

October 2023

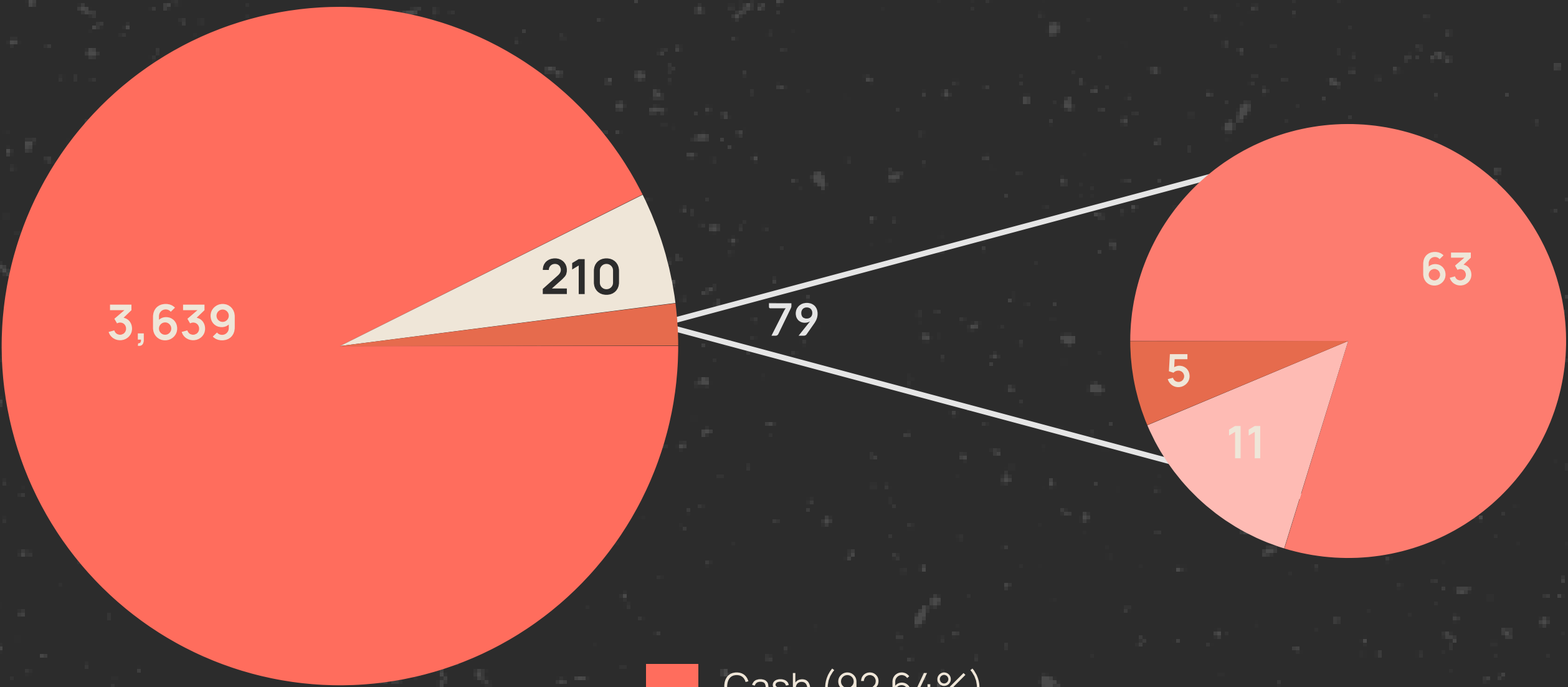
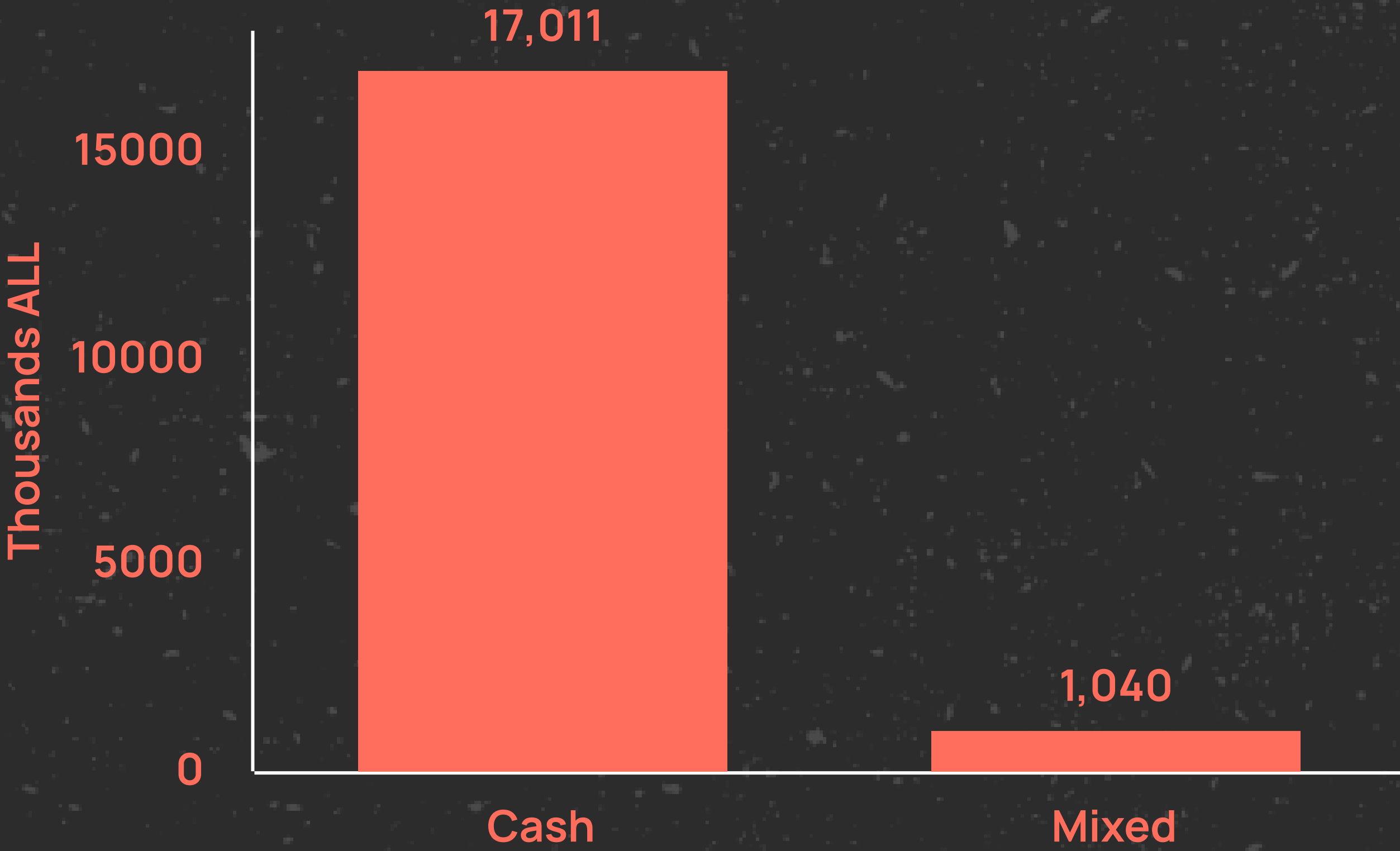
# Data on Philanthropic Activity

tracked through online & media platforms

## Value of donations by Nature

Total:

18,051,915 ALL



## Number of donations by Nature

Total:

3,928

- Cash (92.64%)
- Mixed (5.35%)
- Volunteer (1.60%)
- In Kind - Goods or Materials (0.28%)
- Profesional Service (0.13%)

# Donations by Type

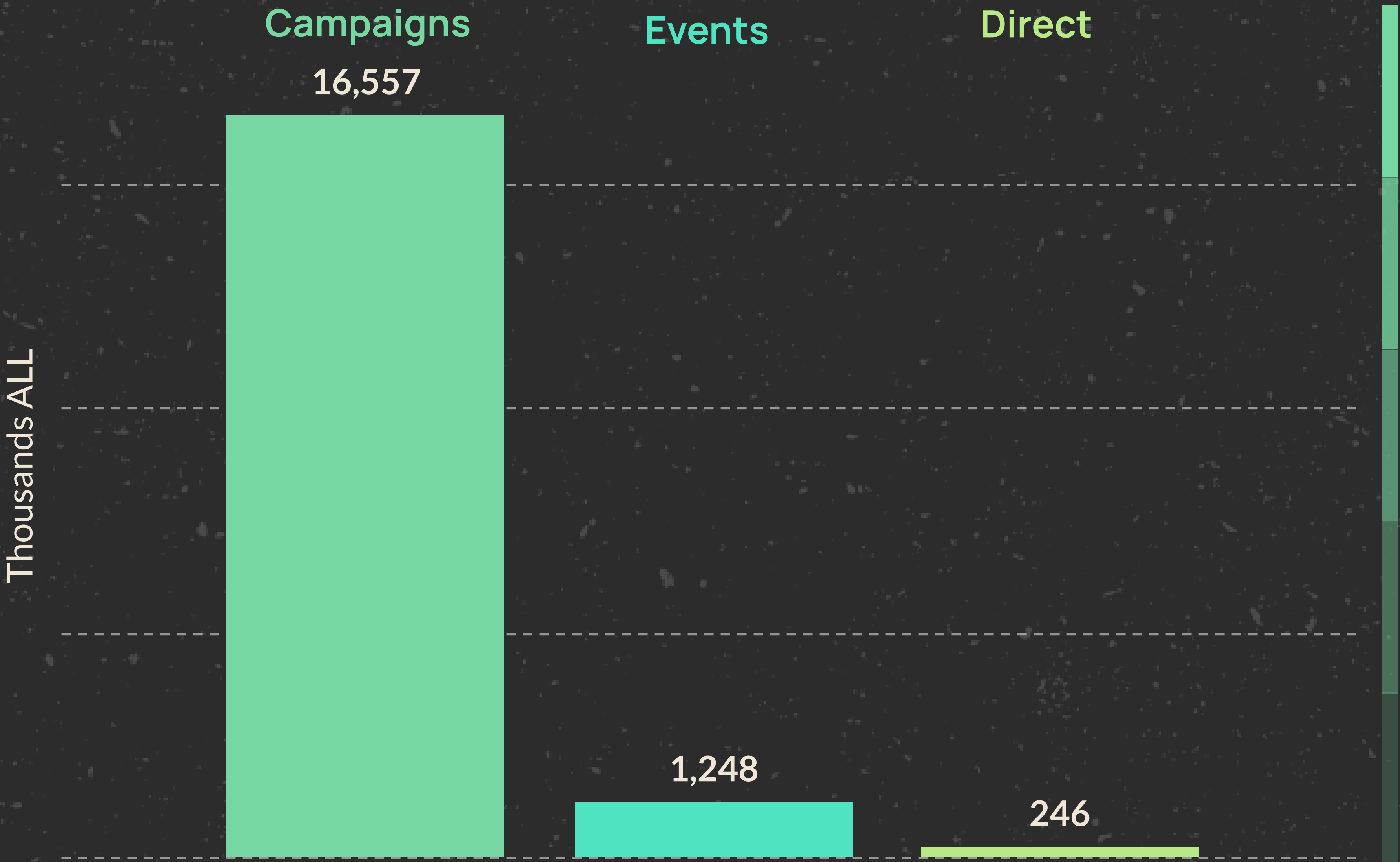


The three main types of fundraising are through **Direct donations**, **Events**, and **Campaigns**.



## Value of donations by Type

Total:  
18,051,915 ALL



# Fundraising Campaigns



Call for Donations



Crowdfunding Platforms



Online and Social Media Crowdfunding Campaings



Mega Campaings



Live Events

**Events**

# Donors



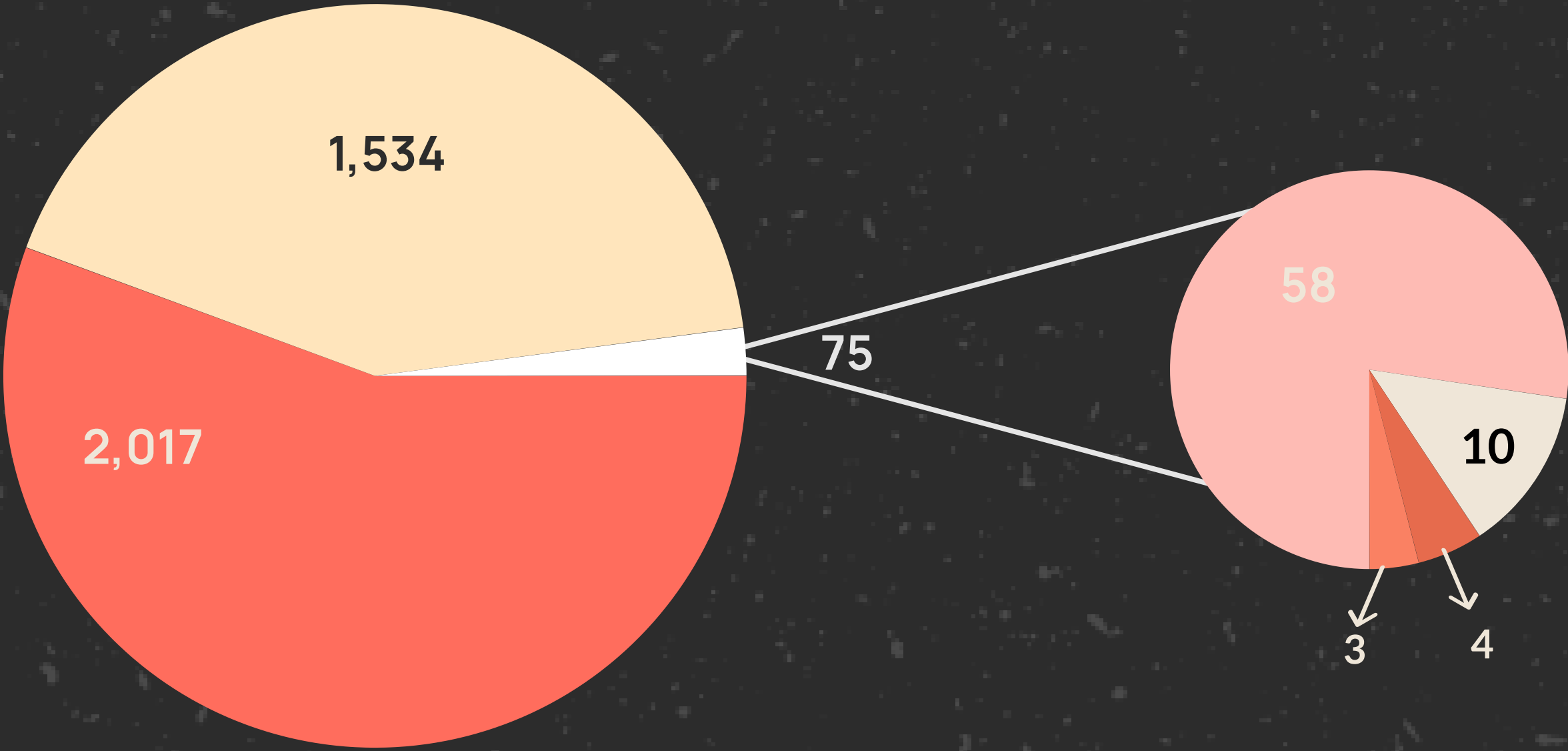
Total number of donors\*:



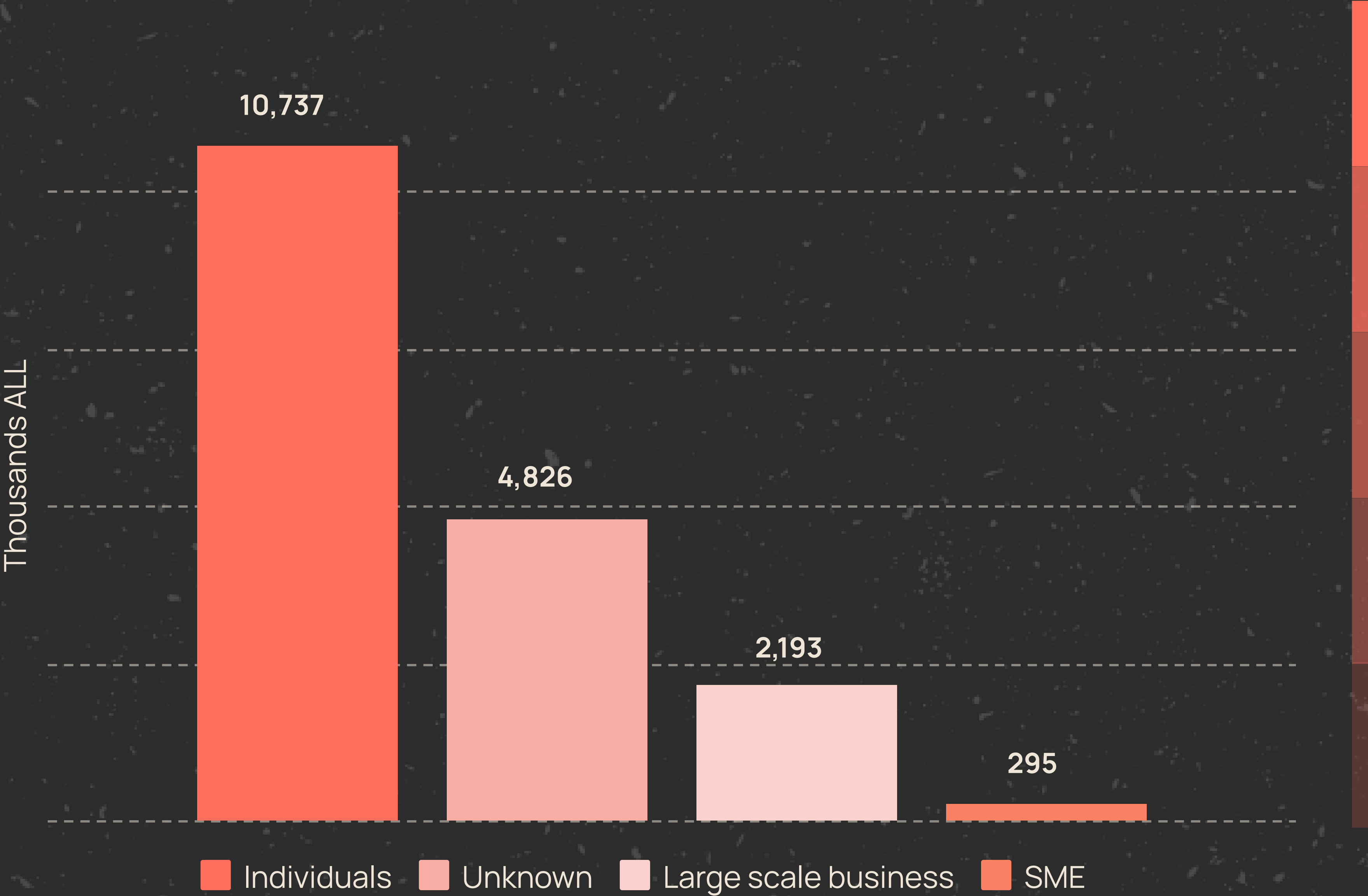
\*In the frame of this analysis donors are calculated only once regardless of the number of donations carried out during all the monitoring process.

- Individuals (80.47%)
- Unknown (19.38%)
- Large scale business (0.07%)
- NPO (0.07%)
- SME (0.01%)
- Public Institution (0.01%)

## Number of donors by Nature



## Total Value of Donors by nature



# 3 Main Donors by Value

5,874,863 ALL

Individuals

Fundraising campaign **"In support of sick people!"**, for the 15-year-old from Prishtina, who is in serious health condition.

3,341,624 ALL

Mixed

Fundraising campaign **"Run/Support like a Marathoner"**, in support of children with disabilities, to enable therapeutic services.

2,123,160 ALL

Individuals

Fundraising campaign **"Let's help Artur Prifti!"**, in support of Artur and his family, who live in poor housing conditions.

OTP Bank

1

Albanian Red Cross

2

Credins Bank

3

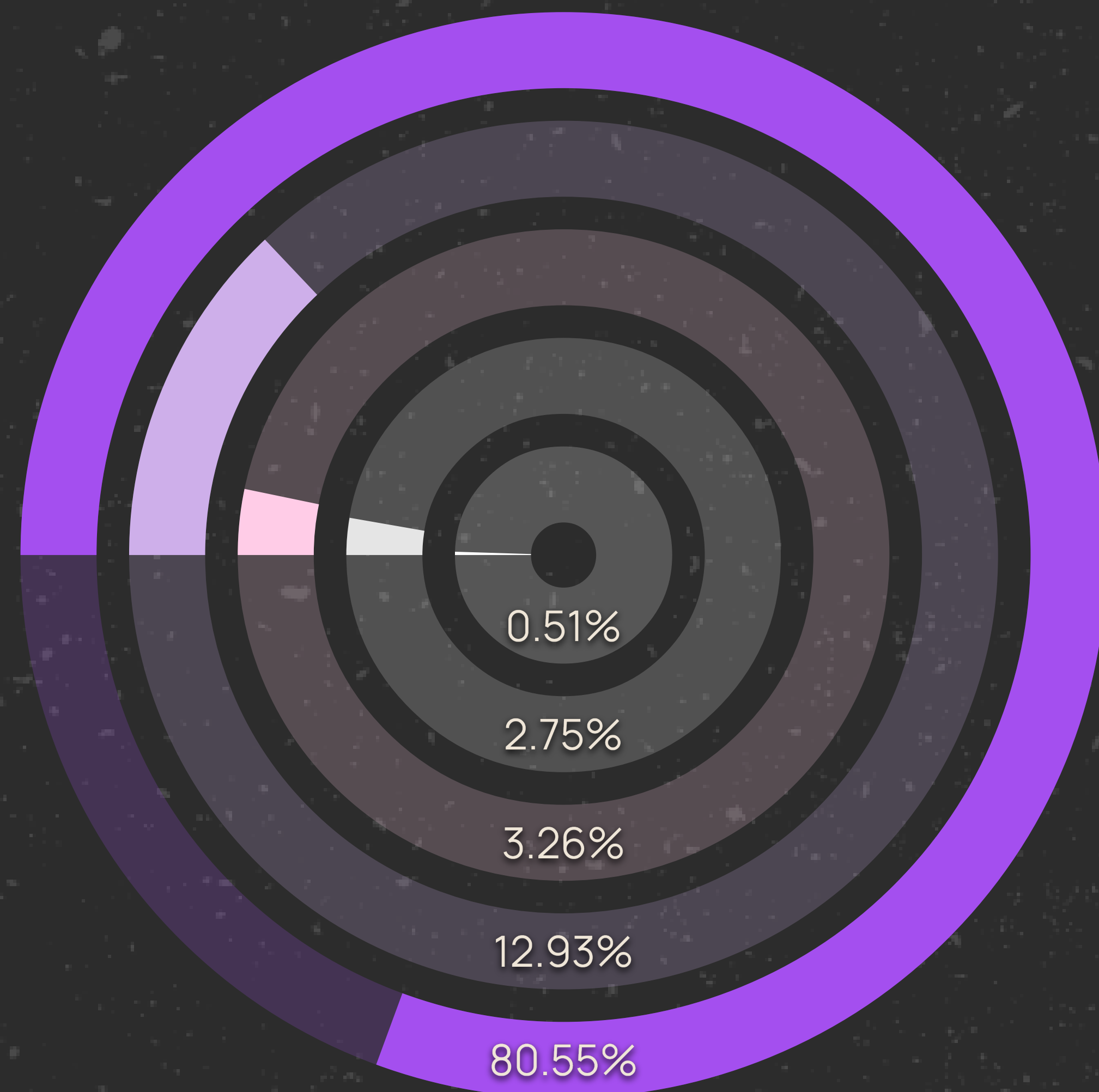
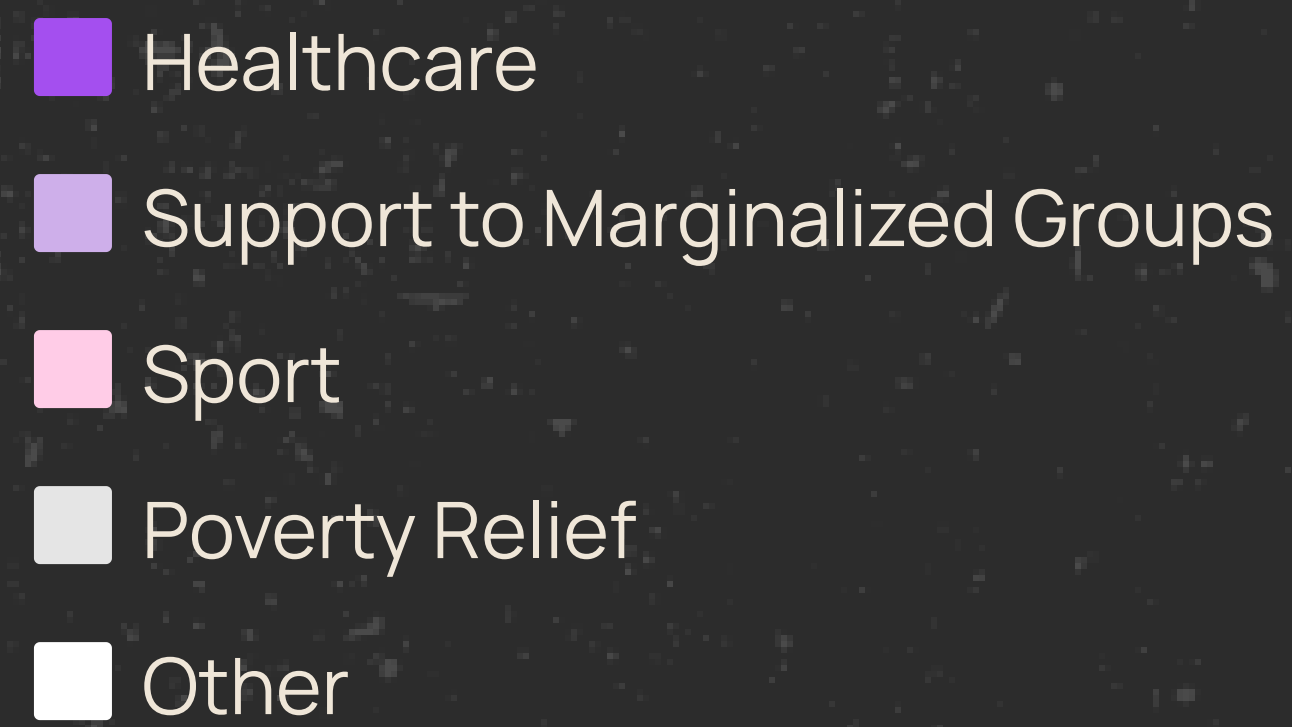
# Main Donors by Number



# Fields of Donation

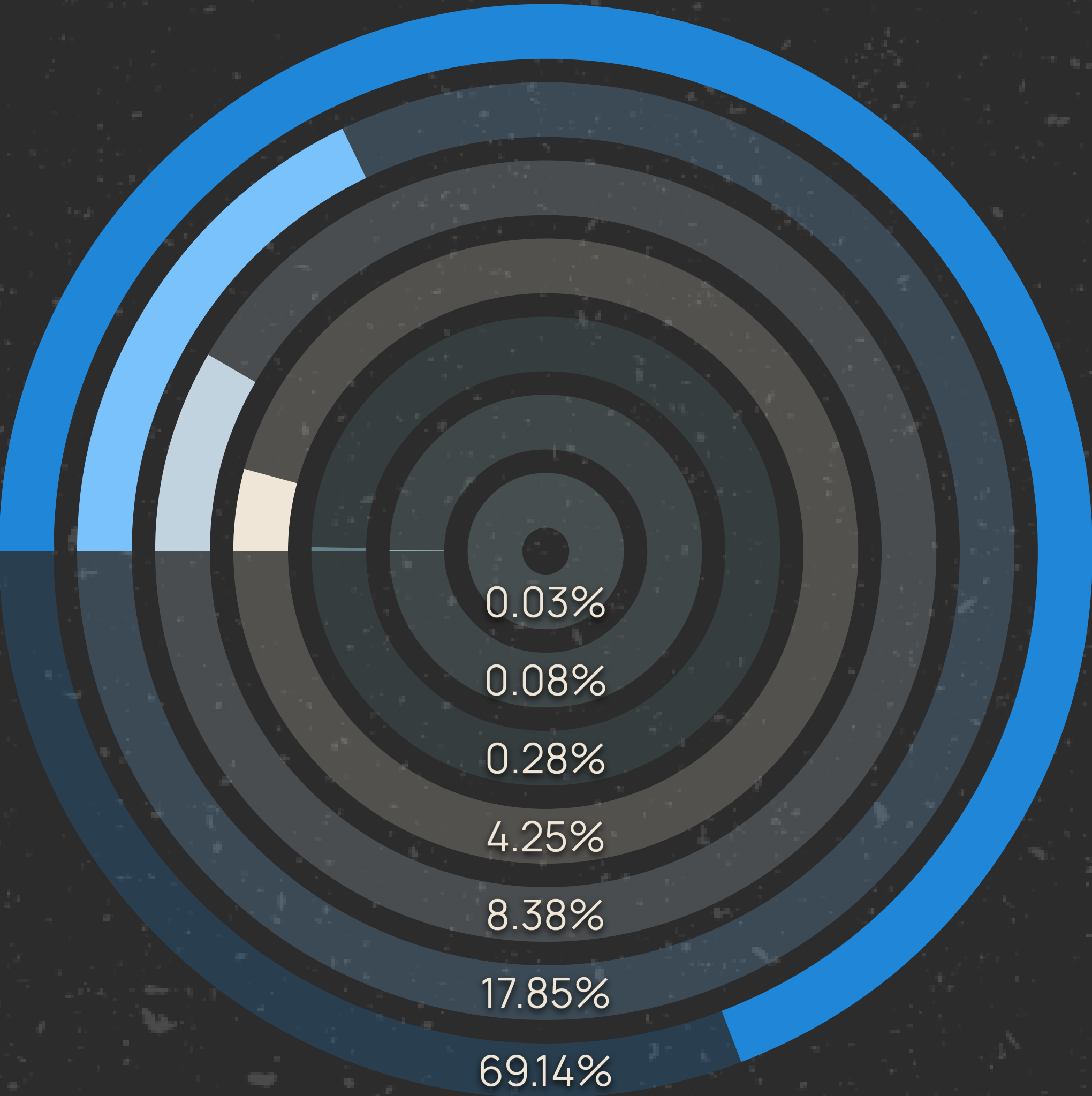
During October 2023, the main **donations** consist in the following **4 fields**:

Meanwhile, "**Other**" category includes donations in the field of: Education (0.20%), Art and Culture (0.10%), Economic Development (0.10%), Community Development (0.03%), Human Rights / Citizen Engagement (0.03%), Preservation & Protection of the Environment (0.03%) Animal Welfare (0.03%) ect.



# Channels of Donations

- Crowdfunding Platform (NPO)
- Crowdfunding Platform (Individual or family)
- NPO
- Public institution
- Direct Donation
- Private institution
- Regilous Entinity



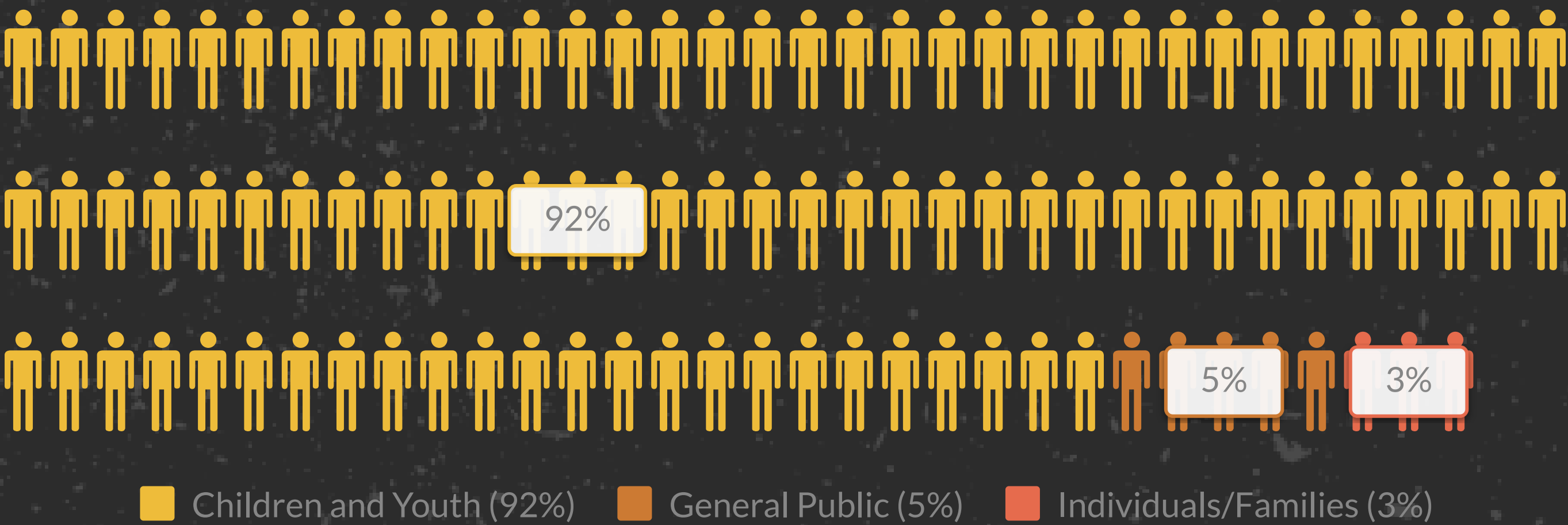
# Beneficiaries



Total number of beneficiaries\*:

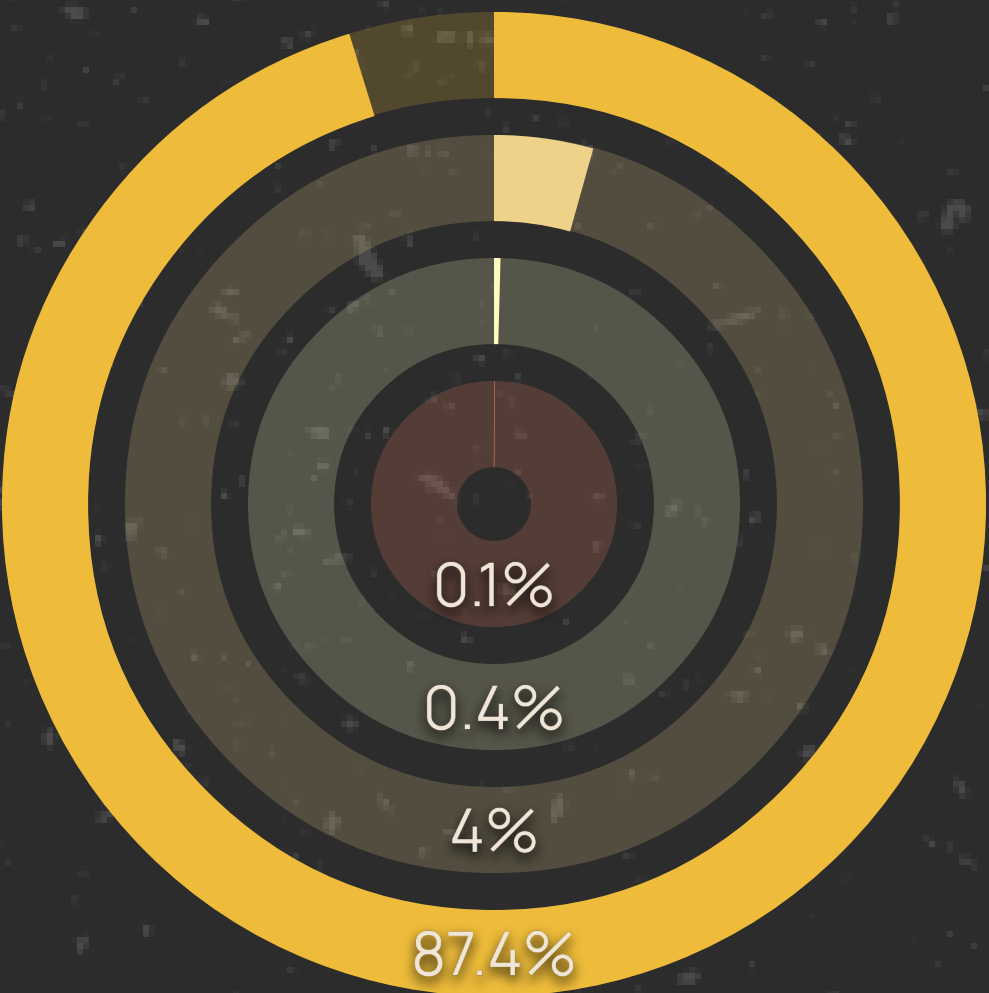
672

\*In the frame of this analysis beneficiaries are calculated only once regardless of the number of donations they received.



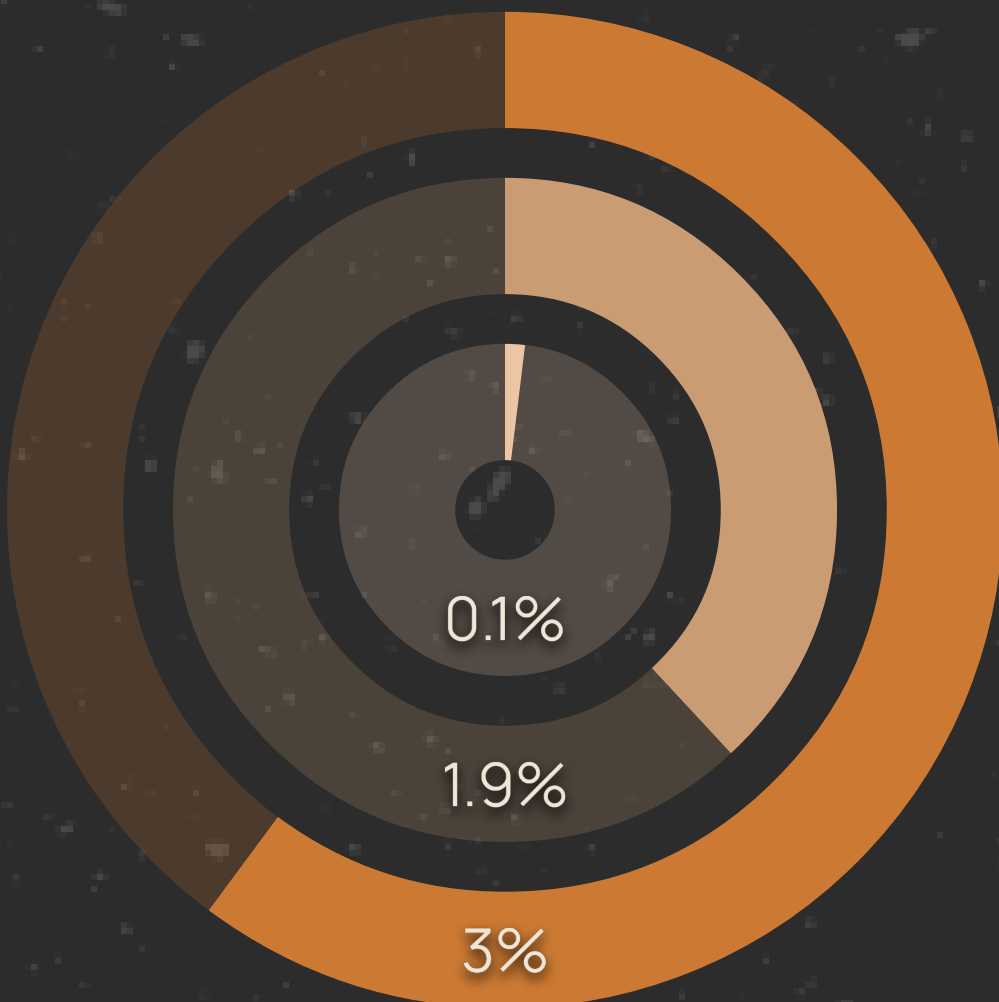
## Number of beneficiaries by Category

Children and Youth



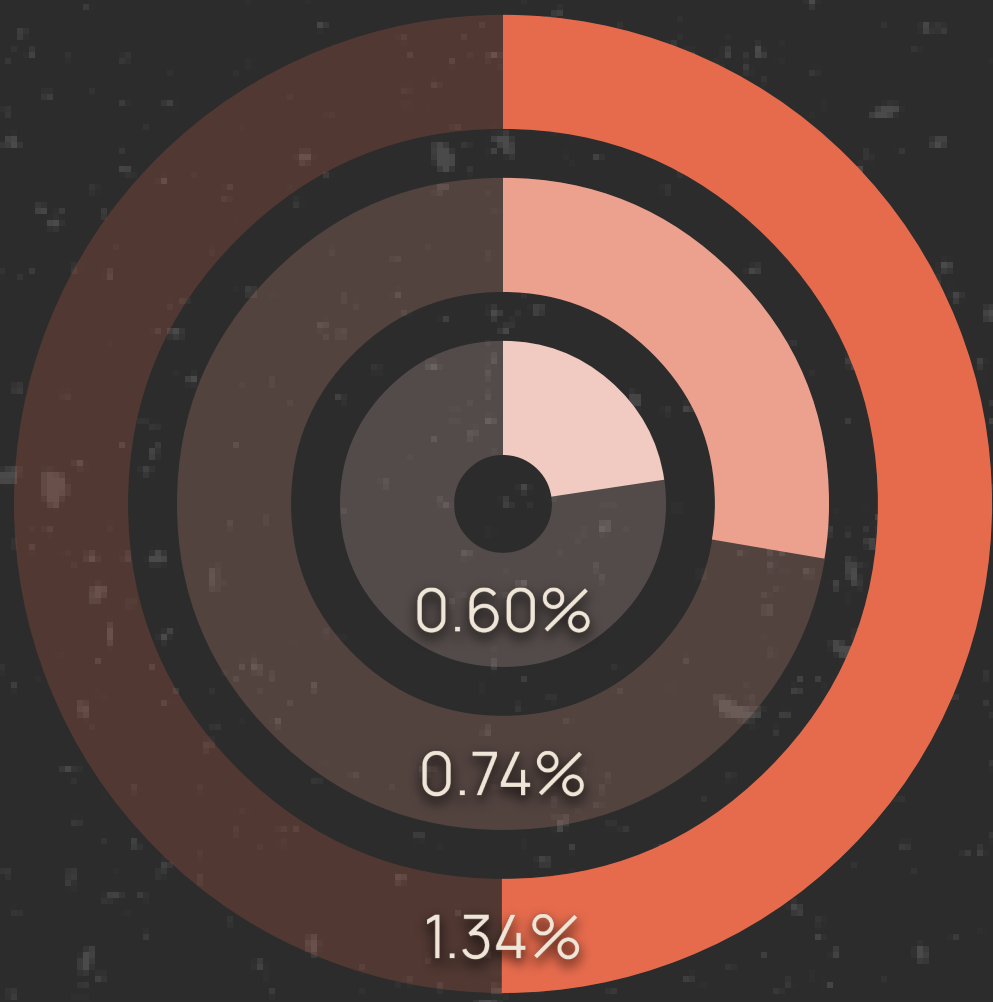
- In economic, health and social difficulties
- Talented
- Children and Youth
- Specific Geography

General Public



- In economic, health and social difficulties
- General Population
- Specific Geography

Individuals/Families



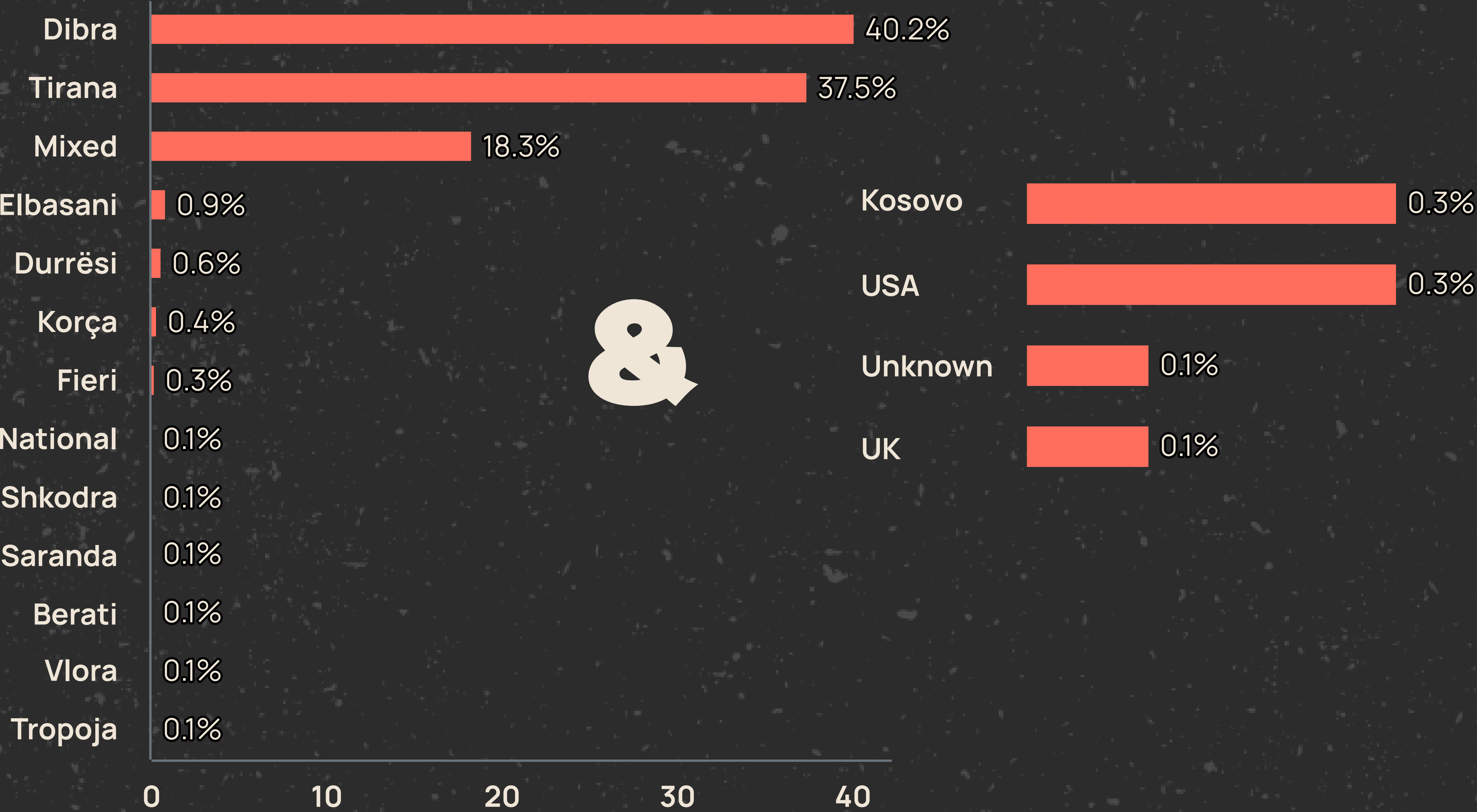
- In economic, health and social difficulties
- Women and Children at risk
- Elderly



# Geographic Coverage of Donations

## Beneficiaries

99.1% of the donations were allocated within Albania, while the remaining donations were distributed abroad.



## Donors

During October 2023, **80.75%** of the donations were contributed by donors from Albanian, while the remaining contribution comes from diaspora and foreign citizens.

Unknown 46.87%

Mixed 24.44%

Tirana 8.50%

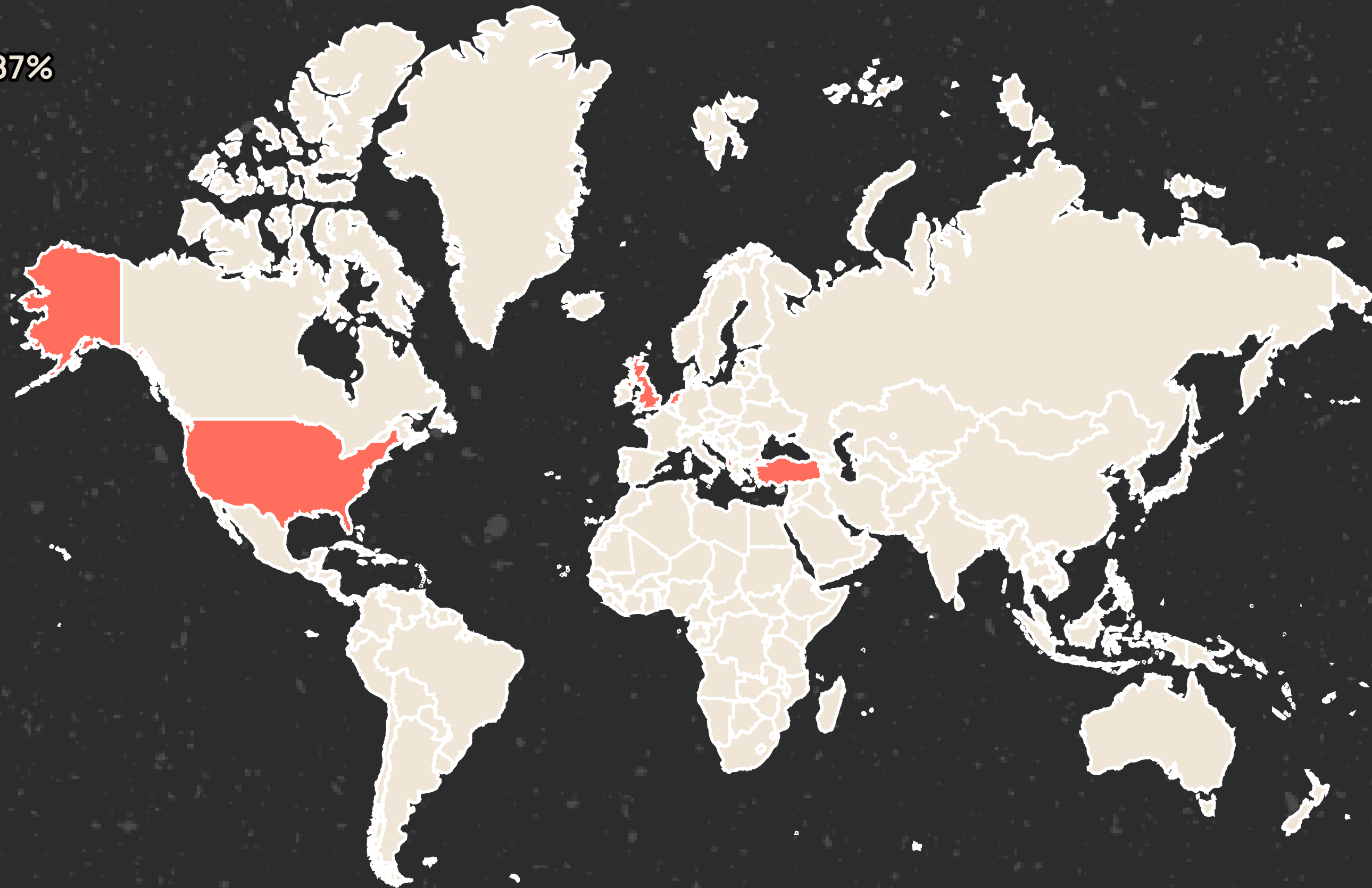
Elbasani 0.89%

Berati 0.03%

Korça 0.03%

Diaspora 18.61%

Foreign citizens 0.15%



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

**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



This report was made possible with support from the Rockefeller Brothers Fund. The opinions and views of the authors do not necessarily state or reflect those of the Fund.