

September 2023

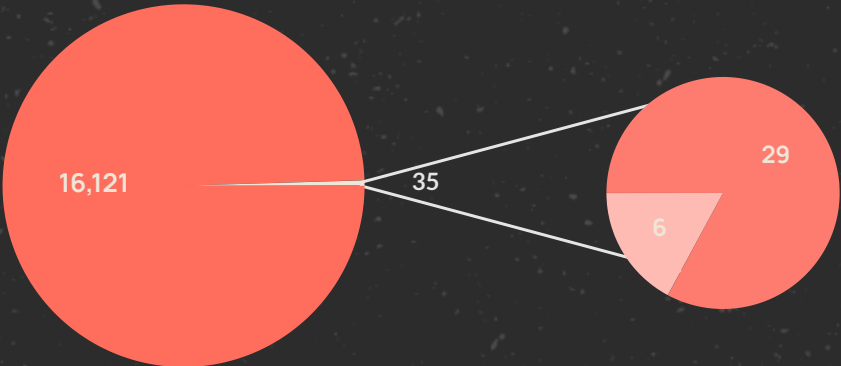
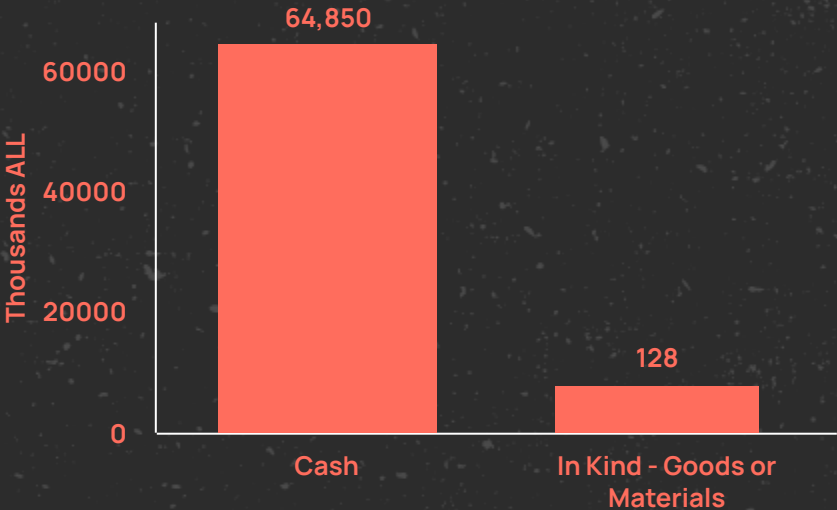
Data on Philanthropic Activity

tracked through online & media platforms

Value of donations by Nature

Total:

64,977,517 ALL



Number of donations by Nature

Total:

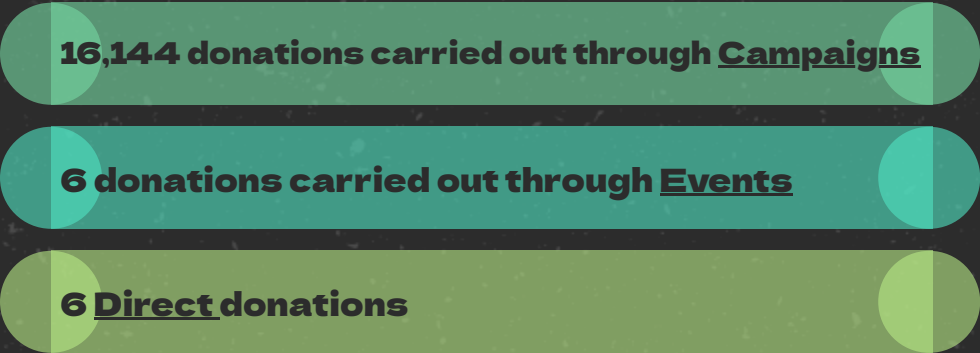
16,156

- Cash (99.78%)
- In Kind - Goods or Materials (0.18%)
- Profesional Service (0.04%)

Donations by Type



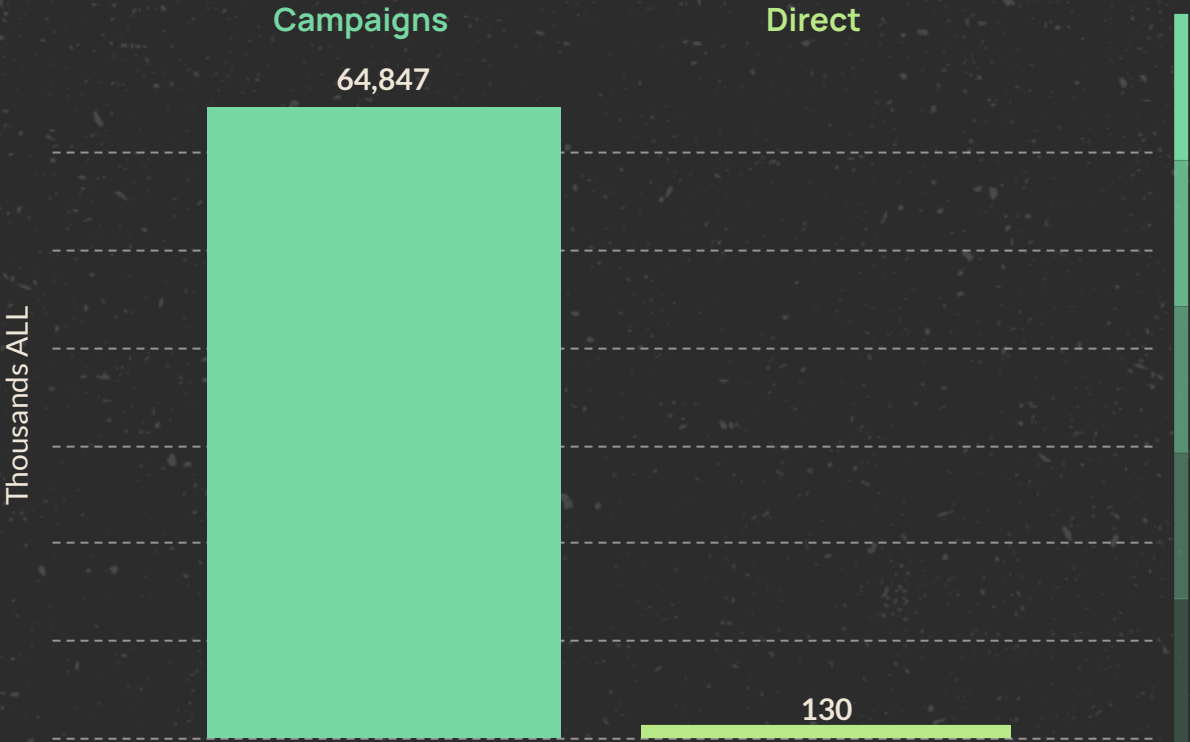
The three main types of fundraising are through **Direct donations**, **Events**, and **Campaigns**.



Value of donations by Type

Total:

64,977,517 ALL



Fundraising Campaigns



43

Call for Donations



13

Online and Social Media Crowdfunding Campaigns



4

Crowdfunding Platforms



3

Live Events

Events

Donors



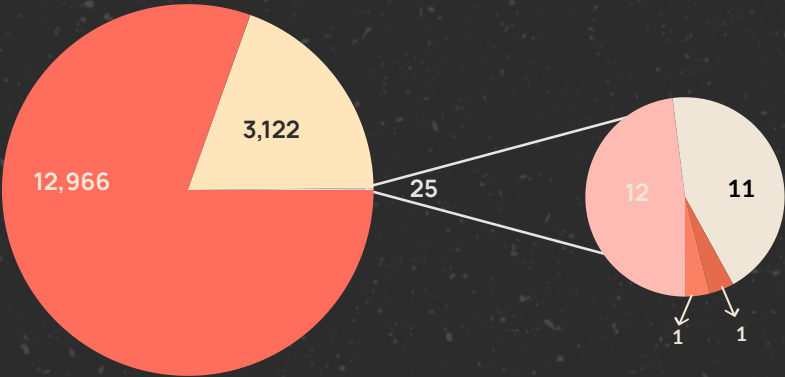
Total number of donors*:

16,113

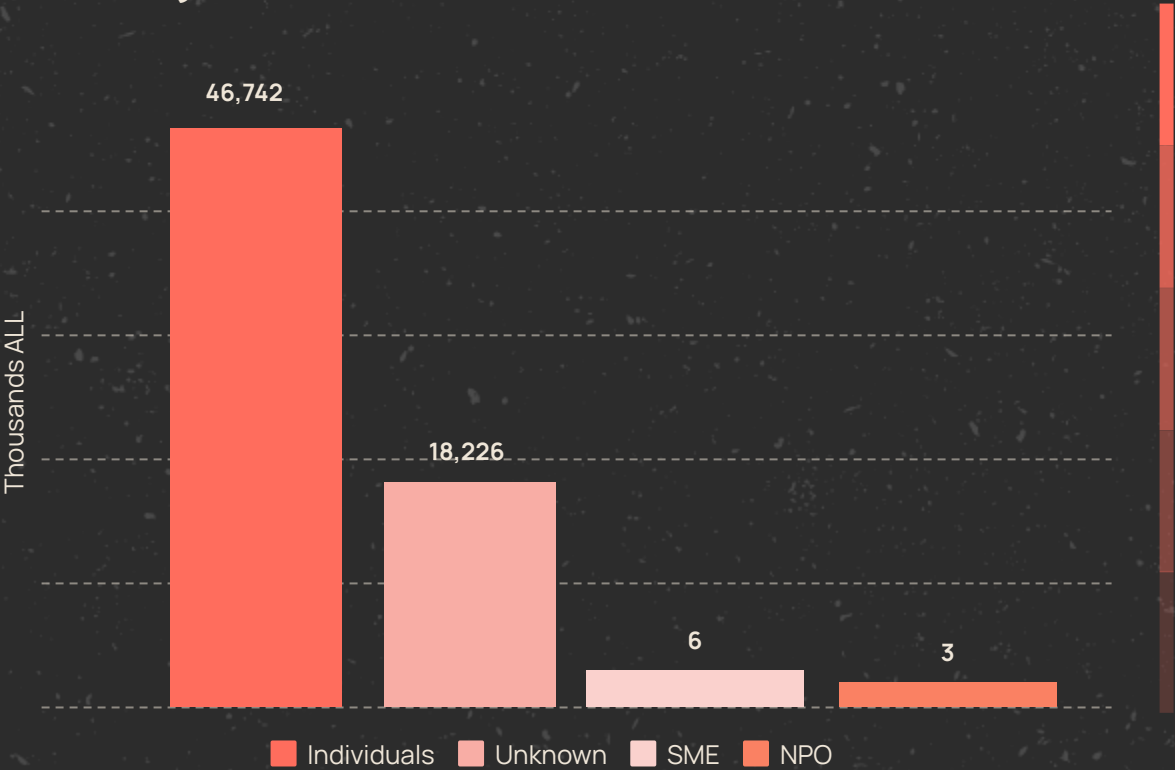
*In the frame of this analysis donors are calculated only once regardless of the number of donations carried out during all the monitoring process.

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

Number of donors by Nature



Total Value of Donors by nature



3 Main Donors by Value

20,285,348 ALL

Individuals

Fundraising campaign "**Help Erjona!**", in support of the 6 years old girl, who has health problems.

13,097,952 ALL

Individuals

Fundraising campaign "**Help Mesila!**", in support of the 3 months old little girl, who has health problems.

12,854,739 ALL

Individuals

Fundraising campaign "**Let's save the life of Roxhaldo!**", in support of the 10 years old boy, who is suffering from a serious illness.

Vizion OJF

1

Bankers Petroleum

2

Albanian Red Cross

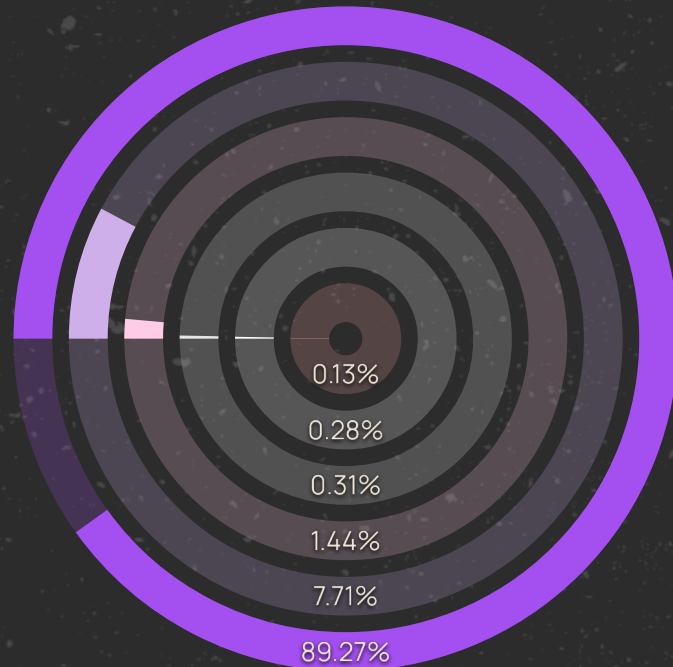
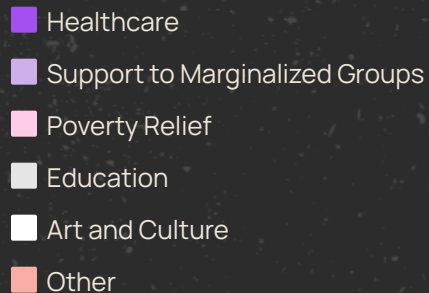
3

Main Donors by Number

Fields of Donation

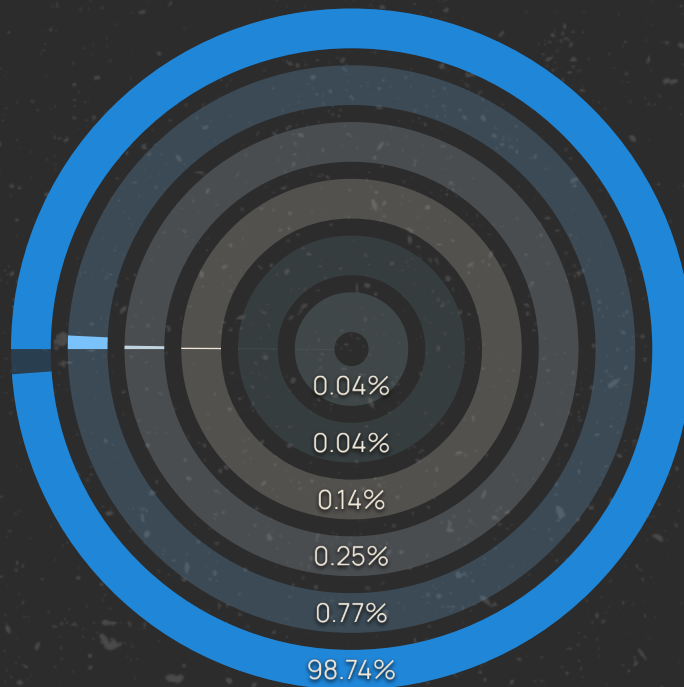
During September 2023, the main **donations** consist in the following **5 fields**:

Meanwhile, "**Other**" category includes donations in the field of: Community Development (0.04%), Public Infrastructure (0.03%), Human Rights/Citizen Engagement (0.03%), Sport (0.01%), Response to Natural Disaster (0.01%), Economic Development (0.01%).



Channels of Donations

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



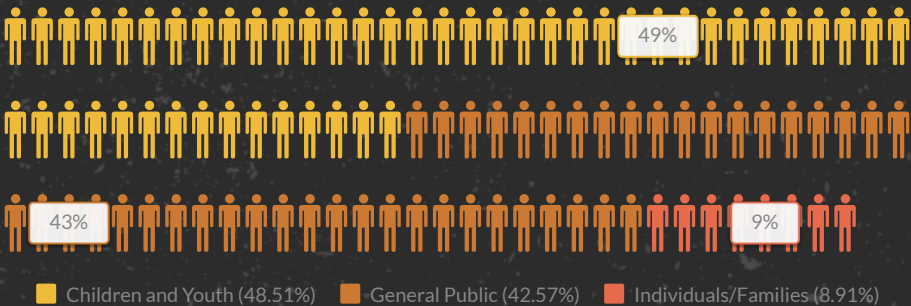
Beneficiaries



Total number of beneficiaries*:

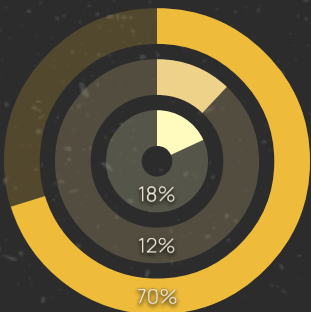
68

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



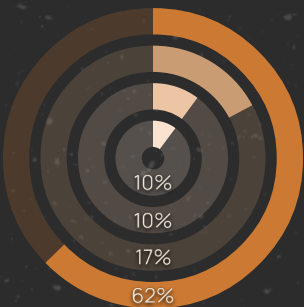
Number of beneficiaries by Category

Children and Youth



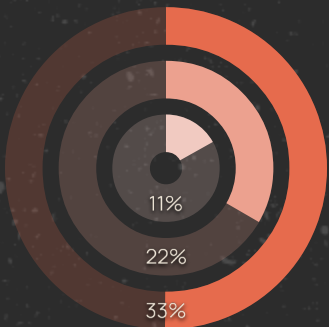
In economic, health and social difficulties
Talented Specific Geography

General Public



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

Individuals/Families

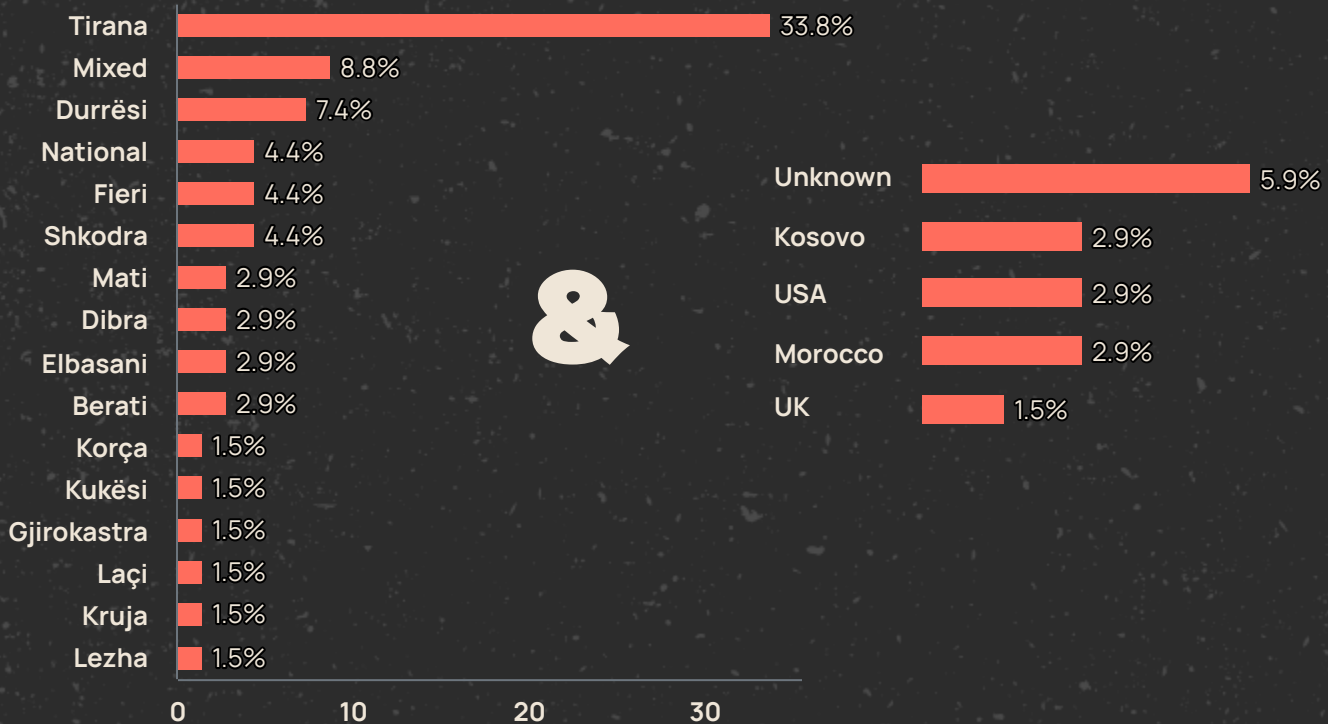


In economic, health and social difficulties
Elderly Women and Children at risk

Geographic Coverage of Donations

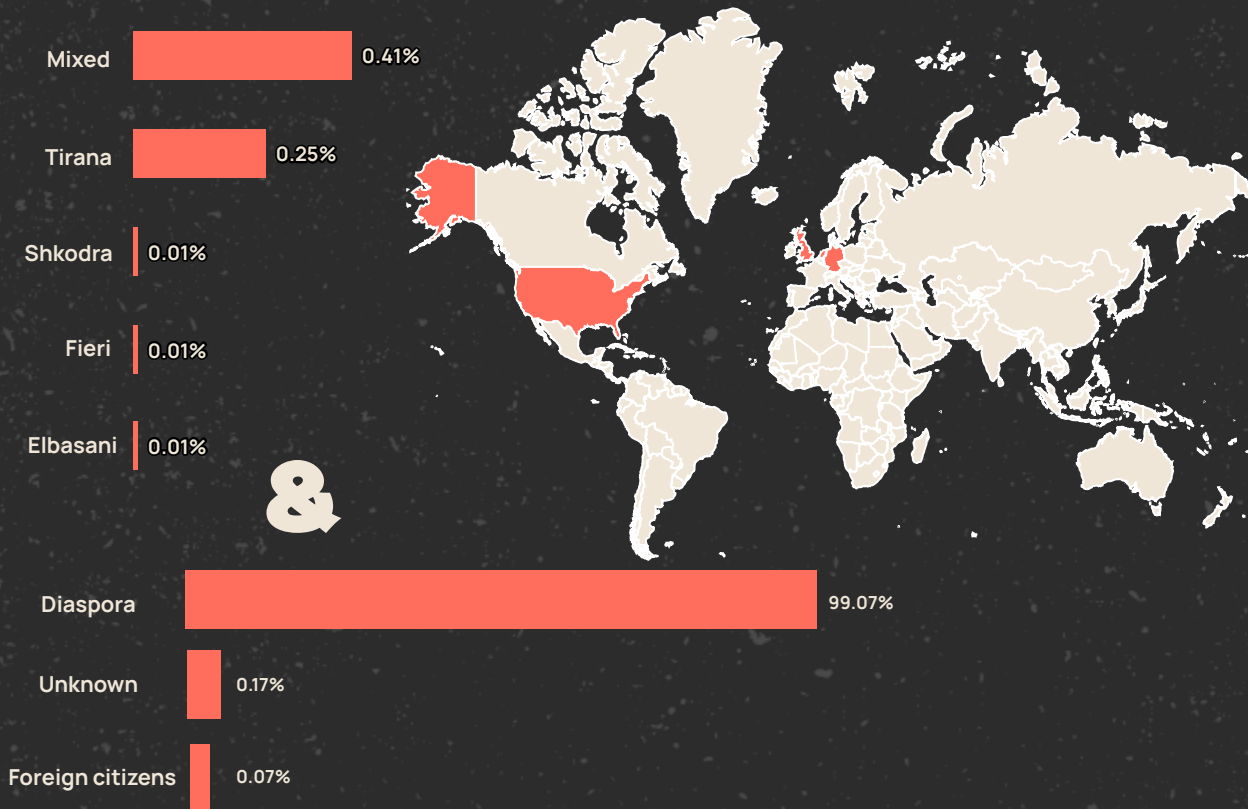
Beneficiaries

83.8% of the donations were allocated within Albania, while the remaining donations were distributed abroad.



Donors

During September 2023, **99.07%** of the donations were contributed by donors from diaspora, while the remaining contribution comes from Albanian donors.



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



Rockefeller
Brothers Fund

Philanthropy for an Interdependent World

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.