

March 2024

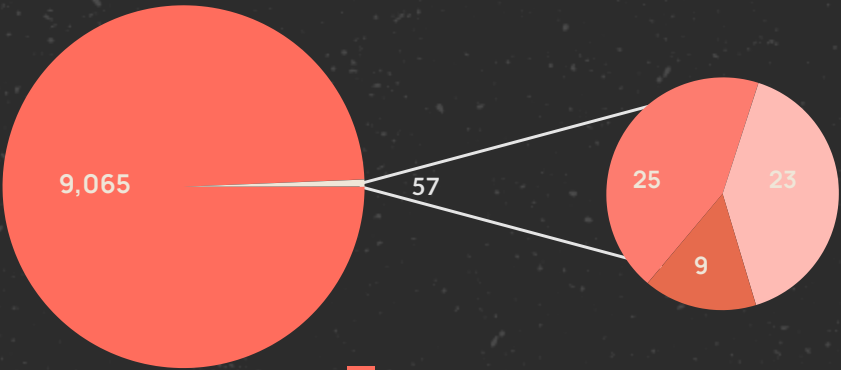
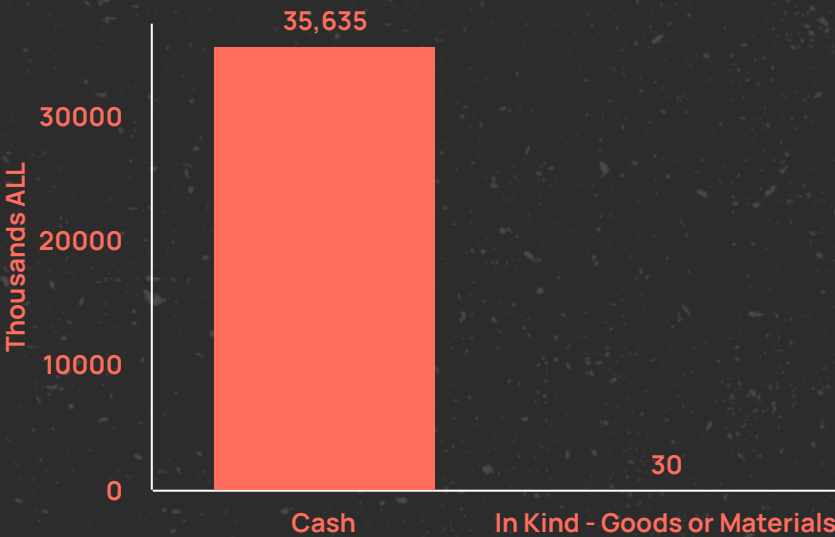
Data on Philanthropic Activity

tracked through online & media platforms

Value of donations by Nature

Total:

35,665,835 ALL



Number of donations by Nature

Total:

9,122

Donations by Type



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

9,084 donations carried out through **Campaigns**

30 donations carried out through **Events**

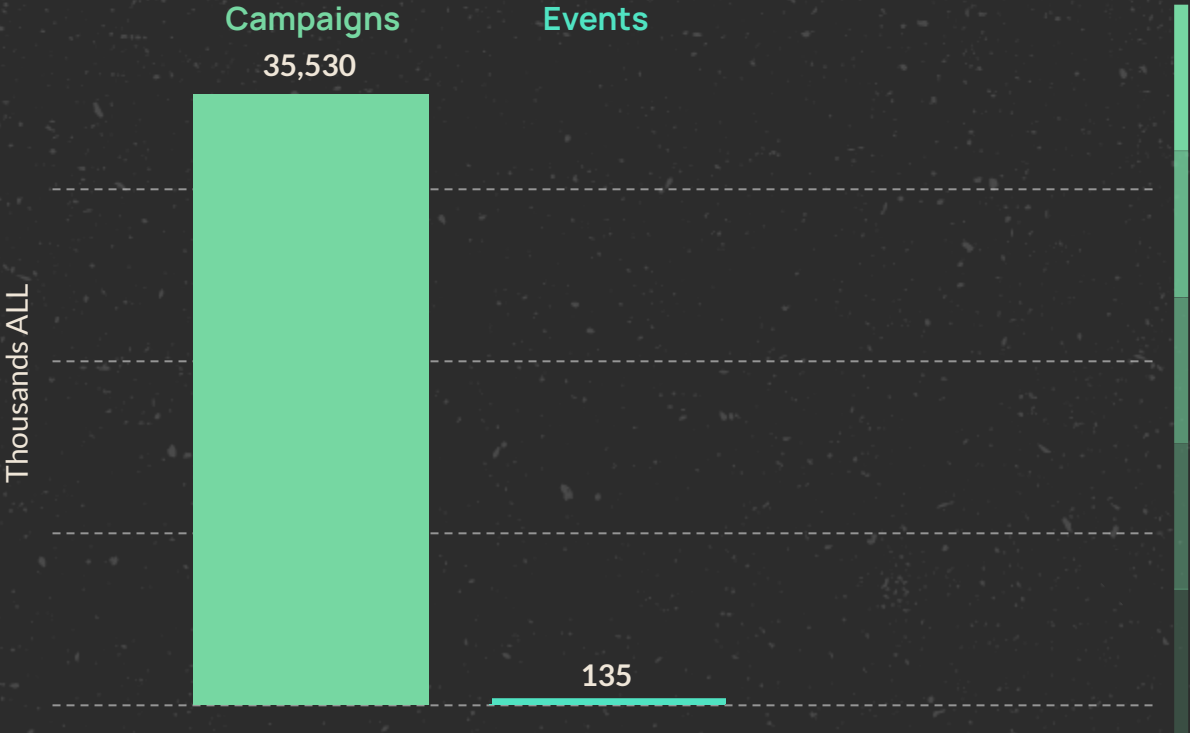
8 **Direct donations**



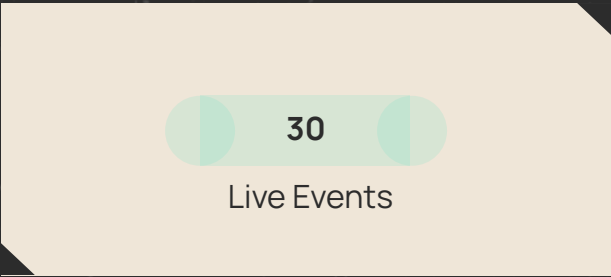
Value of donations by Type

Total:

35,665,835 ALL

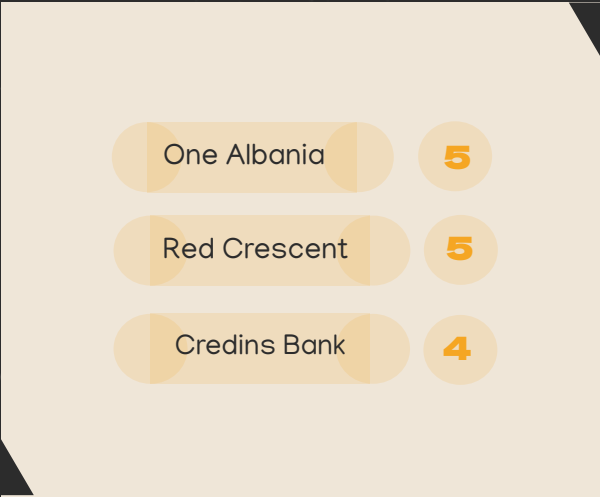
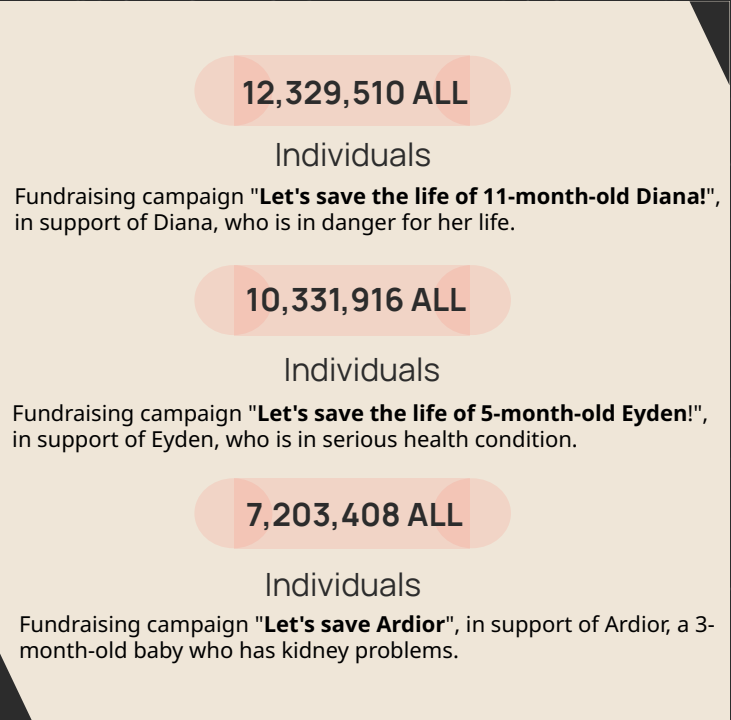


Fundraising Campaigns



Events

3 Main Donors by Value



Main Donors by Number

Donors



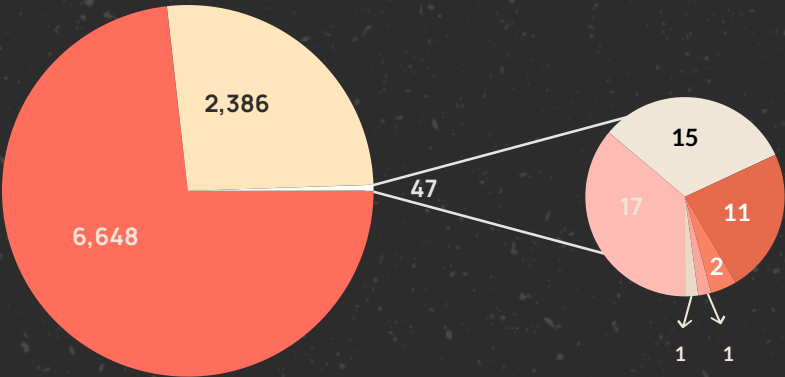
Total number of donors*:

9,081

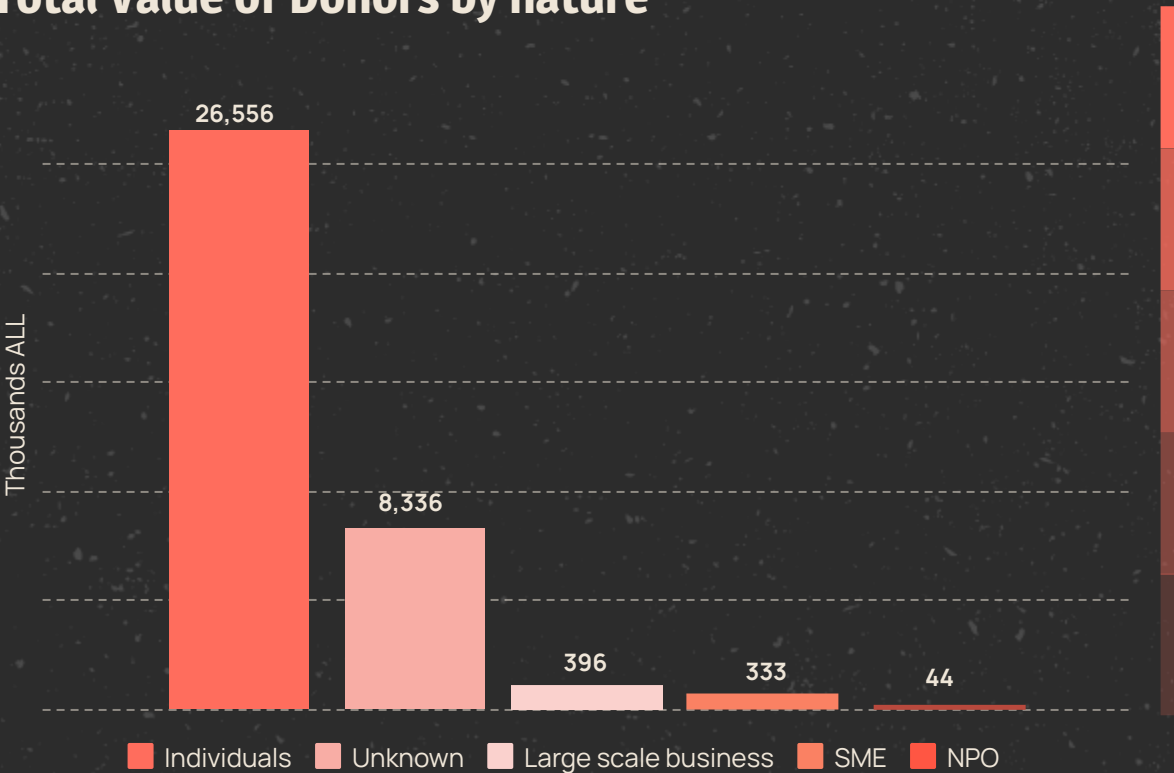
*In the frame of this analysis donors are calculated only once regardless of the number of donations carried out during all the monitoring process.

- Individuals (73.21%)
- Unknown (26.27%)
- Large scale business (0.19%)
- NPO (0.17%)
- SME (0.12%)
- Public Institution (0.01%)
- Privat Institution (0.01%)

Number of donors by Nature



Total Value of Donors by nature

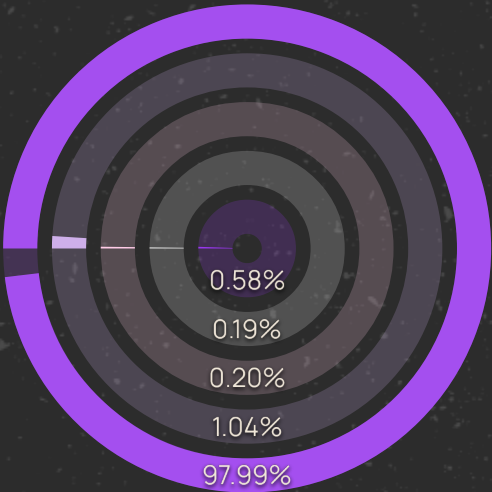


Fields of Donation

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

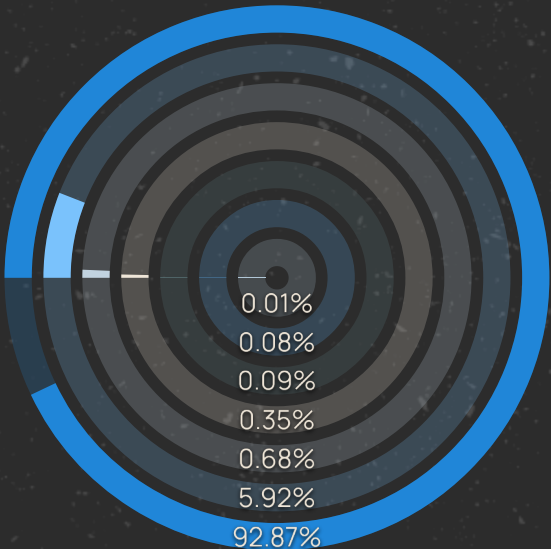
Meanwhile, "**Other**" category includes donations in the field of: Human Rights / Citizen Engagement (0.14%), Religious Activities (0.13%), Education (0.11%), Public Infrastructure (0.07%), Art and Culture (0.07%), Preservation & Protection of the Environment (0.04%), Sport (0.02%), ect.

- Healthcare
- Support to Marginalized Groups
- Economic Development
- Poverty Relief
- Other



Channels of Donations

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



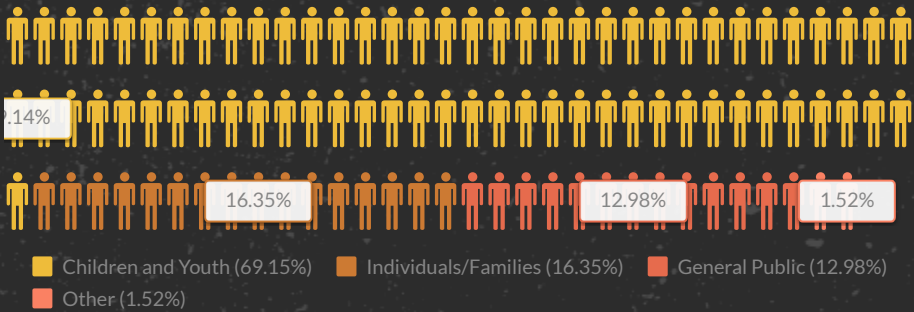
Beneficiaries



Total number of
beneficiaries*:

5,454

*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



Individuals/Families



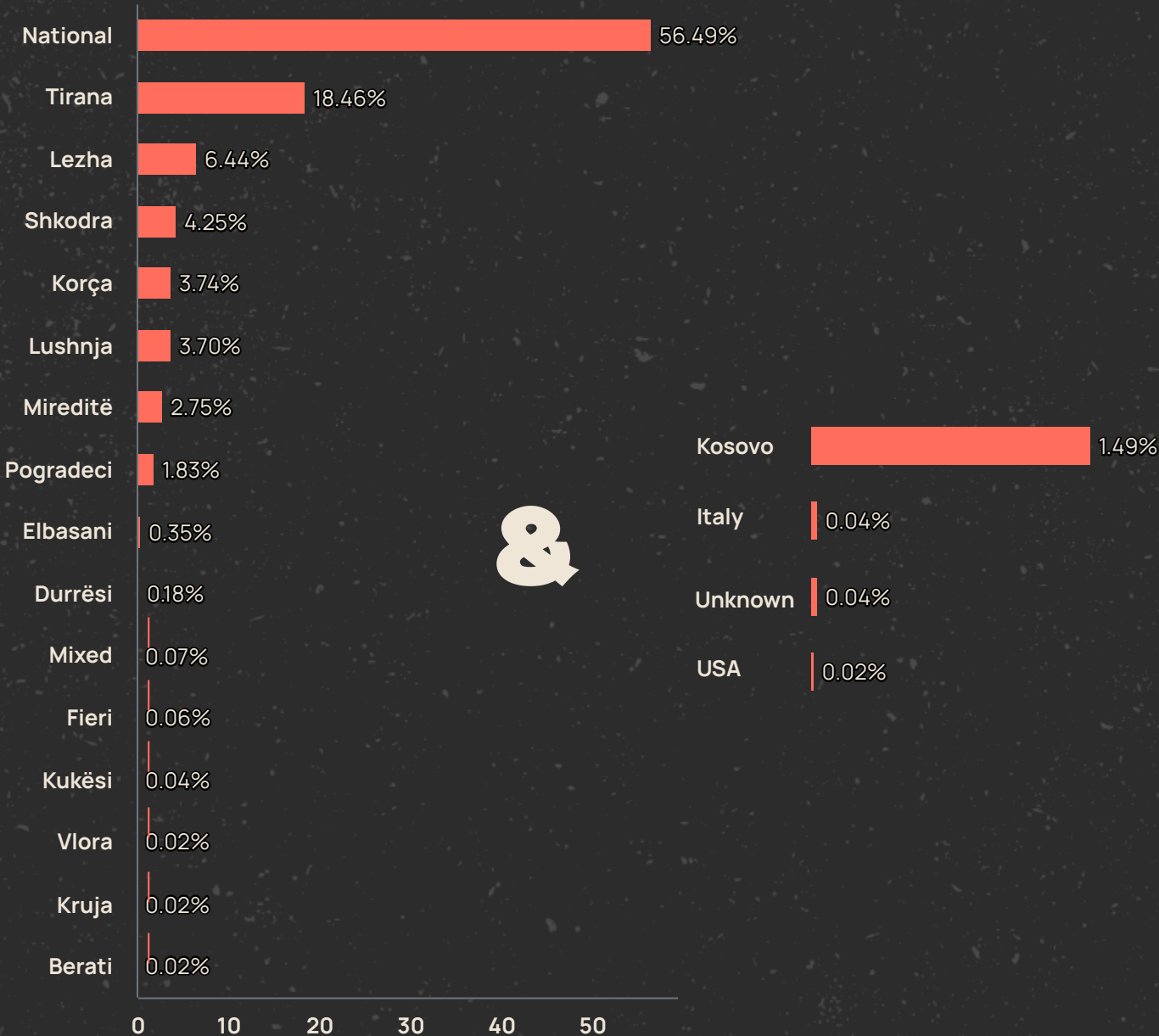
General Public



Geographic Coverage of Donations

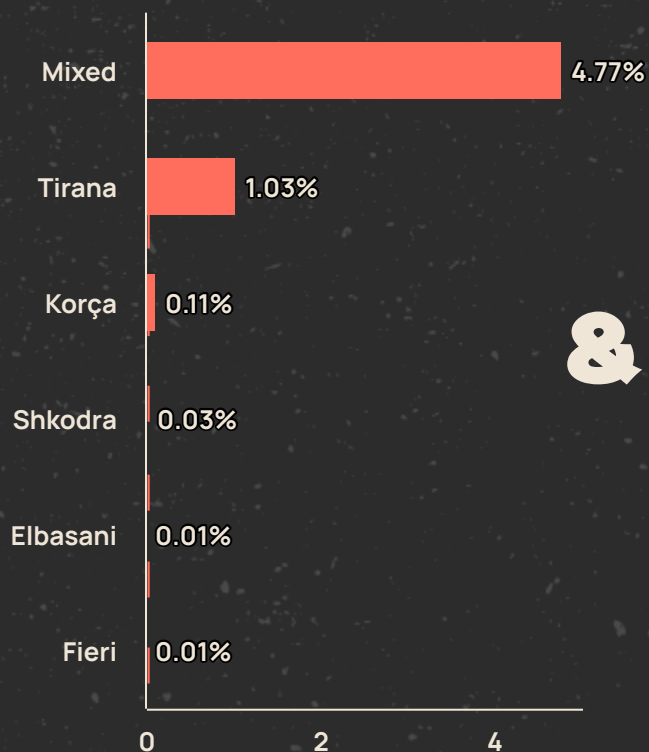
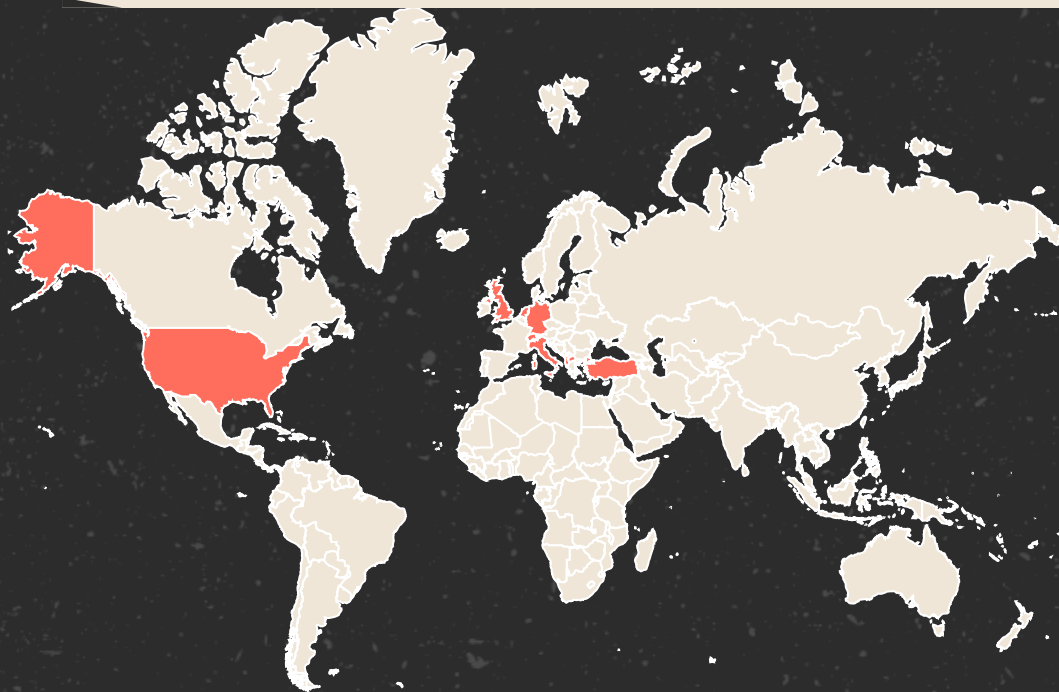
Beneficiaries

98.42% of the donations were allocated within Albania.



Donors

94.04% of the donations were contributed by donors from diaspora and foreign citizens, while the remaining contributions come from Albanian.



Diaspora

Foreign citizens



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



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.