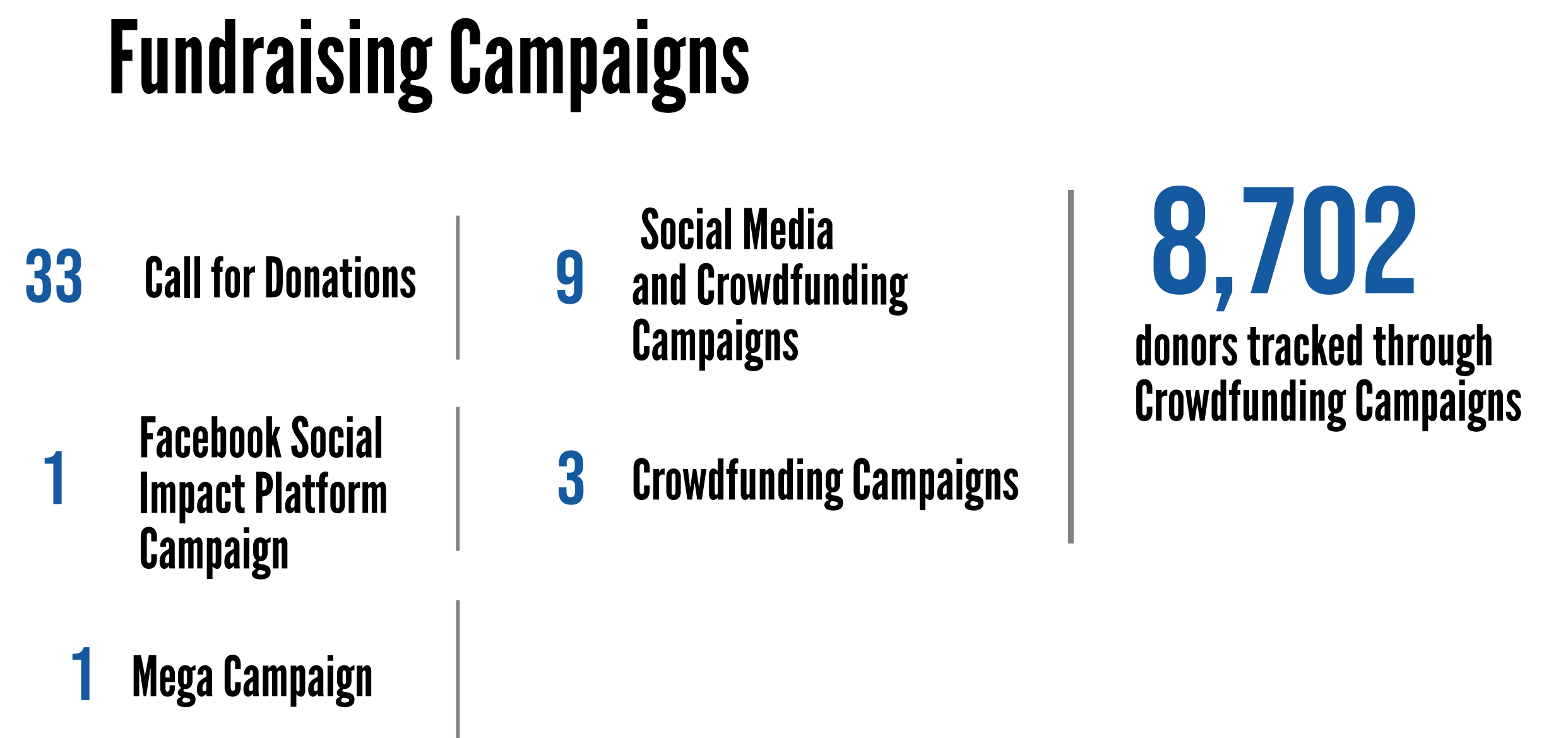
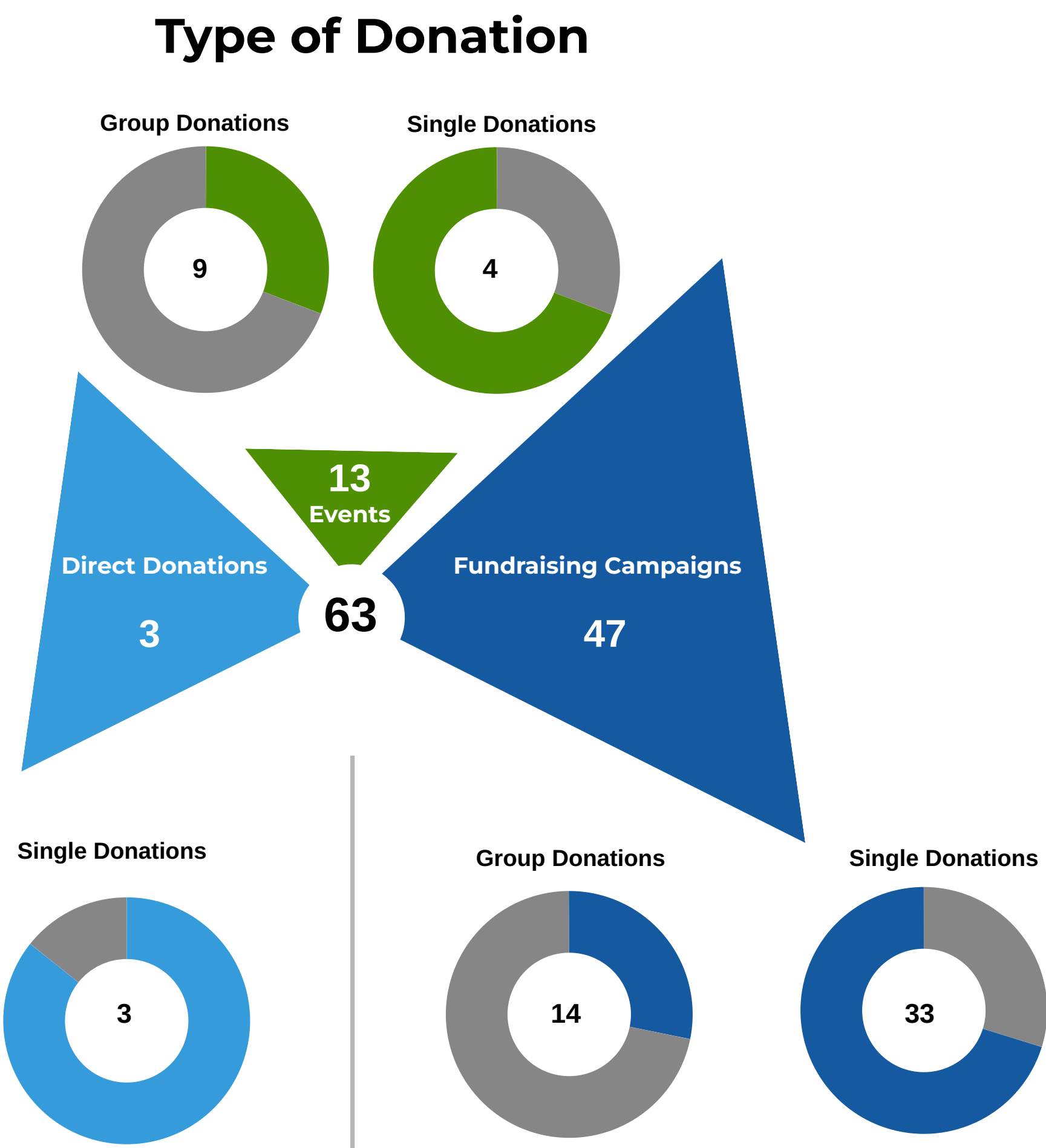
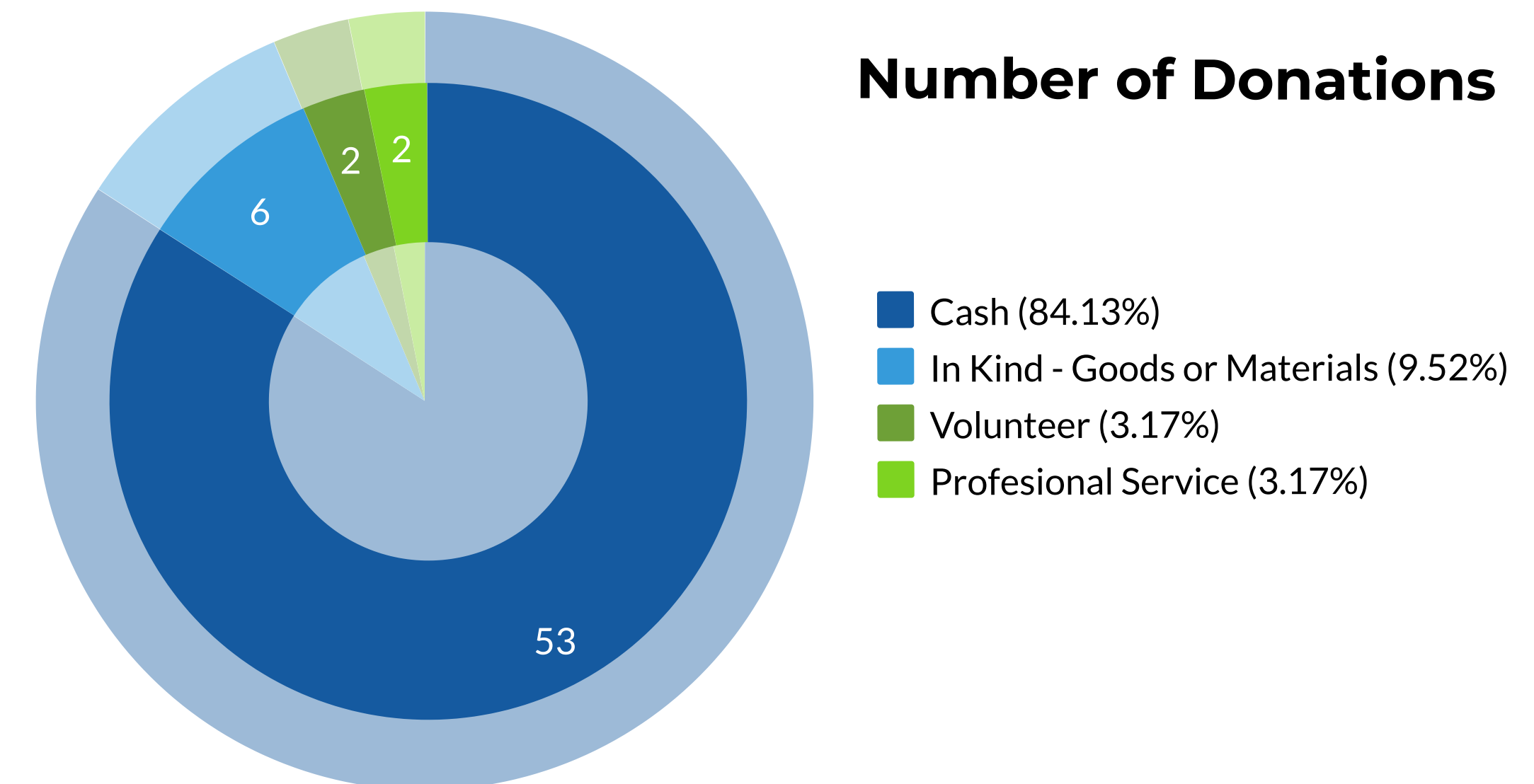
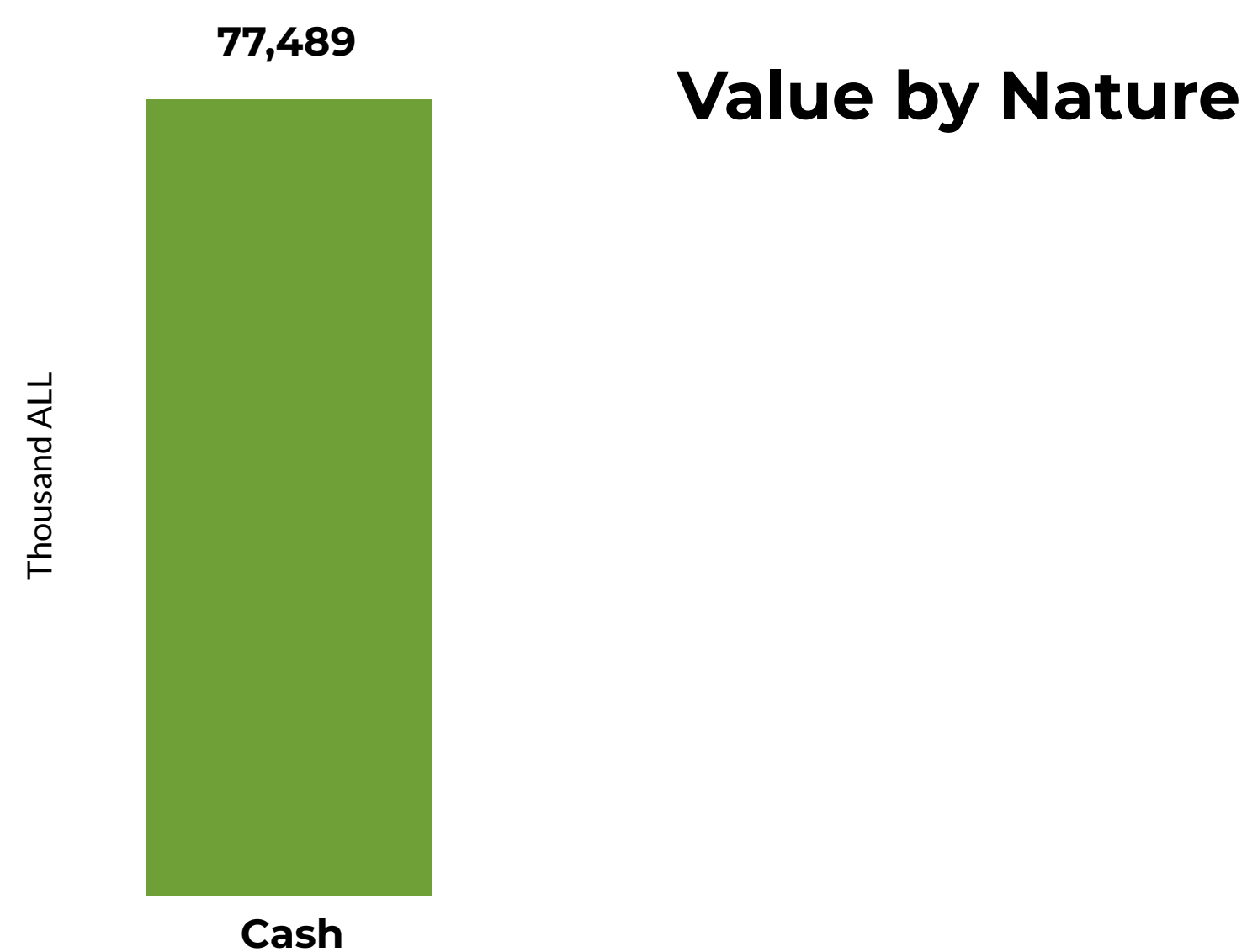


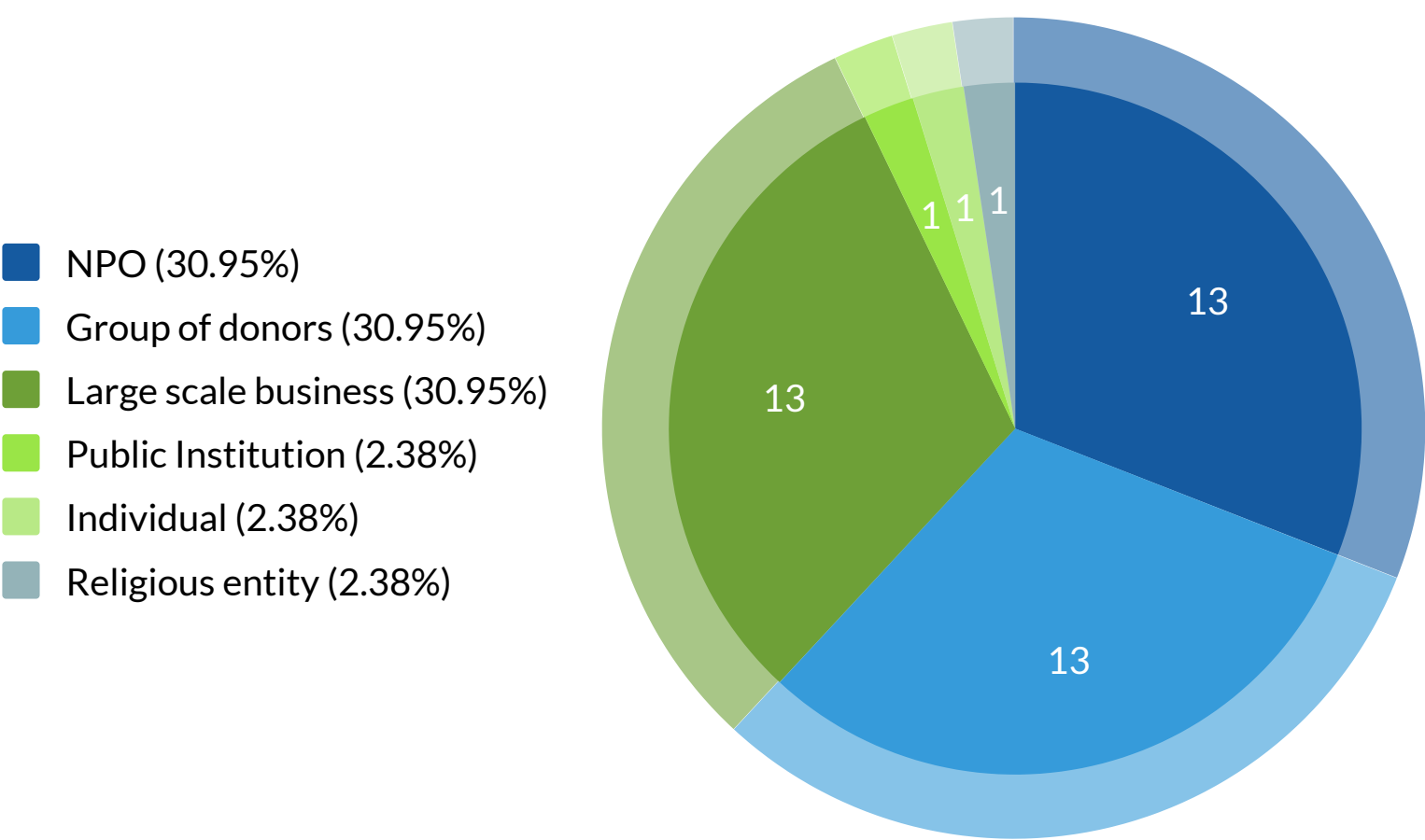
Data on Philanthropic Activity

tracked through online and media platforms

July 2023

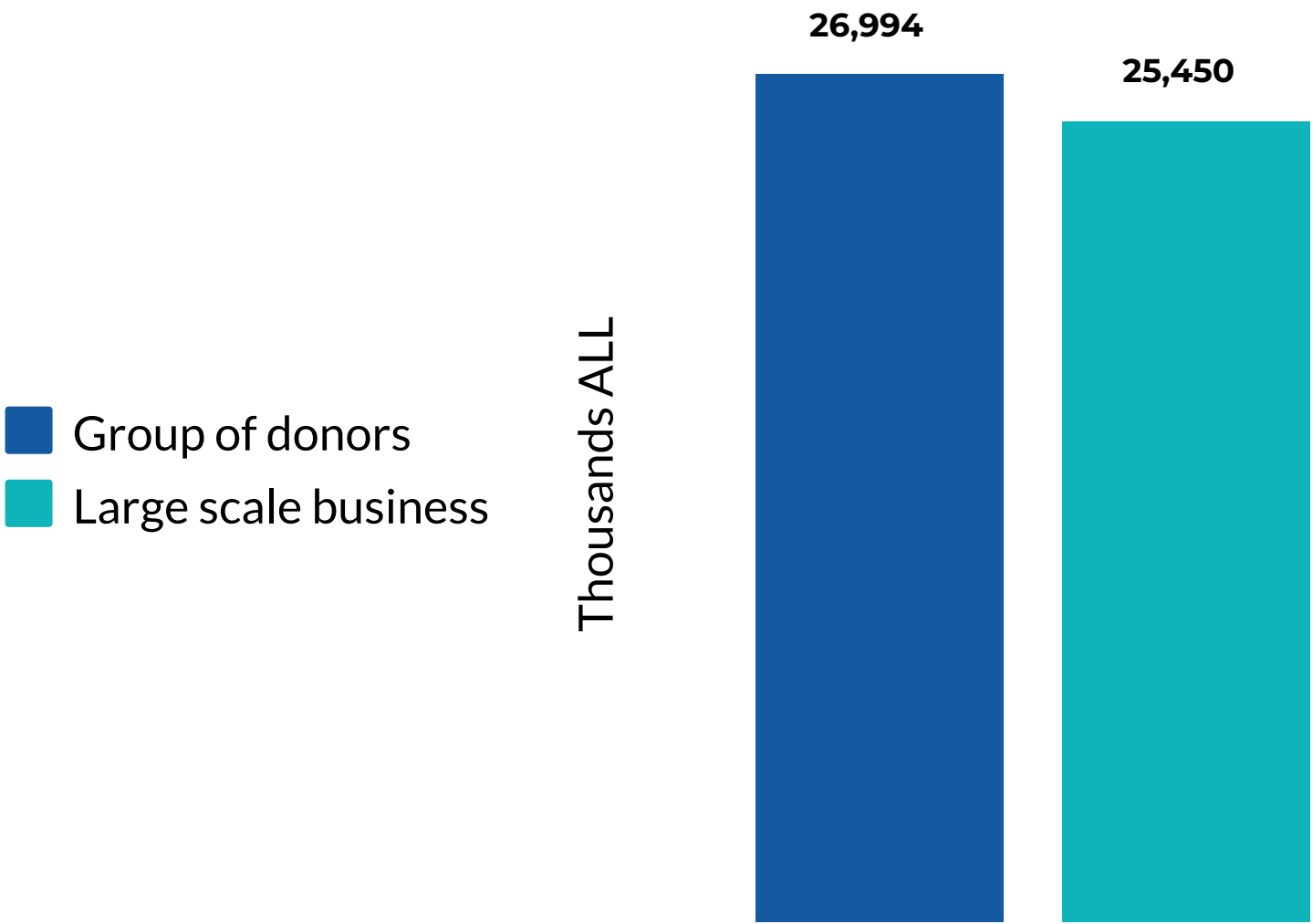


Number of Donors*



*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

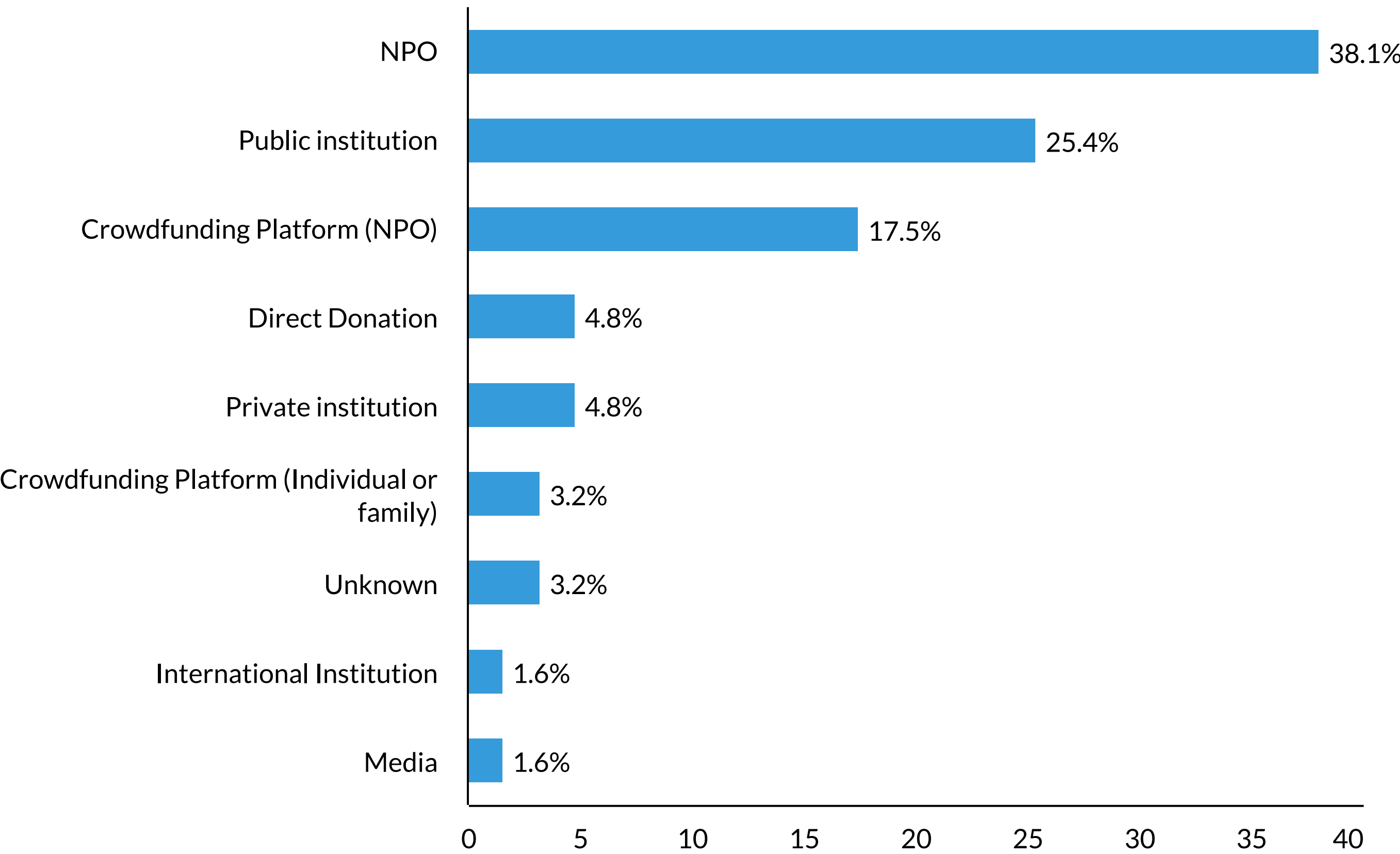


Purpose of Donation

- Healthcare (31.75%)
- Support to Marginalized Groups (20.63%)
- Art and Culture (15.87%)
- Education (9.52%)
- Sport (7.94%)
- Sesonal Giving (3.17%)
- Preservation & Protection of the Environment (3.17%)
- Poverty Relief (3.17%)
- Public Infrastructure (1.59%)
- Economic Development (1.59%)
- Community Development (1.59%)

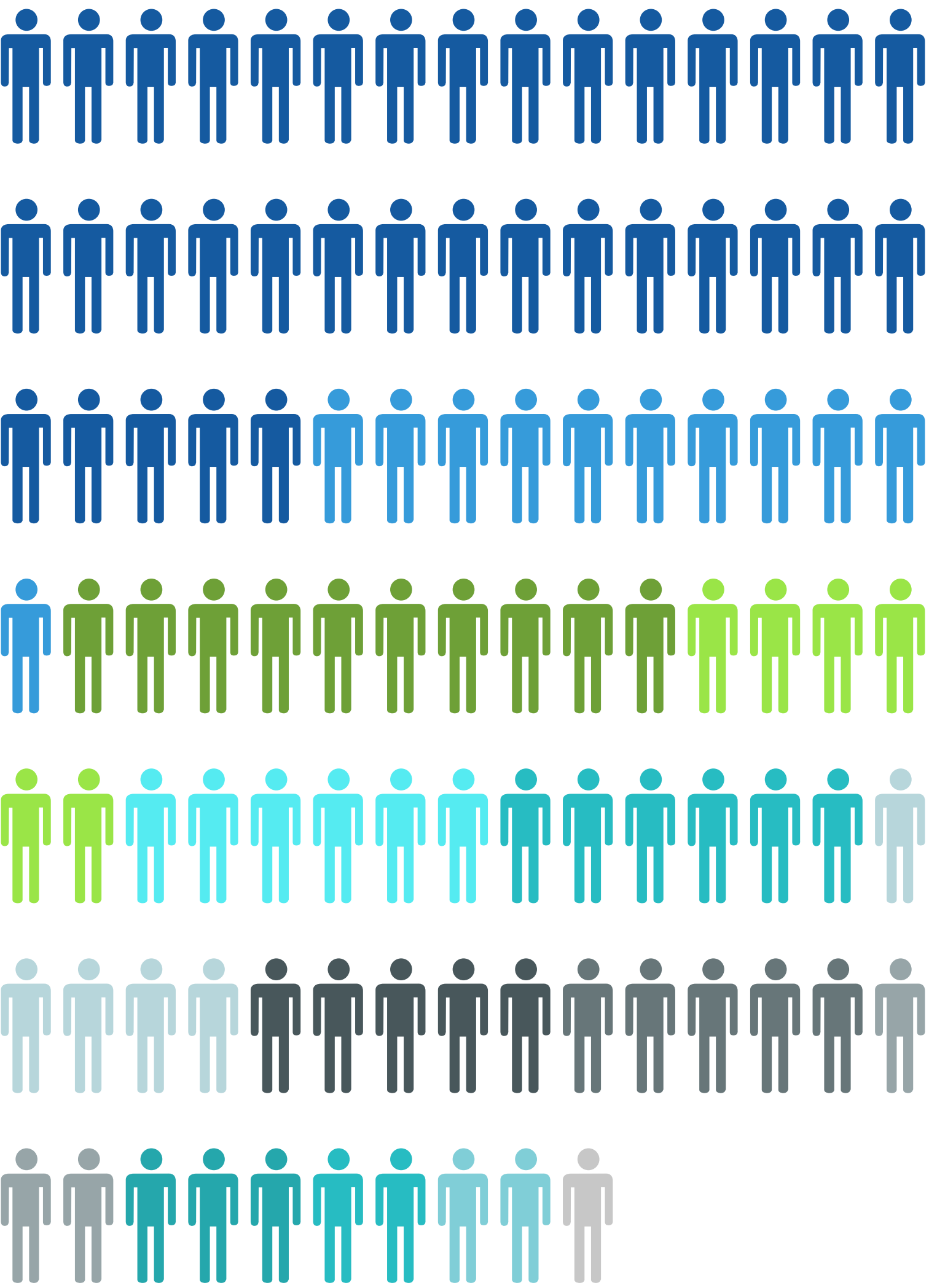


Channels of Donation



Final Beneficiaries

- People – General Population (34.92%)
- Ch&Y - Health Issues (11.11%)
- People – Economic Need (9.52%)
- Ch&Y – Talented (6.35%)
- Adults –PWD (6.35%)
- People - Health Issues (6.35%)
- Ch&Y – Without Parental Care (4.76%)
- Ch&Y – Economic Need (4.76%)
- Adults - Health Issues (4.76%)
- People - From Specific Geography (3.17%)
- Ch&Y - From Minority Communities (3.17%)
- Ch&Y – General (1.59%)
- People – Living in Other Countries (1.59%)
- Adults – Elderly (1.59%)



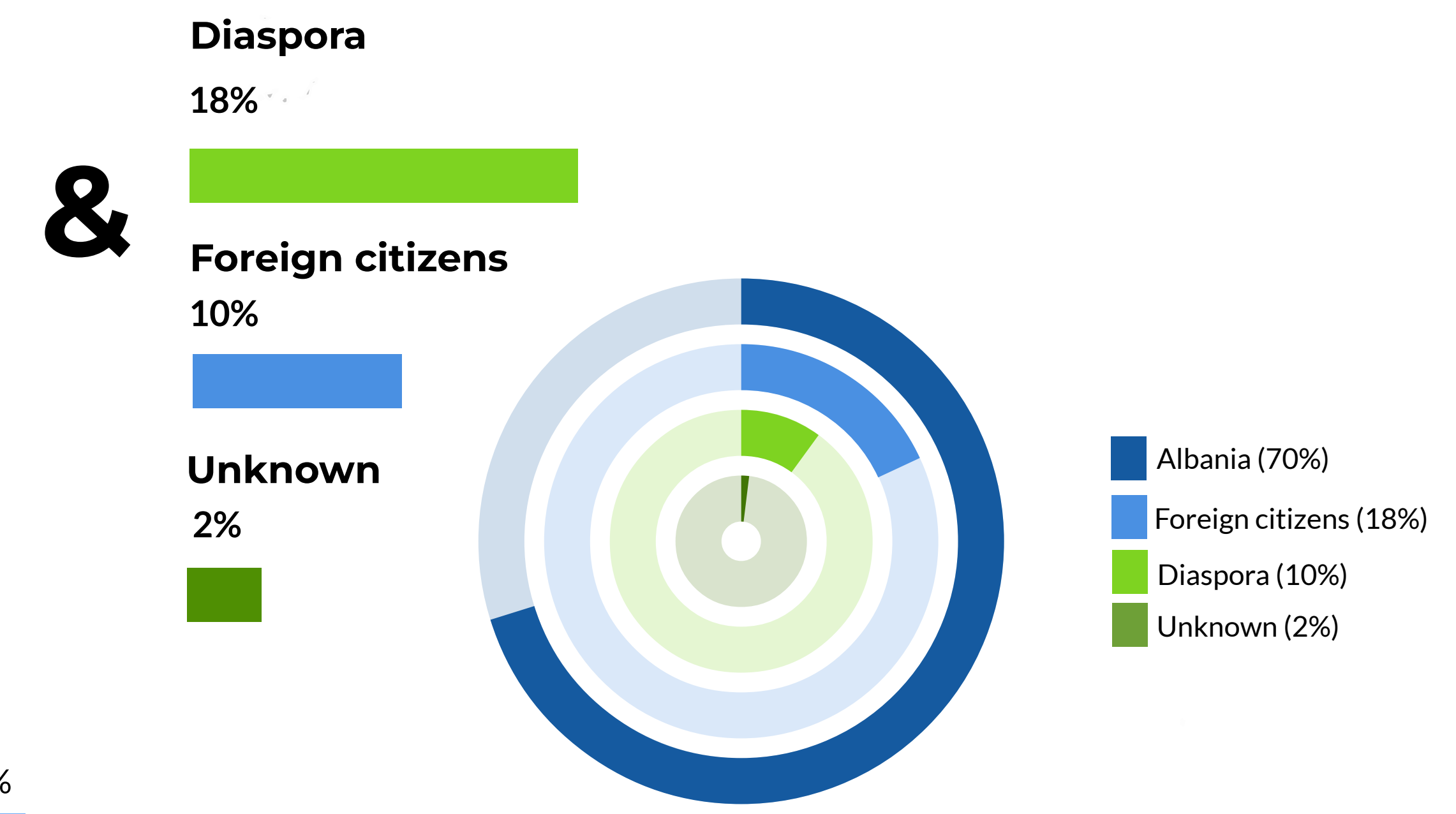
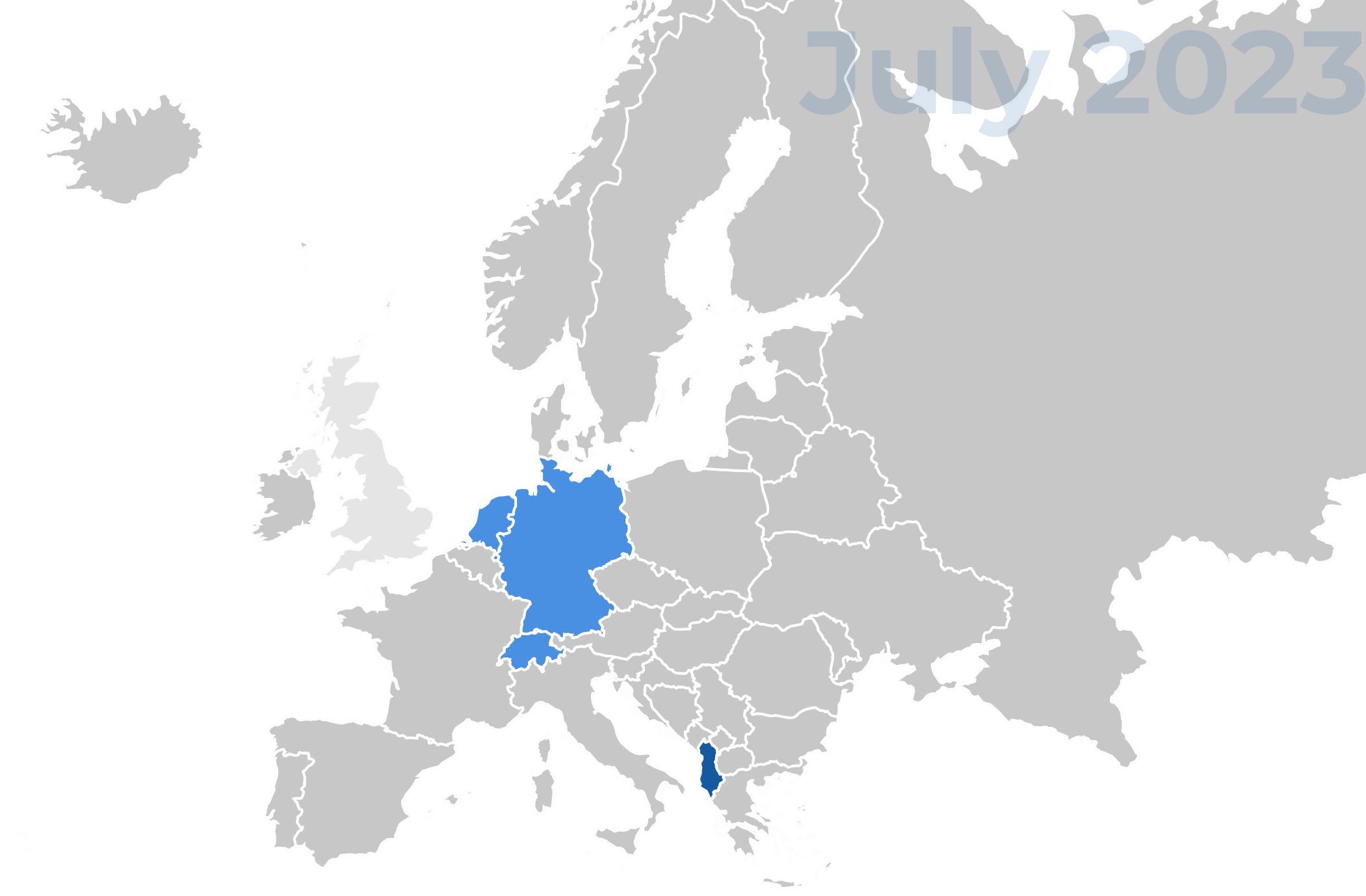
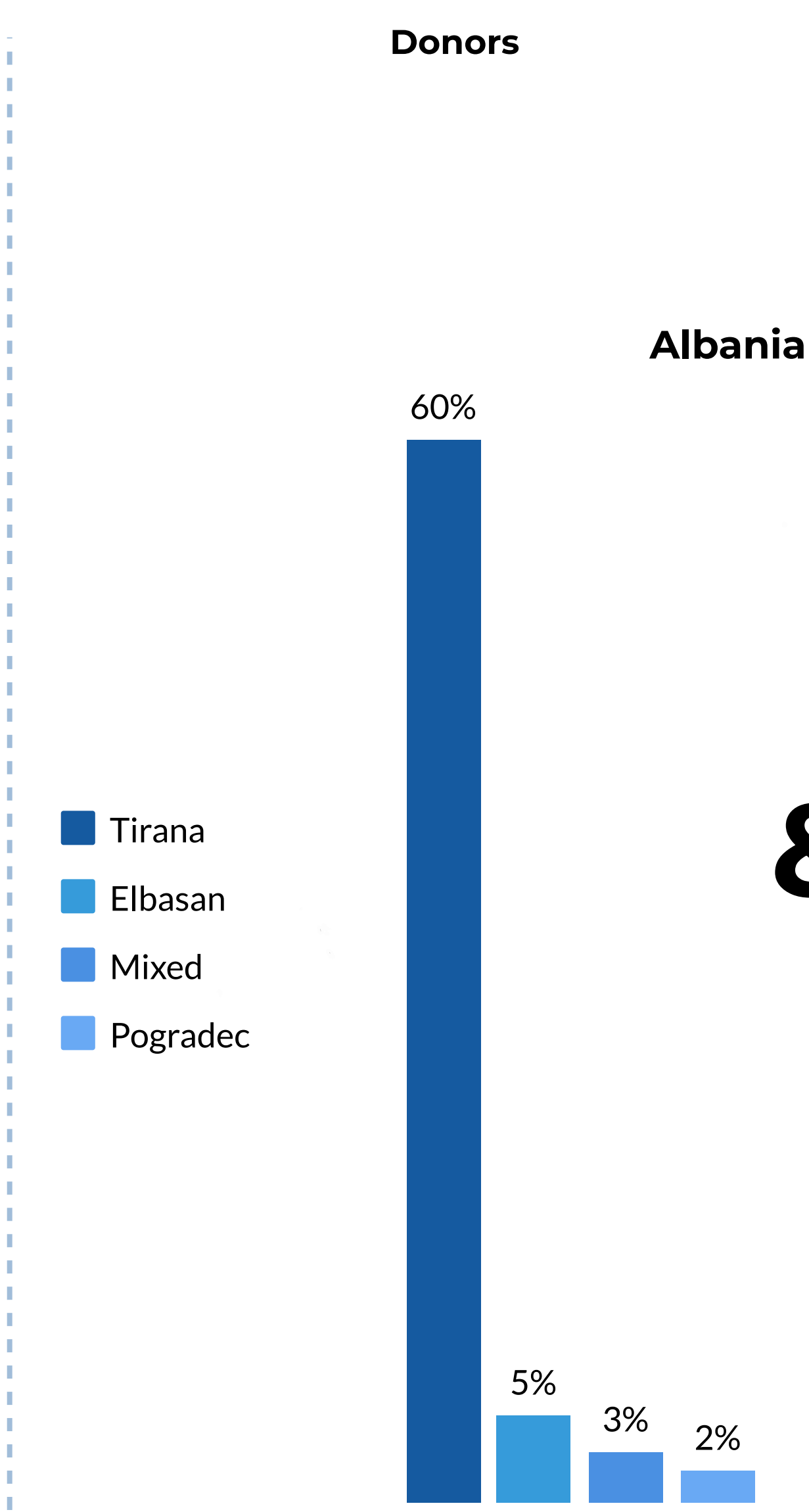
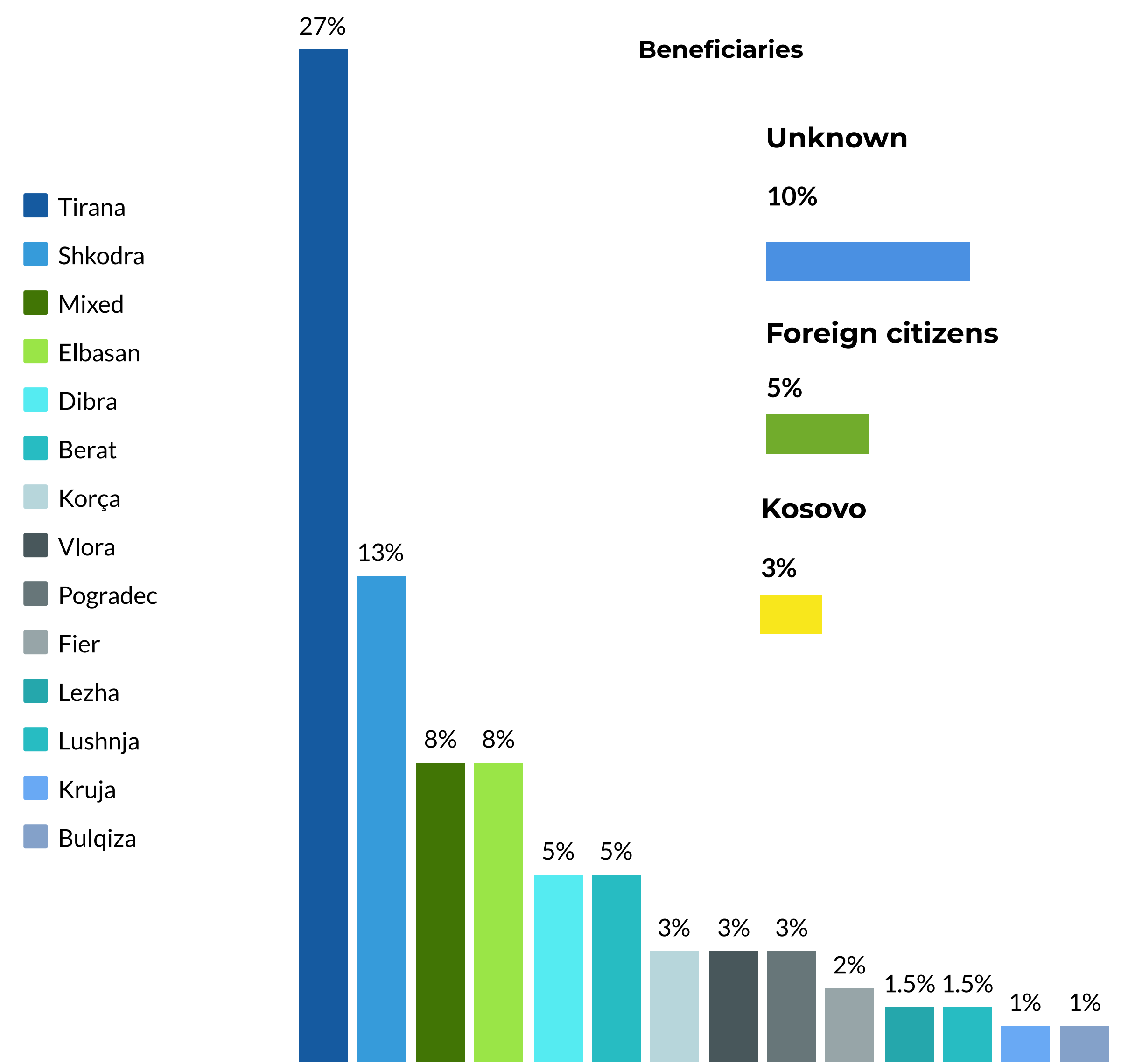
3 MAIN DONORS
by value of
donations

- #1 ProCredit Group - 25,450,000 ALL
Procredit Group reaffirms its commitment to environmental protection. The ProEnergy photovoltaic park built in Kosovo is real evidence of this approach.
- #2 Group of Donors - 12,745,938 ALL
Fundraising campaign "United for good deeds!", in support of 7-month-old Erbora, who has health problems.
- #3 Group of Donors - 9,323,262 ALL
Fundraising campaign "Let's save the life of 3-month-old Gean!", in support of Gean, who is suffering from a serious illness.

3 MAIN DONORS
by number
of donations

- #1 Lajthiza
- #2 American Bank of Investments
- #3 Credins Bank

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

