

March 2024

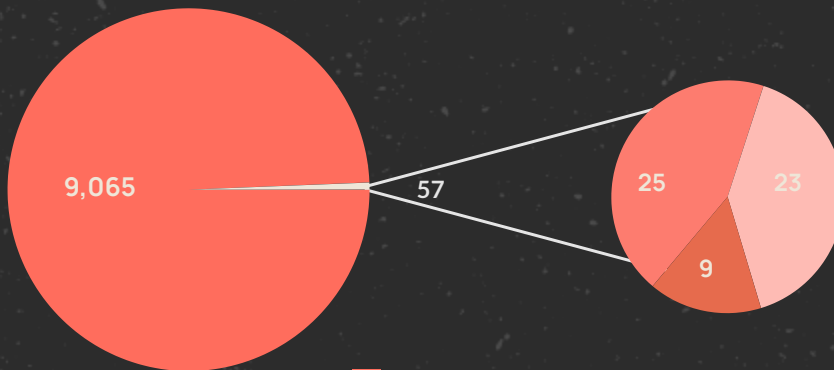
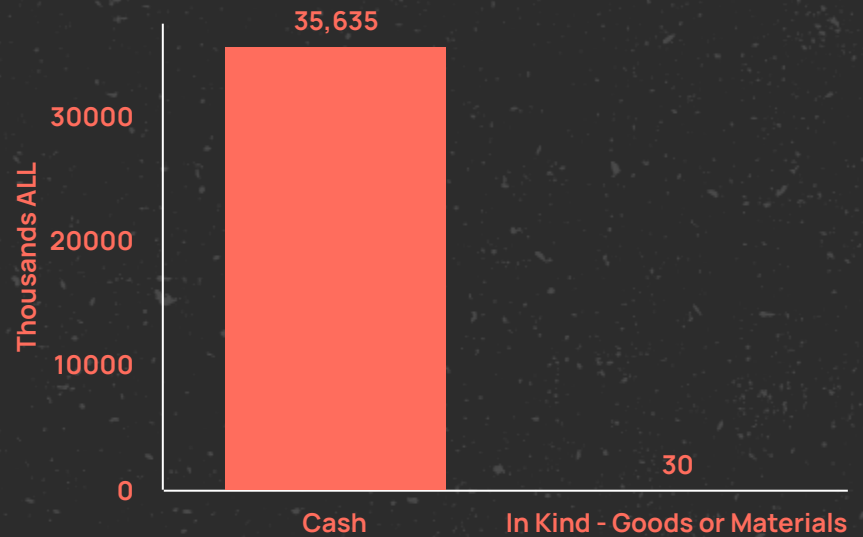
# Data on Philanthropic Activity

tracked through online & media platforms

## Value of donations by Nature

Total:

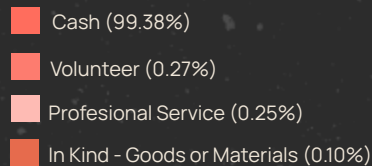
35,665,835 ALL



## 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**

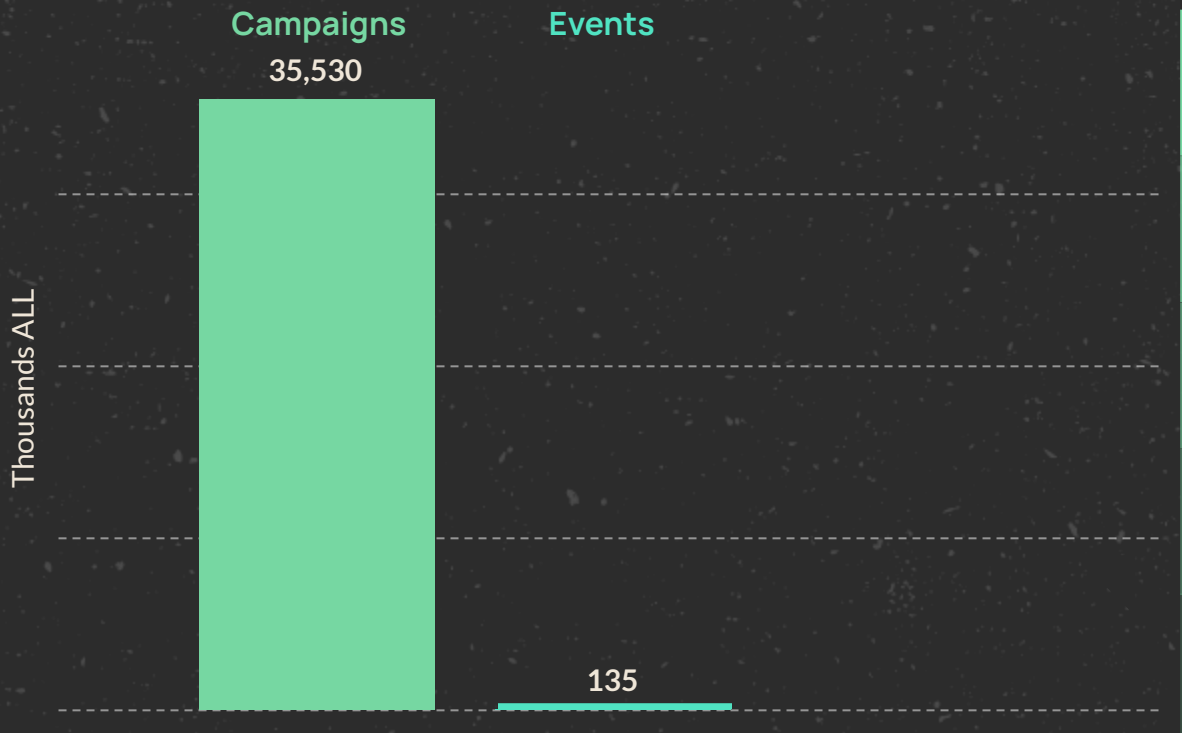
**8** **Direct donations**



## Value of donations by Type

Total:

**35,665,835 ALL**



# Fundraising Campaigns

53

Call for Donations

19

Crowdfunding Platforms

6

Online and Social Media Crowdfunding Campaigns

2

Mega Campaigns

1

Facebook Social Impact Platform Campaign

30

Live Events

## Events

## 3 Main Donors by Value

12,329,510 ALL

Individuals

Fundraising campaign "**Let's save the life of 11-month-old Diana!**", in support of Diana, who is in danger for her life.

10,331,916 ALL

Individuals

Fundraising campaign "**Let's save the life of 5-month-old Eyden!**", in support of Eyden, who is in serious health condition.

7,203,408 ALL

Individuals

Fundraising campaign "**Let's save Ardior**", in support of Ardior, a 3-month-old baby who has kidney problems.

One Albania

5

Red Crescent

5

Credins Bank

4

## Main Donors by Number

# Donors



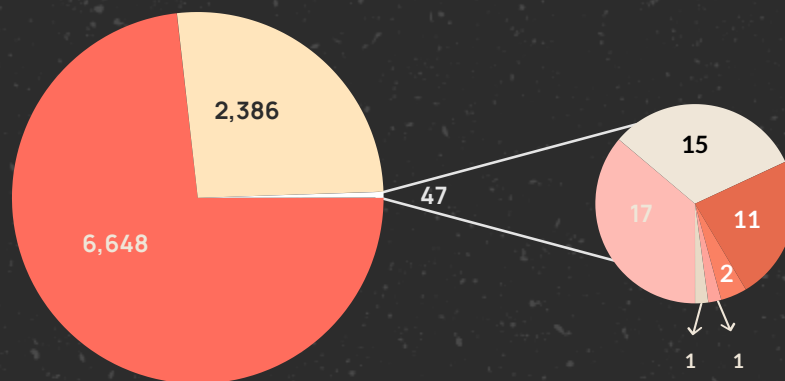
Total number of donors\*:

9,081

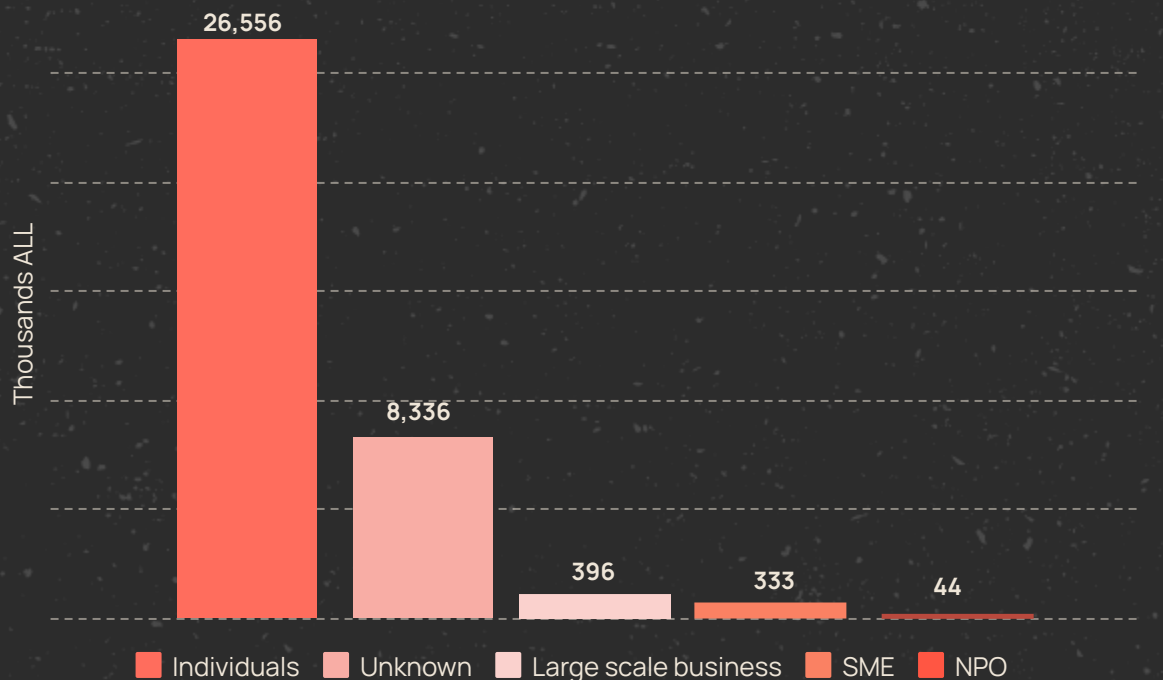
\*In the frame of this analysis donors are calculated only once regardless of the number of donations carried out during all the monitoring process.

- 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

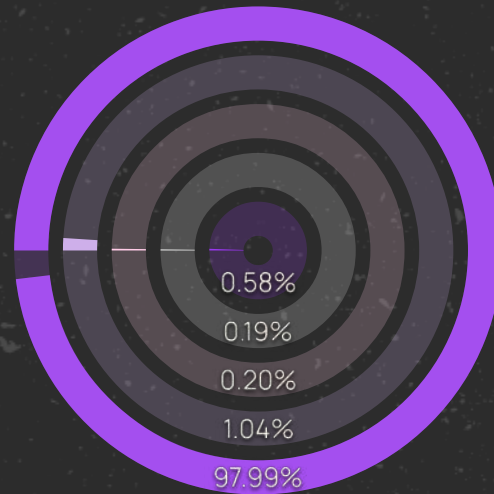


# Fields of Donation

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

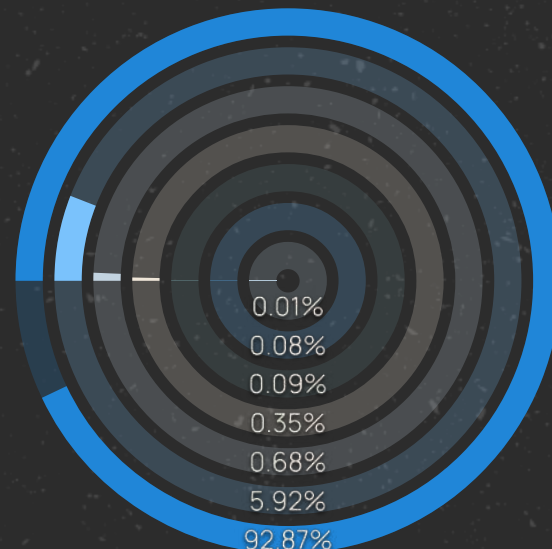
Meanwhile, "**Other**" category includes donations in the field of: Human Rights / Citizen Engagement (0.14%), Religious Activities (0.13%), Education (0.11%), Public Infrastructure (0.07%), Art and Culture (0.07%), Preservation & Protection of the Environment (0.04%), Sport (0.02%), ect.

- 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 Institution



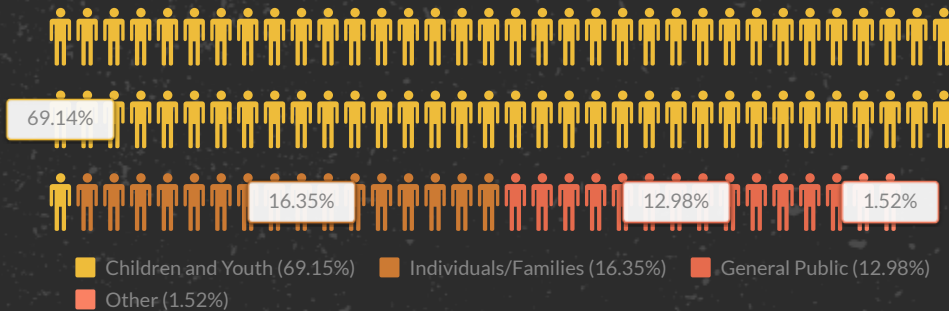
# Beneficiaries



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



- Specific Geography (92.77%)
- In economic, health and social difficulties (4.45%)
- Talented (2.65%)
- Children and Youth (0.11%)
- From Minority Communities (0.03%)

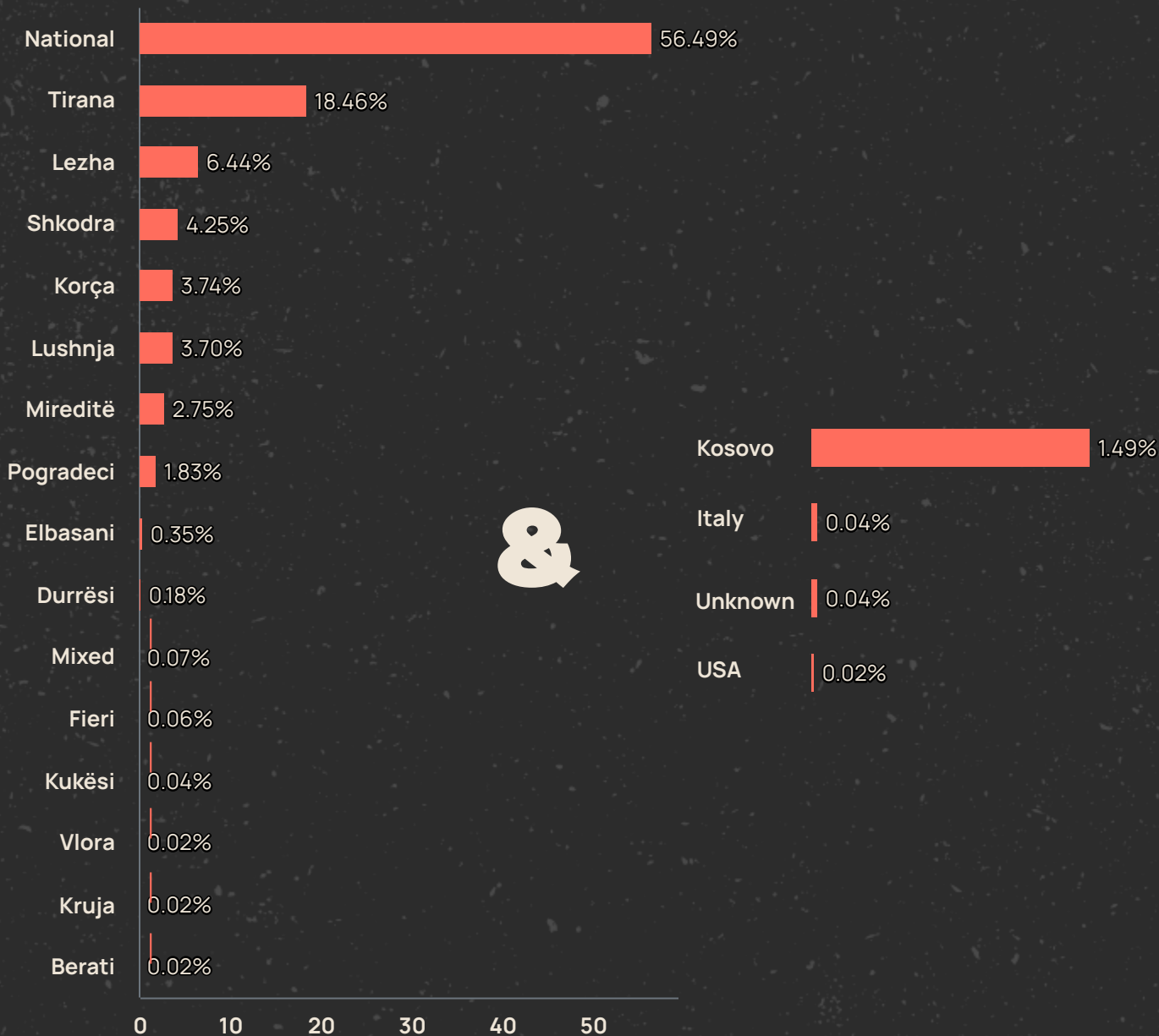
- In economic, health and social difficulties (58.41%)
- Elderly (30.27%)
- Women and Children at risk (11.32%)

- In economic, health and social difficulties (52.26%)
- Religious Community (46.33%)
- General Population (1.27%)
- Specific Geography (0.14%)

# Geographic Coverage of Donations

## Beneficiaries

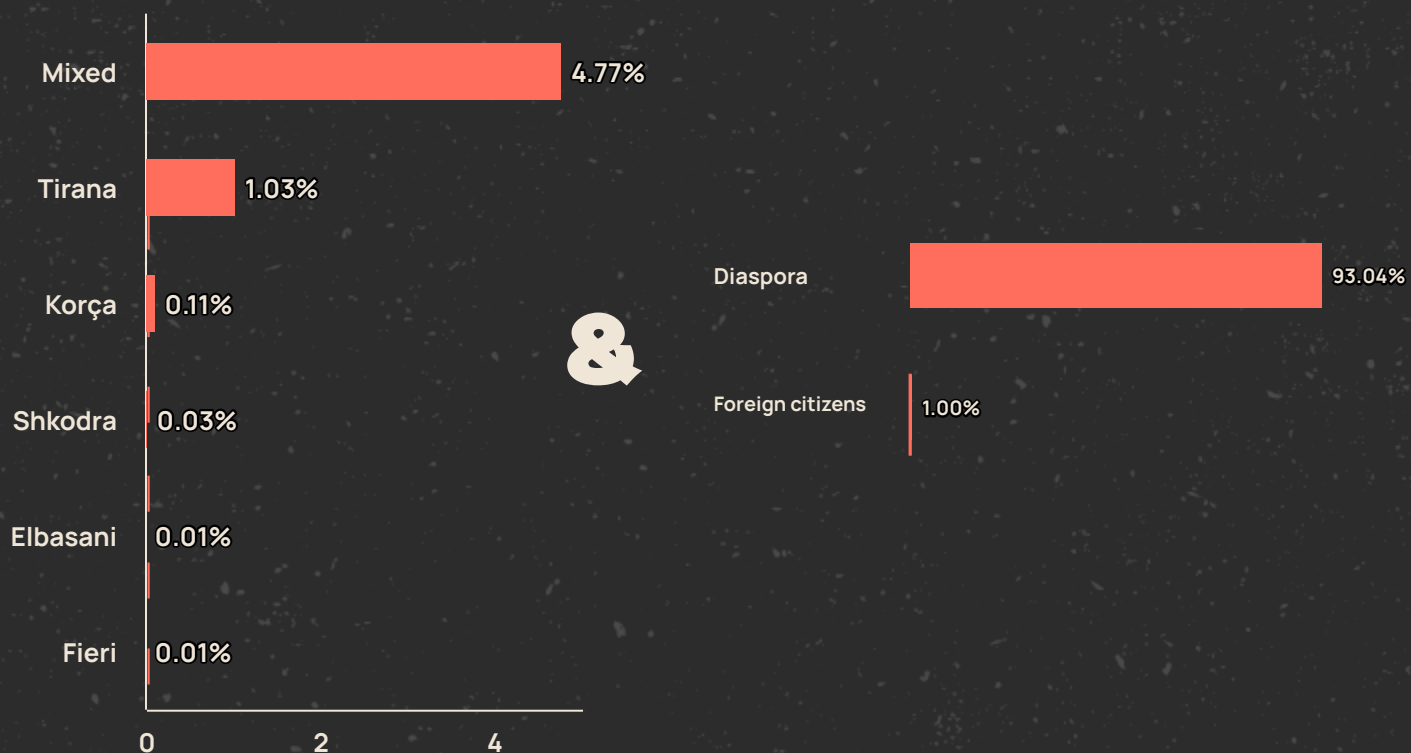
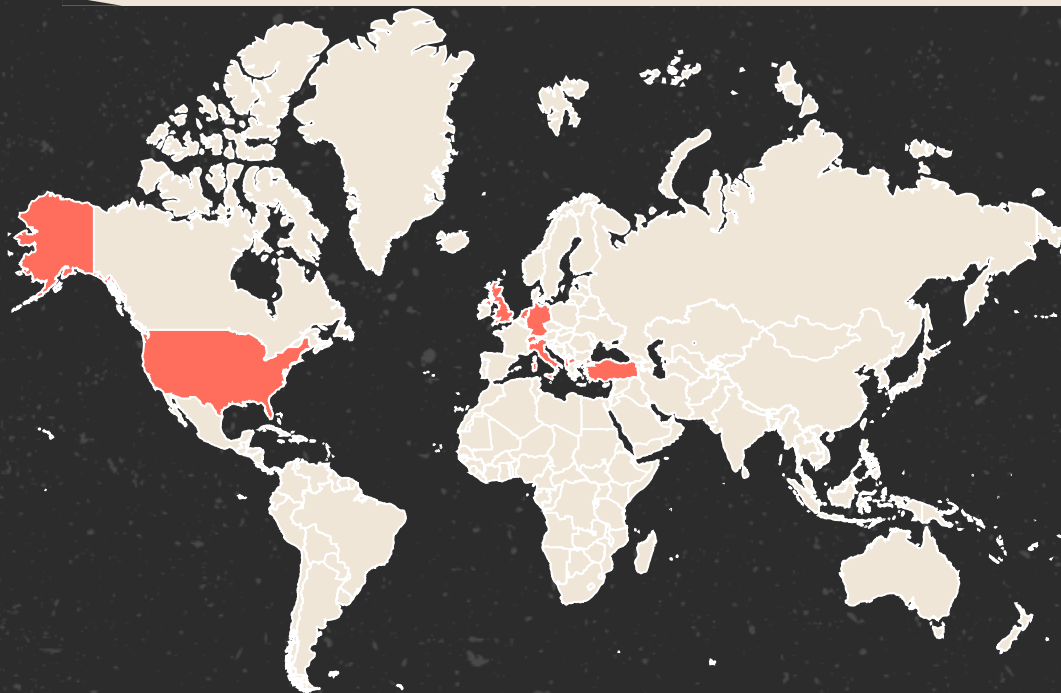
98.42% of the donations were allocated within Albania.





## Donors

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





**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.