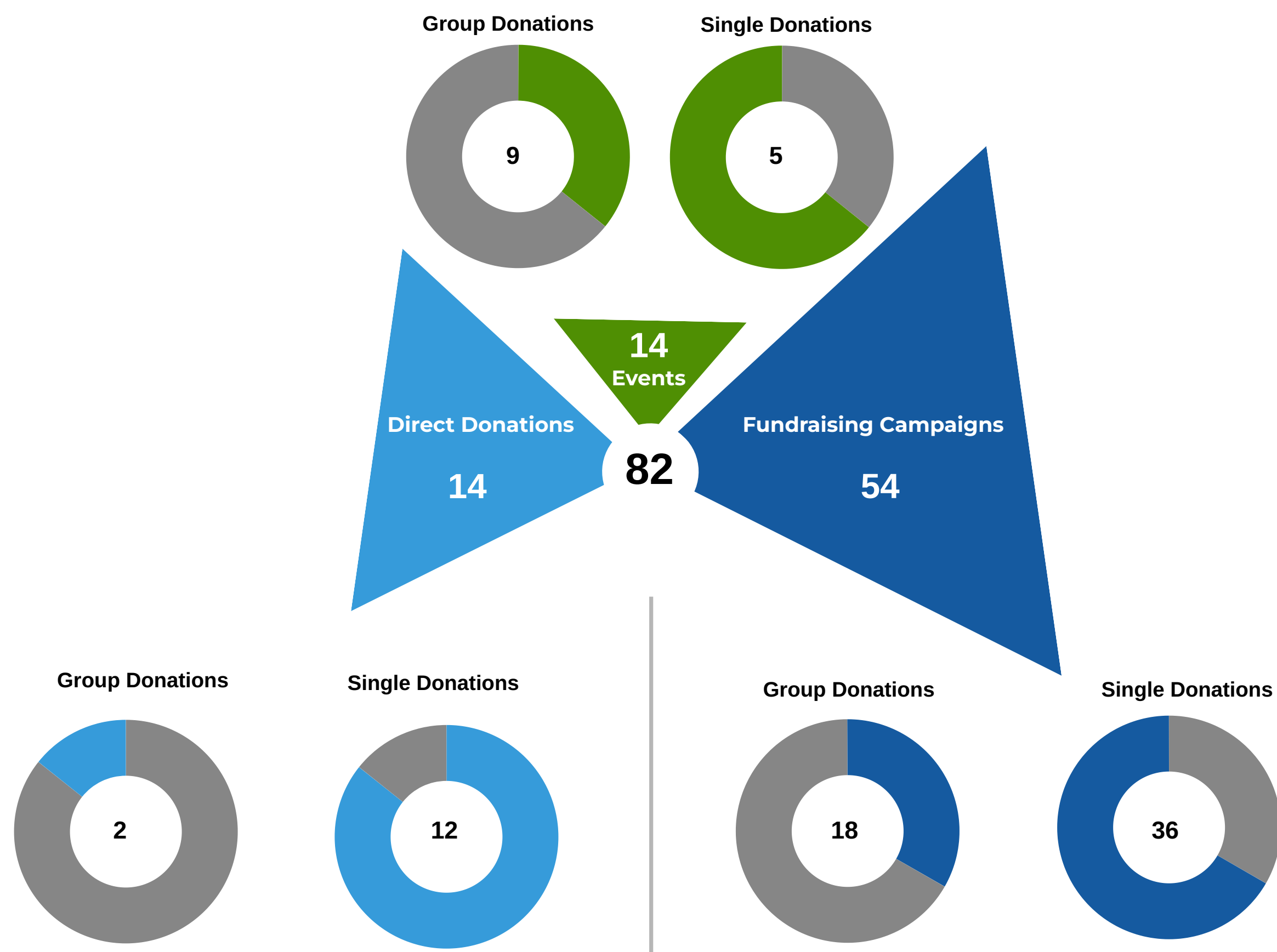
# Data on Philanthropic Activity

tracked through online and media platforms

June 2023



## Type of Donation



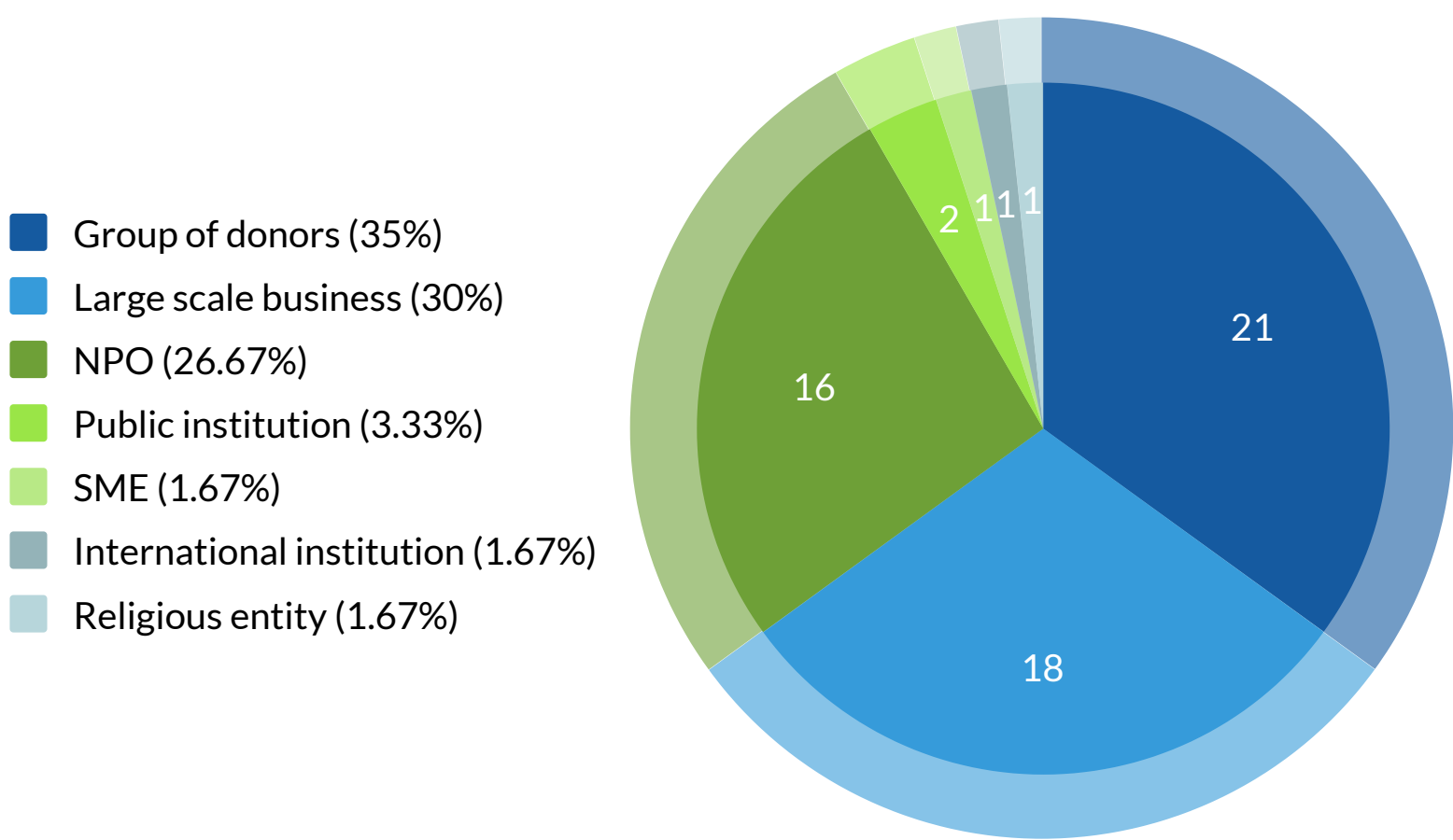
## Fundraising Campaigns



## Events

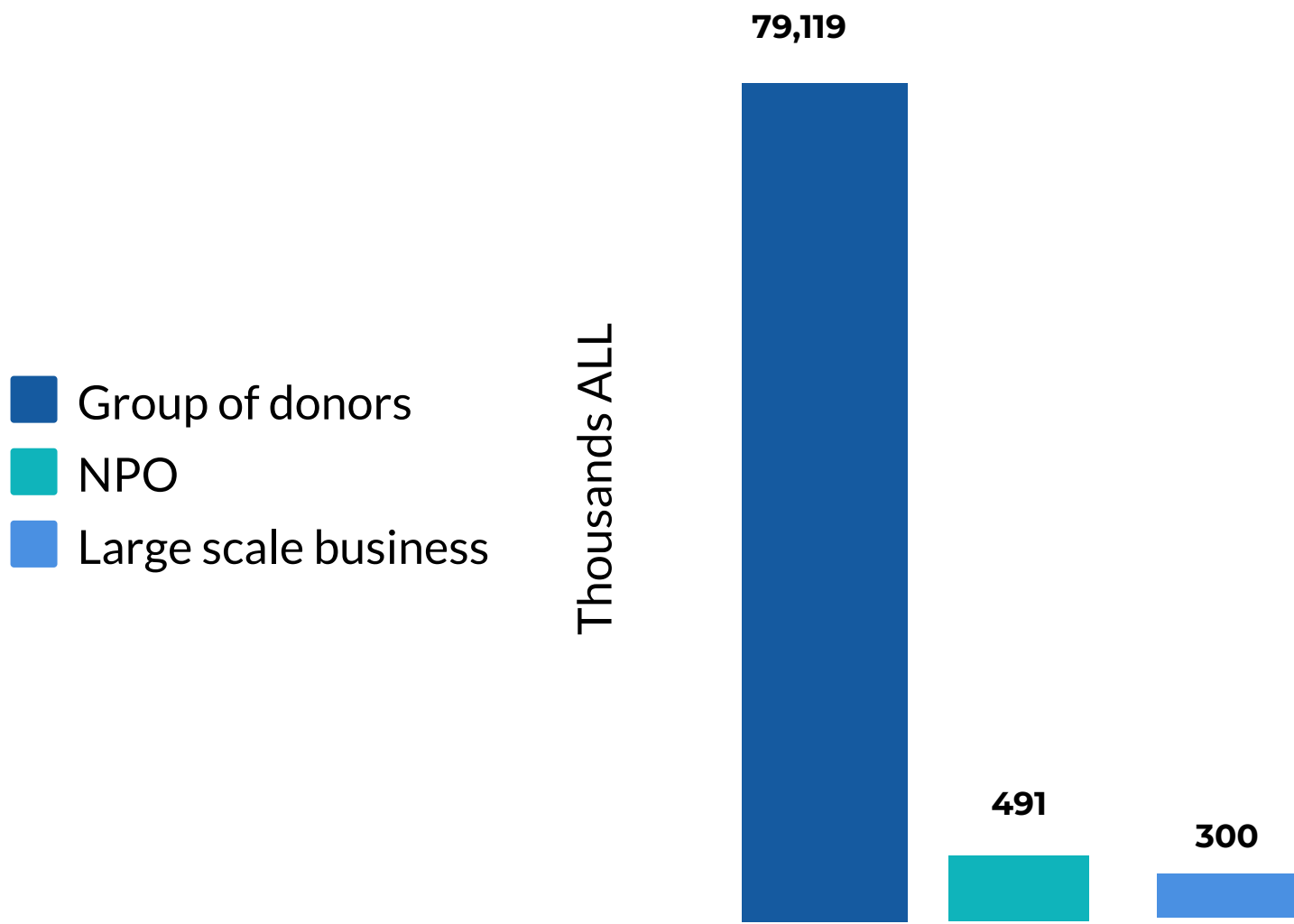
**14** Live Events

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

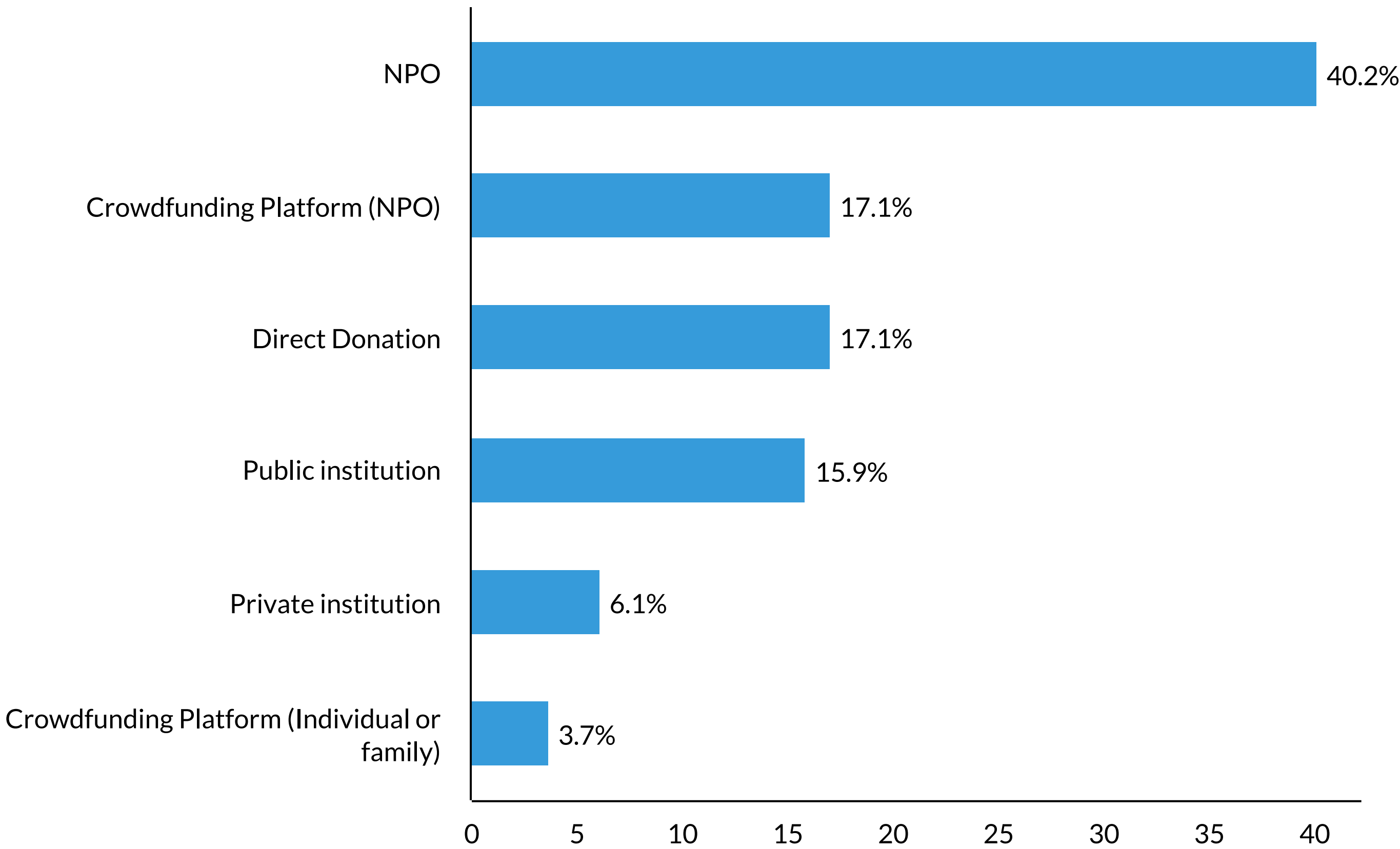


Purpose of Donation

- Support to Marginalized Groups (28.05%)
- Sesonal Giving (18.29%)
- Healthcare (13.41%)
- Preservation & Protection of the Environment (12.2%)
- Education (6.1%)
- Art and Culture (4.88%)
- Sport (4.88%)
- Poverty Relief (3.66%)
- Social Entrepreneurship (2.44%)
- Public Infrastructure (2.44%)
- Human Rights / Citizen Engagement (2.44%)
- Economic Development (1.22%)



Channels of Donation



Final Beneficiaries

- Ch&Y - Without Parental Care (17.07%)
- People - General Population (14.63%)
- Ch&Y - General (13.41%)
- Ch&Y - Health Issues (10.98%)
- Ch&Y - Talented (8.54%)
- People - From Religious / Faith Communities (8.54%)
- Ch&Y - PWD (4.88%)
- Ch&Y - Economic Need (4.88%)
- People - Economic Need (2.44%)
- Adults - Health Issues (2.44%)
- People - From Specific Geography (2.44%)
- Adults - Elderly (1.22%)
- Adults -PWD (1.22%)
- People - Living in Other Countries (1.22%)
- Ch&Y - From Minority Communities (1.22%)
- Ch&Y - From Specific Geography (1.22%)
- W&Ch- Victims of Violence and Trafficking (1.22%)
- Women and Children - with Infants (1.22%)
- Others (1.22%)



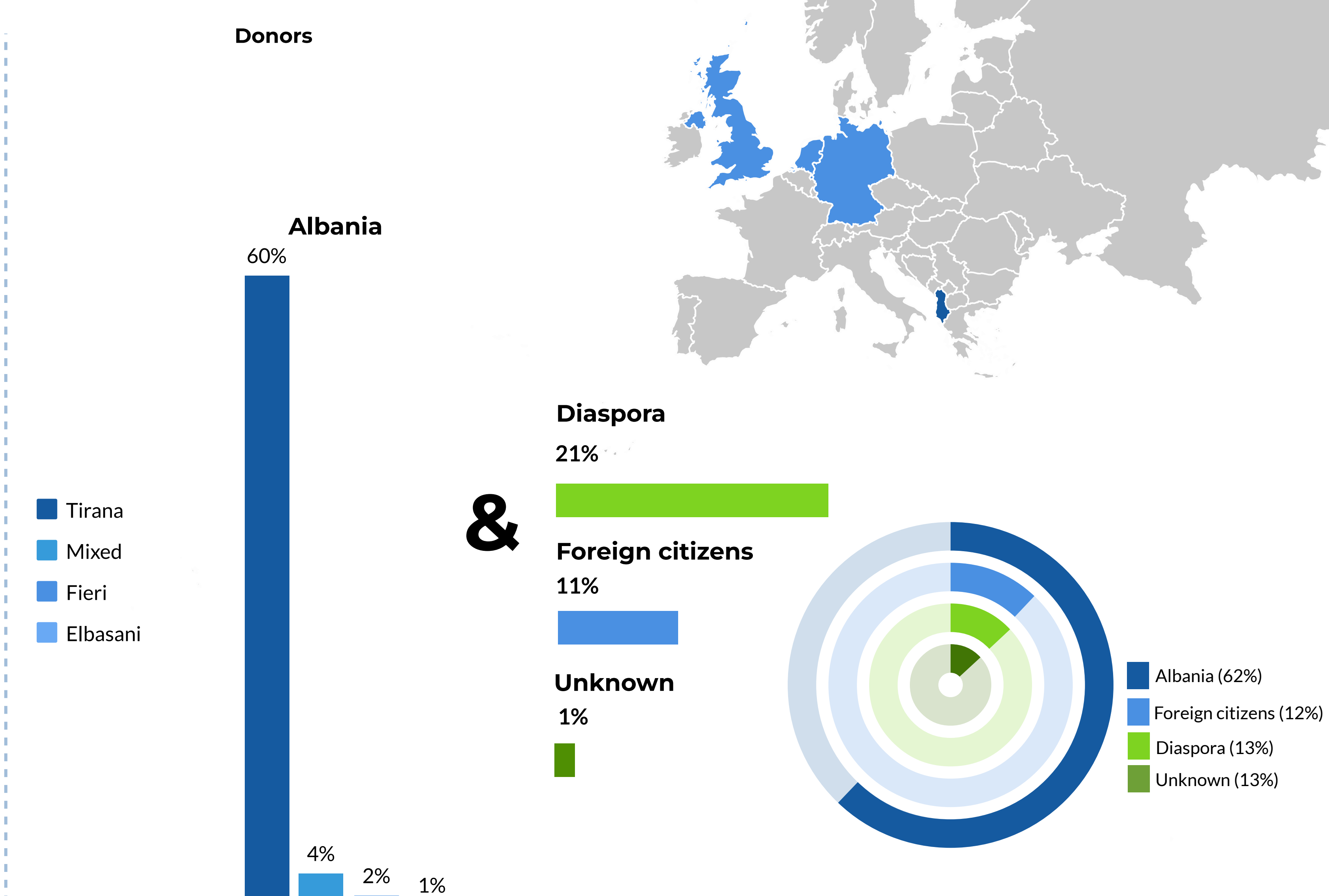
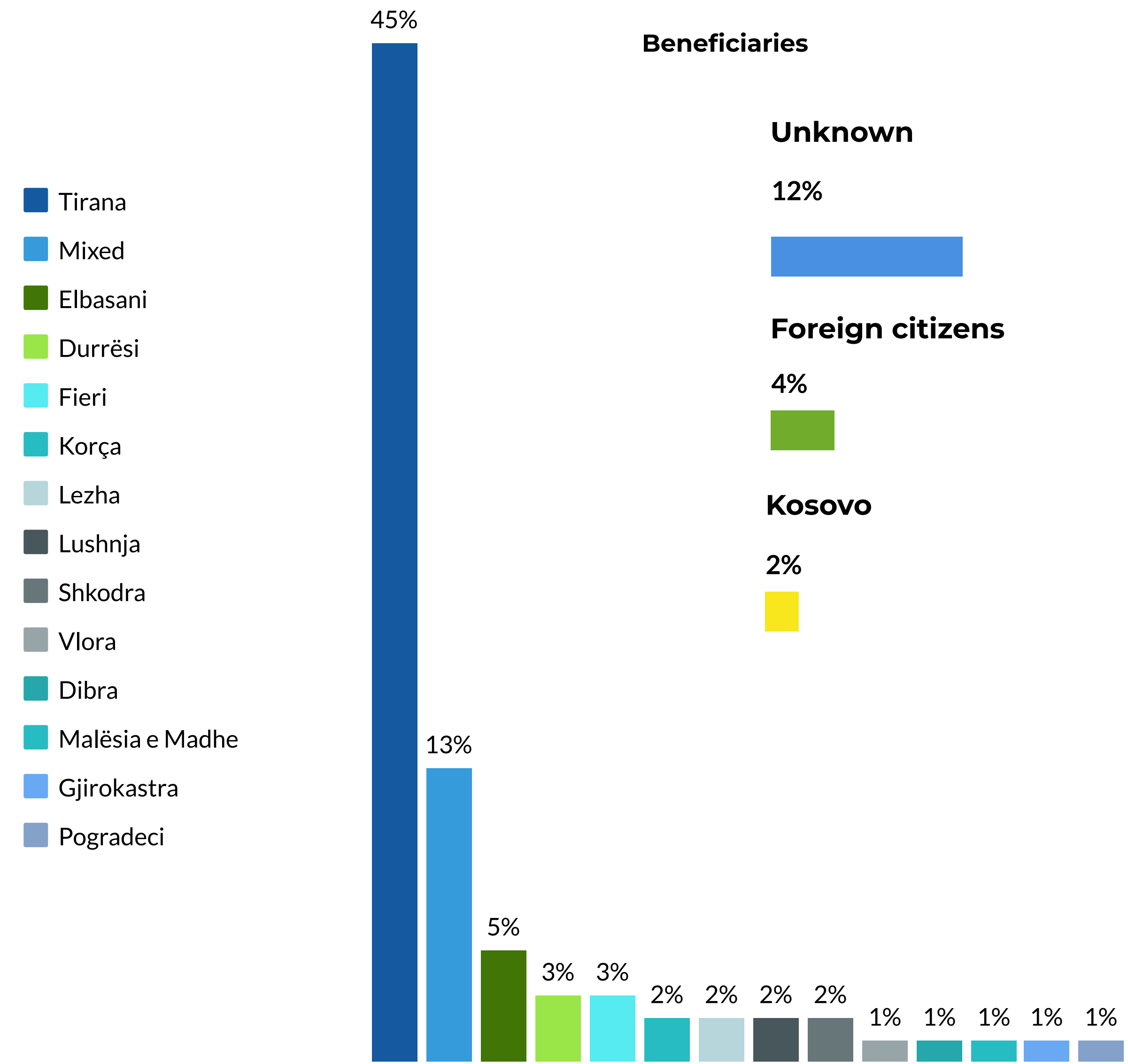
3 MAIN DONORS  
by value of  
donations

- #1 Group of Donors - 12,538,996 ALL  
Fundraising campaign "Let's save Bashkim's life", in support of the 8-year-old Bashkim, who suffers from acute leukemia.
- #2 Group of Donors - 12,276,126 ALL  
Fundraising campaign "Pray and make sacrifice for the sake of your God!", in support of people who are unable to celebrate the Feast of the Sacrifice.
- #3 Group of Donors - 9,308,702 ALL  
Fundraising campaign "Save a life!", in support of 11-year-old Aleksander, who is suffering from a terminal illness.

3 MAIN DONORS  
by number  
of donations

- #1 HASENE (5)
- #2 Turkish Cooperation and Coordination Agency (4)
- #3 OTP Bank Albania (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