

January 2024

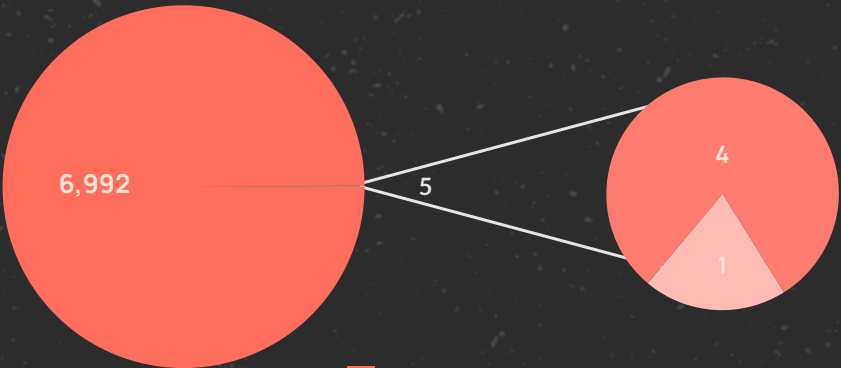
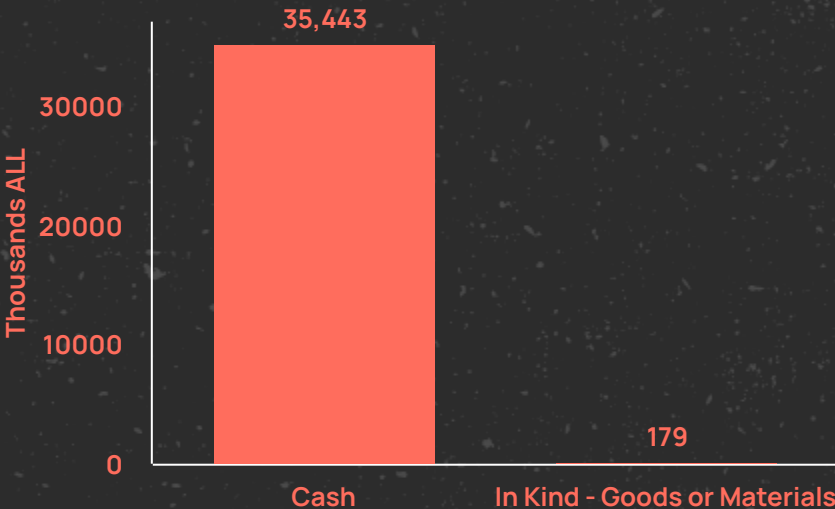
Data on Philanthropic Activity

tracked through online & media platforms

Value of donations by Nature

Total:

35,622,811 ALL



Number of donations by Nature

Total:

6,997

Donations by Type



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

6,993 donations carried out through **Campaigns**

3 **Direct donations**

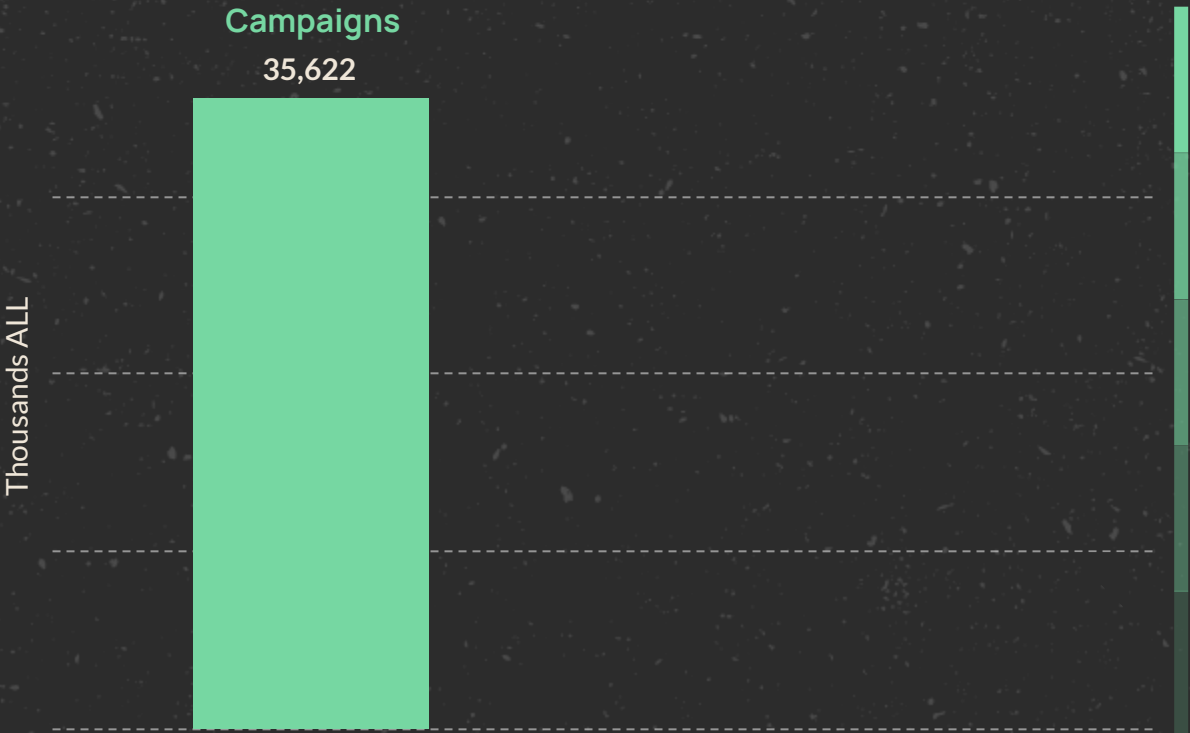
1 donation carried out through **Events**



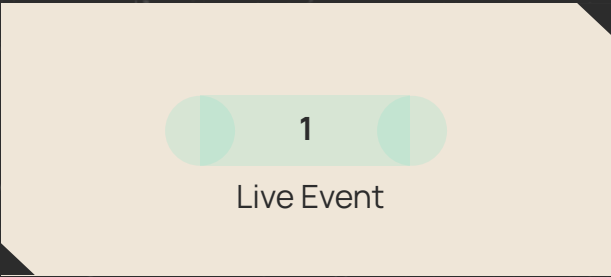
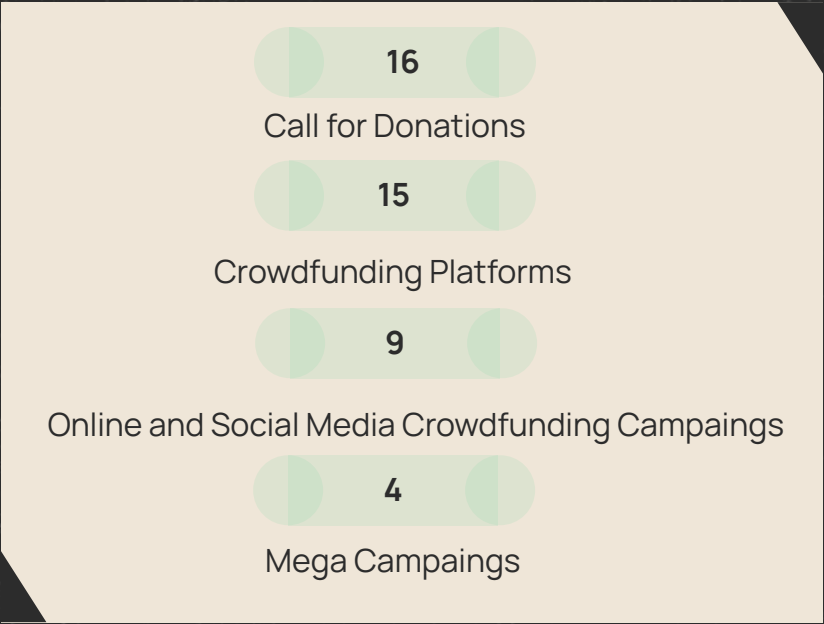
Value of donations by Type

Total:

35,622,811 ALL

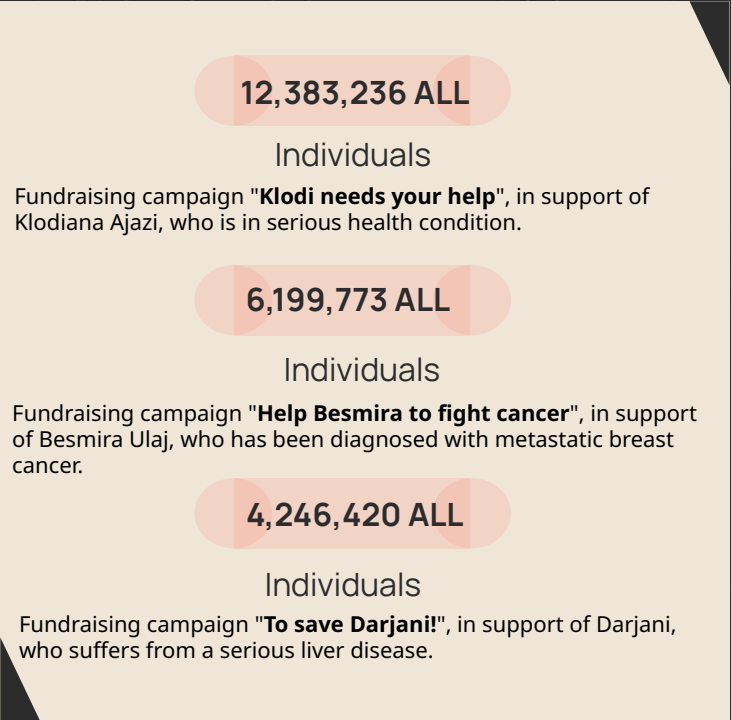


Fundraising Campaigns



Events

3 Main Donors by Value



Main Donors by Number

Donors



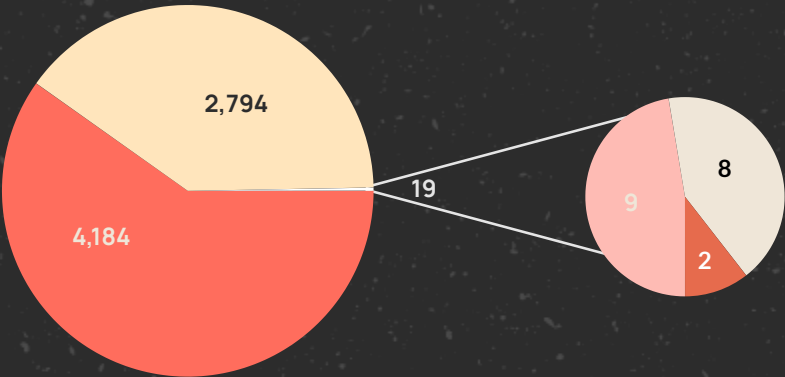
Total number of donors*:

6,994

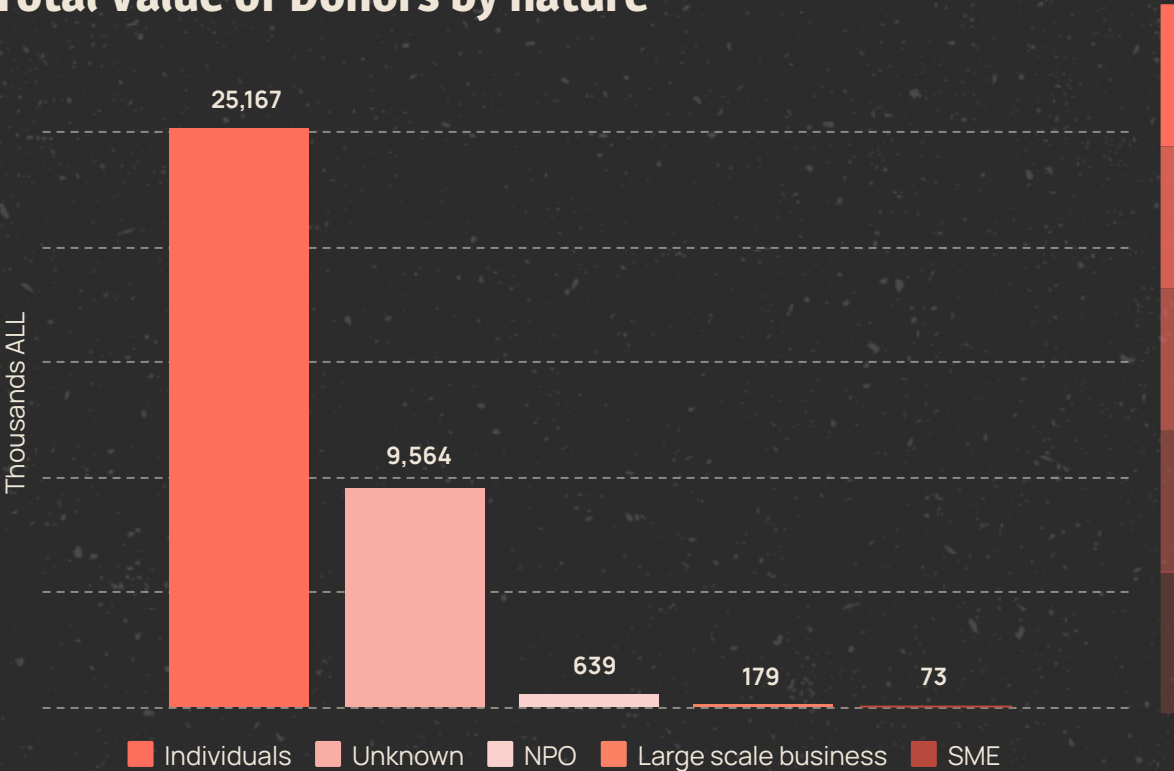
*In the frame of this analysis donors are calculated only once regardless of the number of donations carried out during all the monitoring process.

- Individuals (59.82%)
- Unknown (39.91%)
- NPO (0.11%)
- Large scale business (0.13%)
- SME (0.03%)

Number of donors by Nature



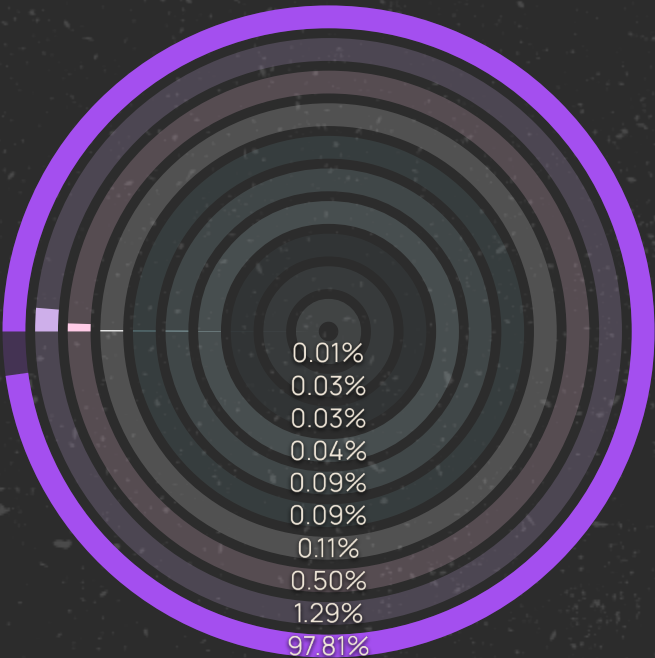
Total Value of Donors by nature



Fields of Donation

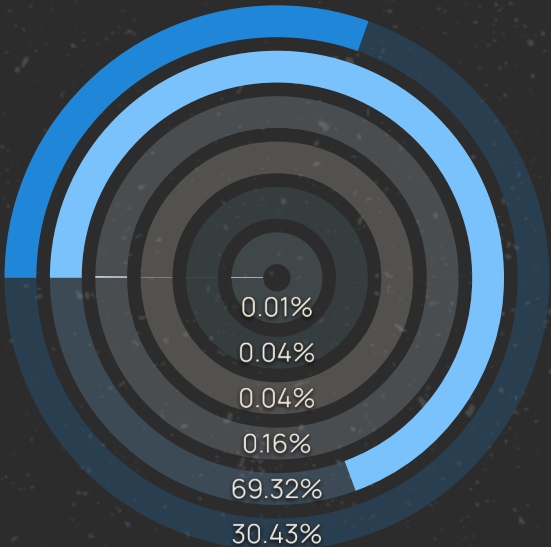
During January, the **donations** consist in the following **fields**:

- Healthcare
- Other
- Support to Marginalized Groups
- Education
- Public Infrastructure
- Preservation & Protection of the Environment
- Poverty Relief
- Sesonal Giving
- Sport
- Art and Culture



Channels of Donations

- Crowdfunding Platform (NPO)
- Crowdfunding Platform (Individual or family)
- NPO
- Public institution
- Direct Donation
- Other



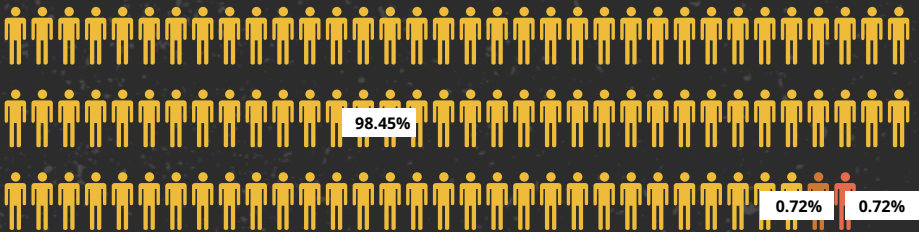
Beneficiaries



Total number of beneficiaries*:

1,798

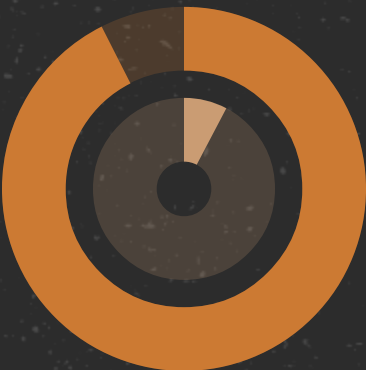
*In the frame of this analysis beneficiaries are calculated only once regardless of the number of donations they received.



Children and Youth (98.45%) Individuals/Families (0.72%) General Public (0.72%) Other (0.11%)

Number of beneficiaries by Category

General Public



In economic, health and social difficulties (92.31%) General Population (7.69%)

Children and Youth



Specific Geography (76.44%) In economic, health and social difficulties (22.37%) Talented (1.07%) Children and Youth (0.06%) From Minority Communities (0.06%)

Individuals/Families

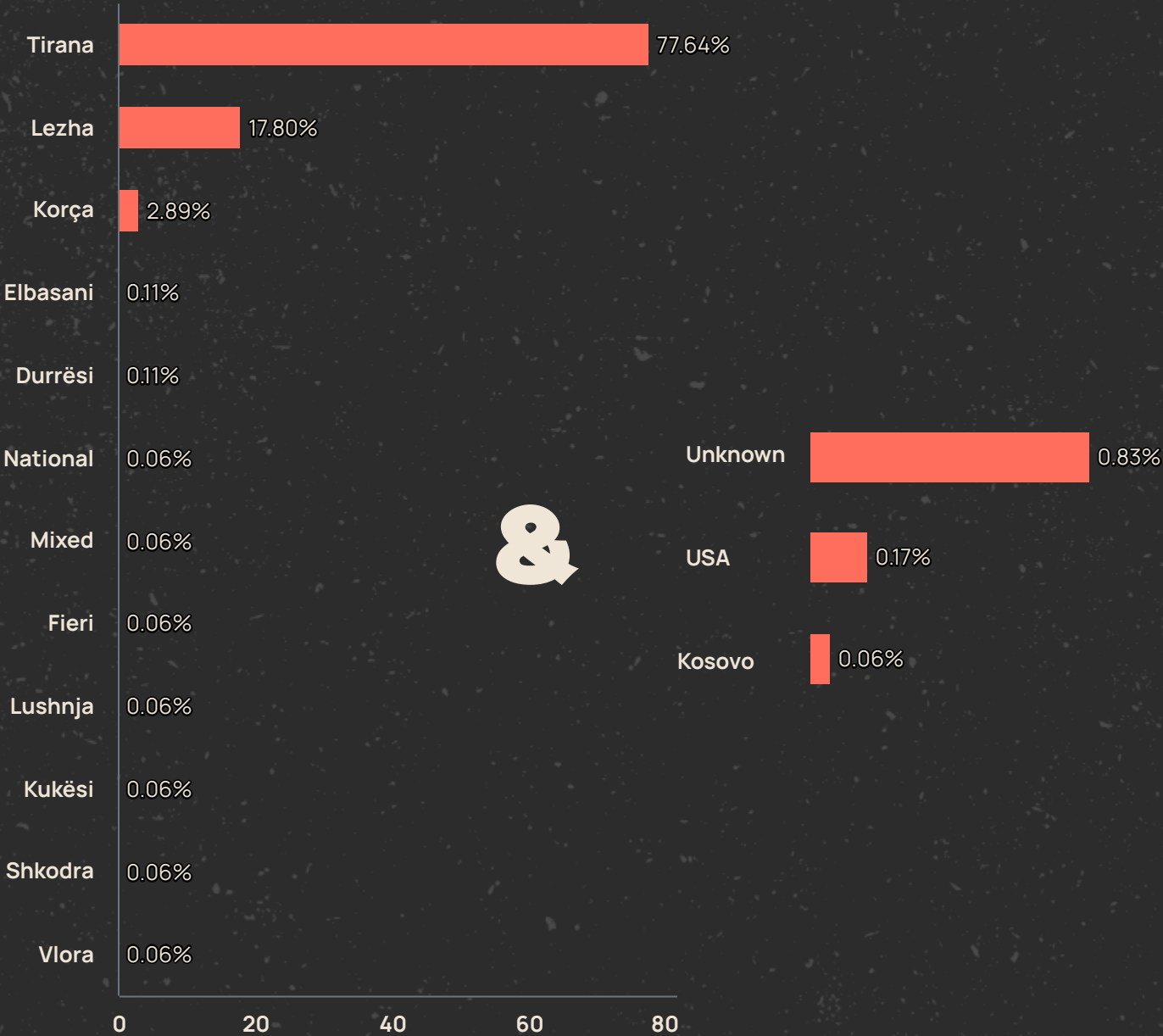


In economic, health and social difficulties (61.54%) Women and Children at risk (38.46%)

Geographic Coverage of Donations

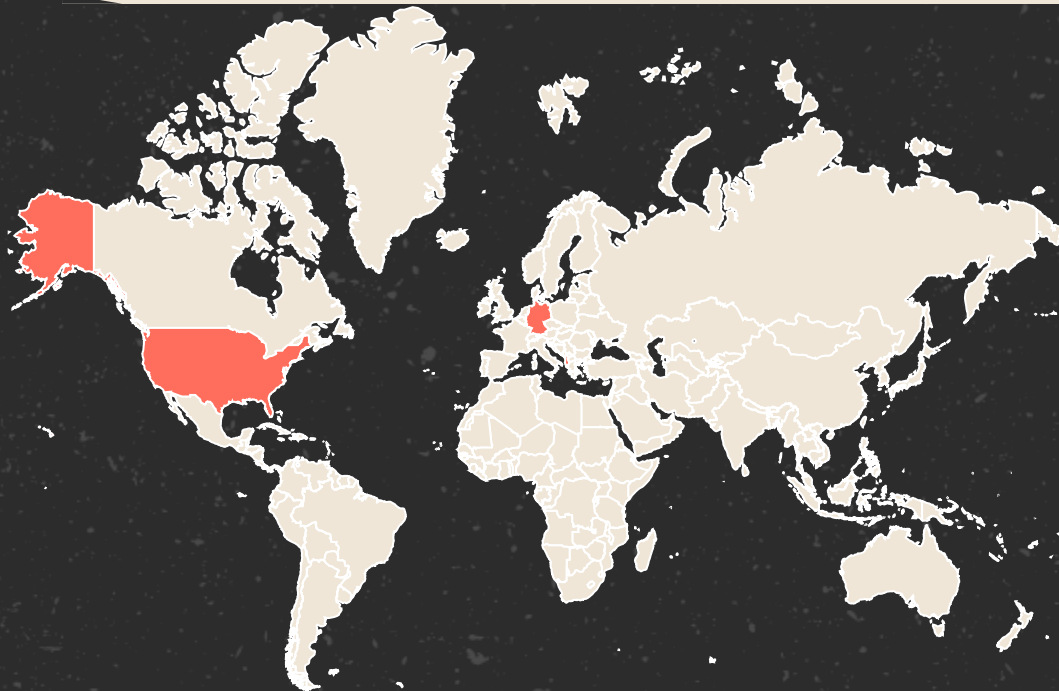
Beneficiaries

98.94% of the donations were allocated within Albania.



Donors

51.34% of the donations were contributed by donors from Albanian, while the remaining contributions come from diaspora and foreign citizens.



Mixed



51.09%

Tirana



0.21%

Elbasani



0.01%

Korça



0.01%



Diaspora



48.61%

Foreign citizens



0.06%

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.

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.