

August 2023

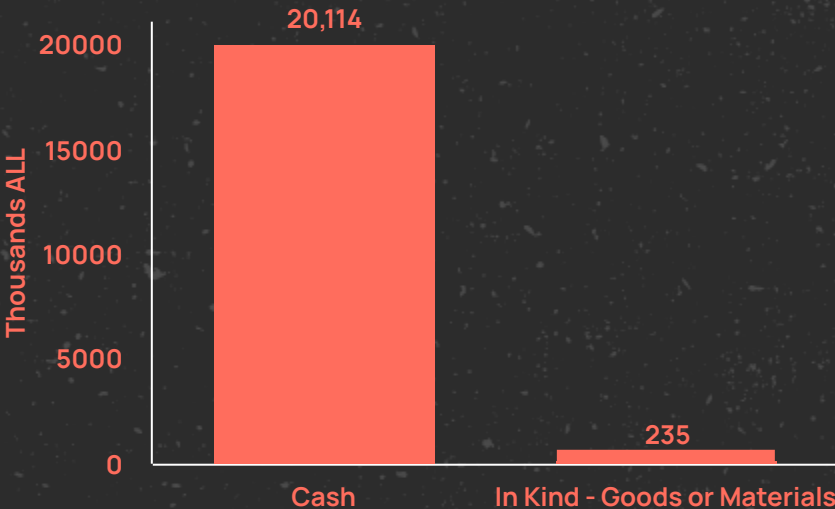
# Data on Philanthropic Activity

tracked through online & media platforms

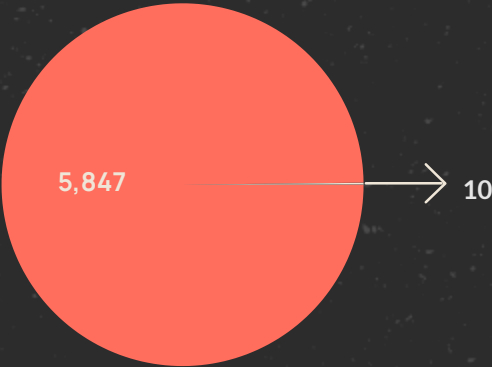
## Value of donations by Nature

Total:

20,349,478 ALL



- Cash (99.8%)
- In Kind - Goods or Materials (0.2%)



## Number of donations by Nature

Total:

5,857

# Donations by Type



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

**5,835 donations** carried out through **Campaigns**

**14 Direct donations**

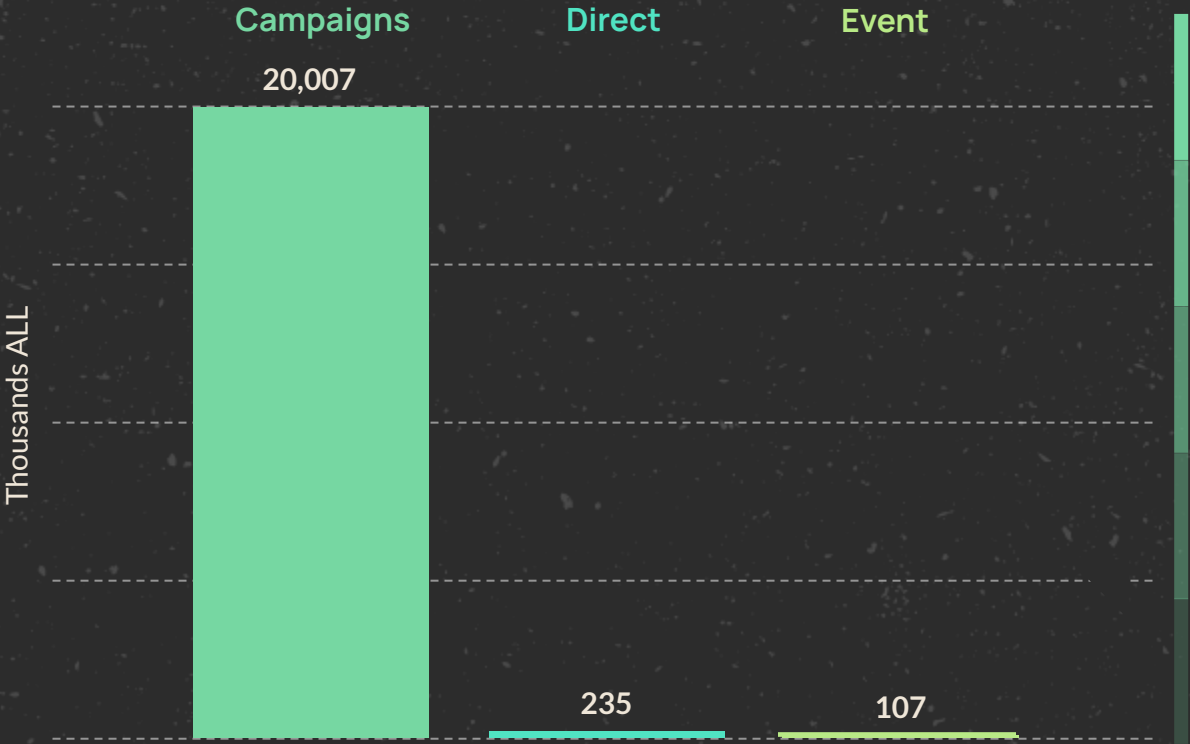
**6 donations** carried out through **Events**



## Value of donations by Type

Total:

20,349,478 ALL



# Fundraising Campaigns



10

Online and Social Media Crowdfunding Campaigns



9

Call for Donations



8

Crowdfunding Platforms



1

Facebook Social Impact Platform



8

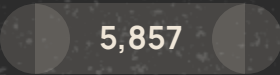
Live Events

## Events

# Donors



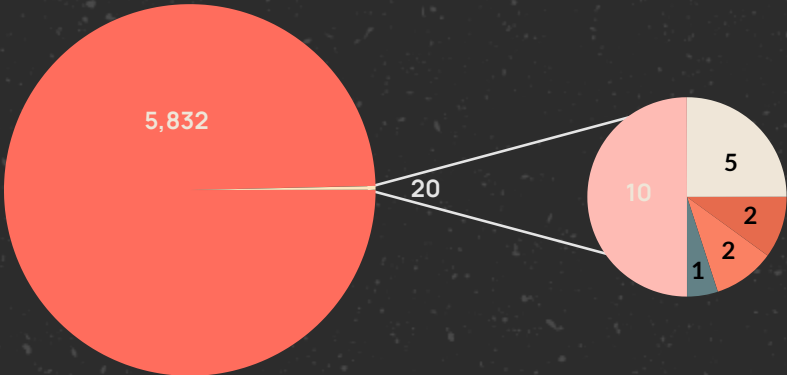
Total number of donors\*:



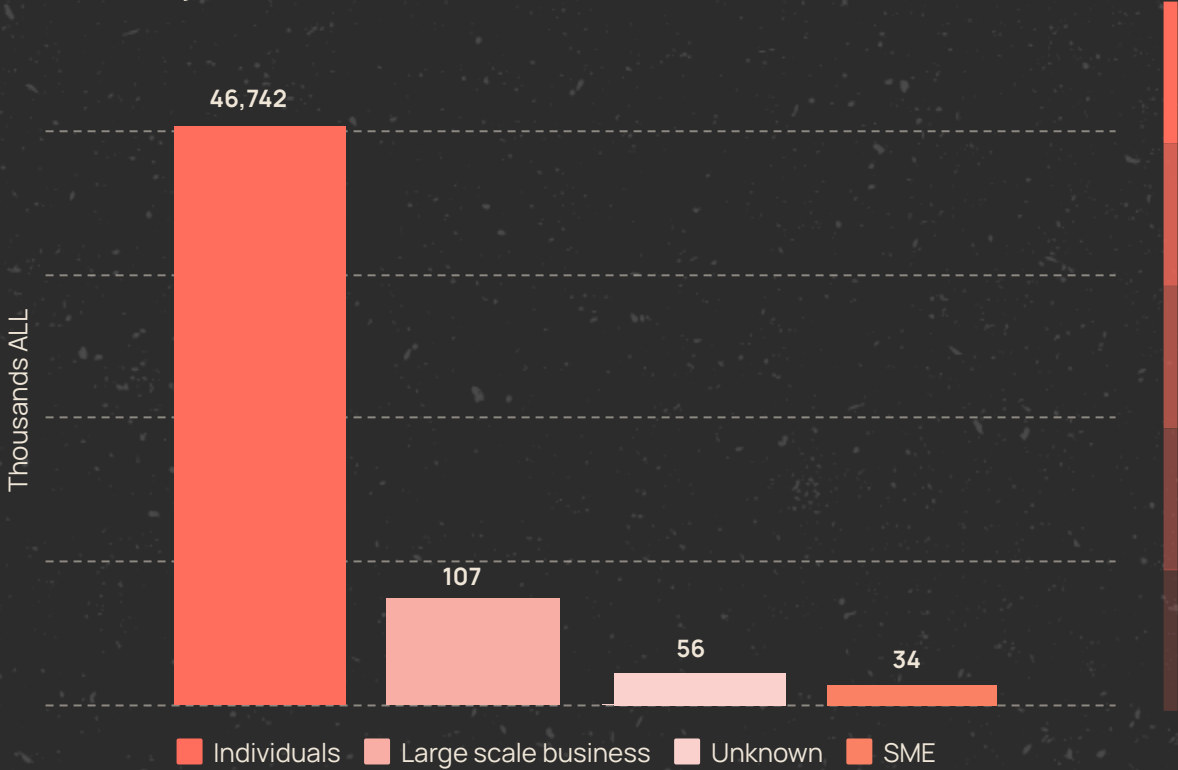
\*In the frame of this analysis donors are calculated only once regardless of the number of donations carried out during all the monitoring process.

- Individuals (99.66%)
- Large scale business 0.17%
- NPO (0.09%)
- SME (0.03%)
- Unknown (0.03%)
- Public Institution (0.02%)

## Number of donors by Nature



## Total Value of Donors by nature



## 3 Main Donors by Value

9,411,009 ALL

Individuals

Fundraising campaign "**Saving the life of 3-month-old Aurora!**", in support of the baby girl who is suffering from heart problems.

4,732,933 ALL

Individuals

Fundraising campaign "**Let's bring Klajdi to Albania**", in support of the family of Klajdi Bitri, the young man who tragically passed away in Italy

3,538,718 ALL

Individuals

Fundraising campaign "**In support of sick people!**", in support of 2-week-old Milaim from Kosovo, who is in life danger.

Tirana Bank

1

Credins Bank

2

Gjoncarlo Putzo

3

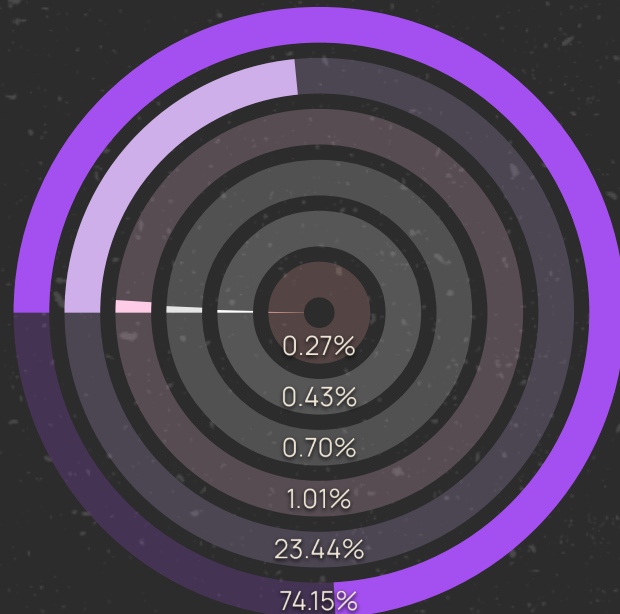
## Main Donors by Number

# Fields of Donation

During August 2023, the main **donations** consist in the following **5 fields**:

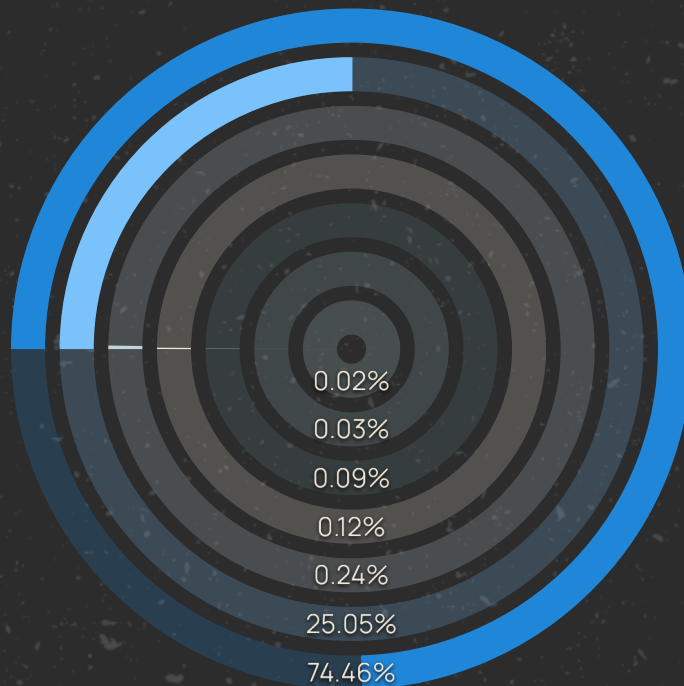
Meanwhile, "**Other**" category includes donations in the field of: Art and Culture (0.10%), Education (0.06%), Economic Development (0.05%), Sport (0.03%), Community Development (0.03%).

- Healthcare
- Poverty Relief
- Human Rights / Citizen Engagement
- Animal Welfare
- Support to Marginalized Groups
- Other



# Channels of Donations

- Crowdfunding Platform (NPO)
- Crowdfunding Platform (Individual or family)
- Direct Donation
- Public institution
- NPO
- International Institution
- Private institution



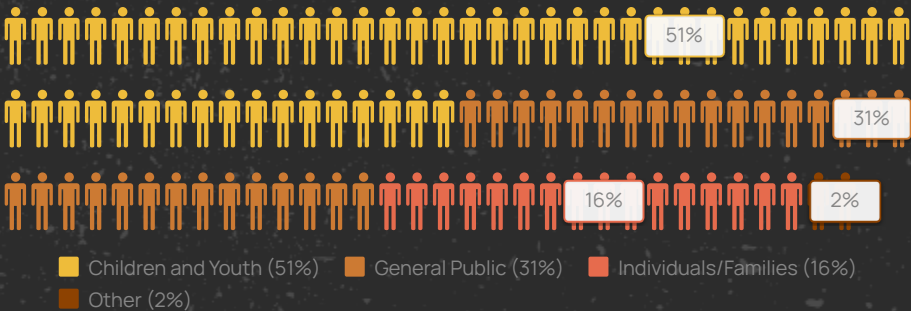
# Beneficiaries



Total number of beneficiaries\*:

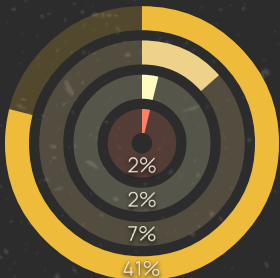
49

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



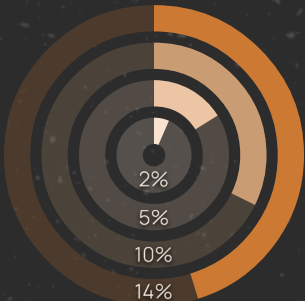
## Number of beneficiaries by Category

Children and Youth



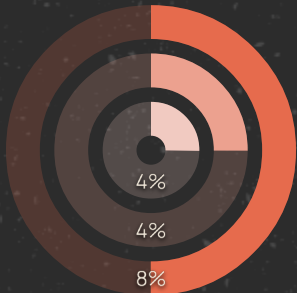
- In economic, health and social difficulties
- Talented
- Children and Youth
- Specific Geography

General Public



- In economic, health and social difficulties
- General Population
- Specific Geography
- Living in Other Countries

Individuals/Families



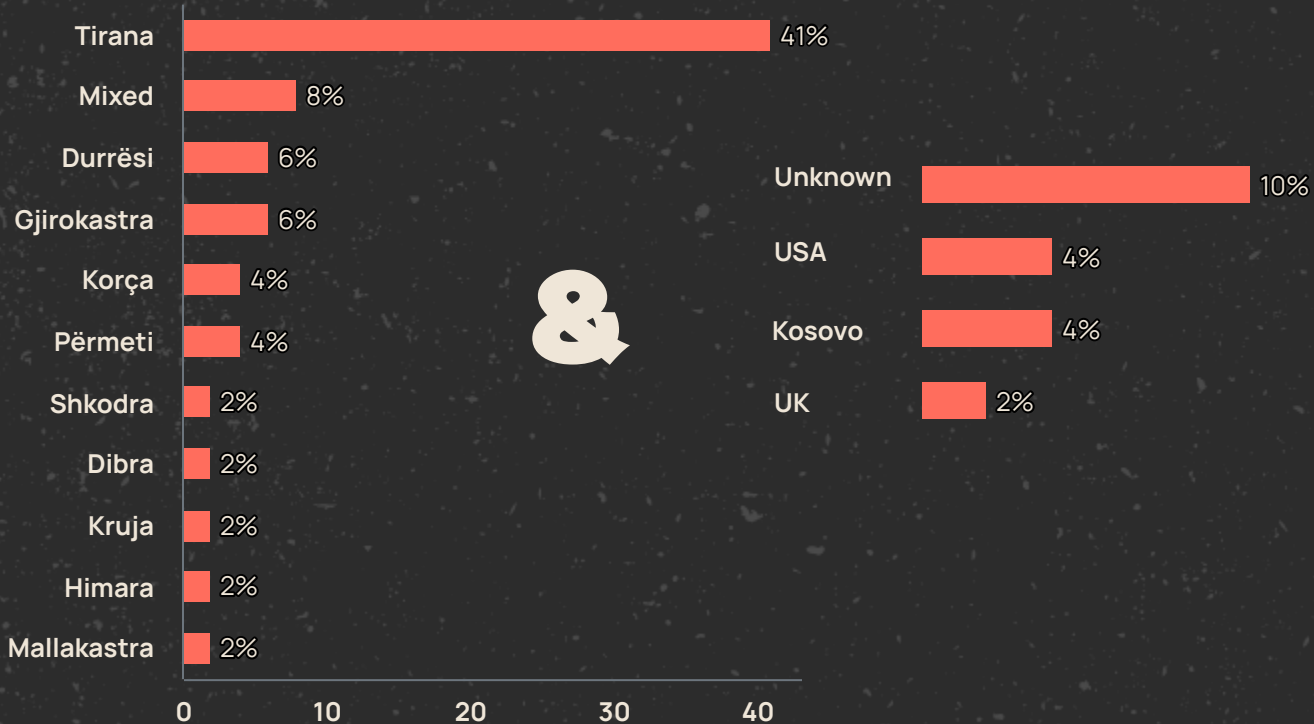
- Women and children at risk
- In economic, health and social difficulties
- Elderly



# Geographic Coverage of Donations

## Beneficiaries

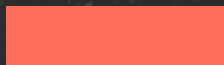
80% of the donations were allocated within Albania, while the remaining donations were distributed abroad.



## Donors

During August 2023, **97.92%** of the donations were contributed by donors from diaspora, while the remaining contribution comes from Albanian donors.

Tirana



0.34%

Mixed



0.17%

Unknown



0.12%

Durrësi



0.03%



Diaspora

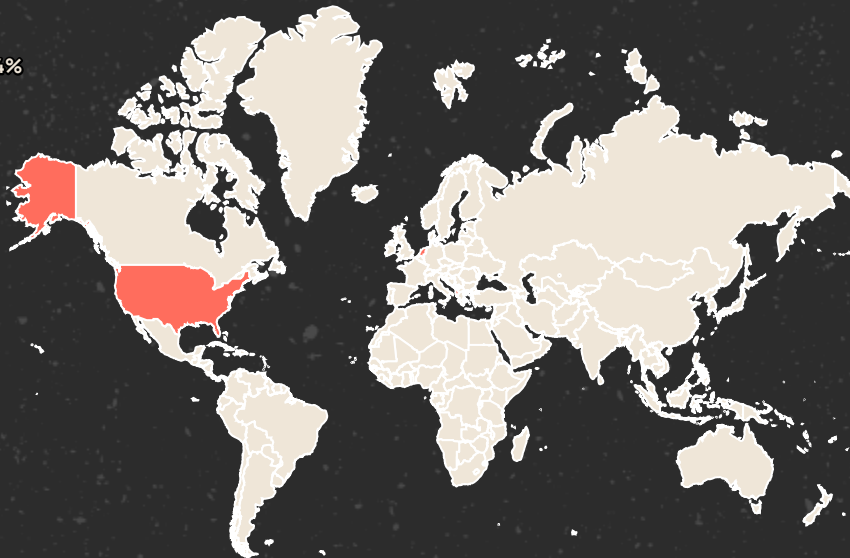


97.92%

Foreign citizens



1.47%



**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.