PHI LAN THR OPY 8th edition



dedicated hub *for* philanthropy









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PHI LAN THR OPY

dedicated hub

for PHILANTHROPY

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Welcome to the eighth edition of Philanthropy magazine!

"Philanthropy" magazine remains a vital source of information tracking the progress of philanthropic activities in Albania.

Partners Albania continues its work by monitoring monthly philanthropic activities in the country through media and online platforms, offering a comprehensive and detailed overview of the philanthropic landscape in Albania. In this edition, you will find facts and data about philanthropic activities in the country for the first half of 2024.

The Giving Circle Albania comes to public attention with the announcement of its sixth <u>Call for Applications</u>, inviting civil society organizations to bring sustainable changes to vulnerable communities. In this edition, we also present the results of the work done by CSOs supported by the **Giving Circle event**, 2023.



"Philanthropy Week 2024", held in April, featured a series of activities aimed at raising awareness, promoting engagement, and encouraging public debate especially among youth, on the importance of philanthropy for societal development.

Smile.al, the first and only crowdfunding platform in Albania, has announced a **Call for Project Proposals** targeting non-profit organizations across Albania. The call is open until **August 30, 2024.** During this period, three new community initiatives were announced on the platform, and you will be introduced with them in this edition.

In this publication, we are pleased to introduce **Klint Collaku**, a young artist who, through music and artistic activities, has provided support to children with disabilities.

Campaigns to support vulnerable groups continue to be a focus of this edition.

Partners Albania, in its efforts to promote philanthropic activities, has also been focusing on raising awareness and educating the public about **Community Foundations**. In this edition, you will learn about some of PA's recent efforts in this regard.

If you have any comments on any article in this edition or if you are interested in being part of the next edition, please write to erexhepi@partnersalbania.org.



DATA ON PHILANTHROPIC ACTIVITY

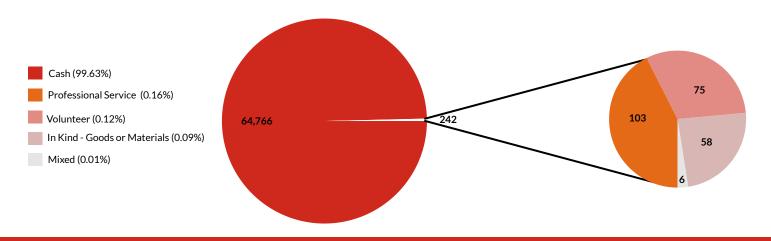
JANUARY - JUNE 2024

The following data reflect the **philanthropic activity in Albania during the first six months of 2024**, based on the daily monitoring of the media, including social ones, as well as from the reports and publications of public and non-public institutions. The report analyses the main sectors and issues that have supported, the nature and value of donations, the geographical coverage as well as the nature of donors and beneficiaries. Through this monitoring, Partners Albania aims to increase public awareness of the philanthropic activity and inform all involved and interested actors about its social impact and value.

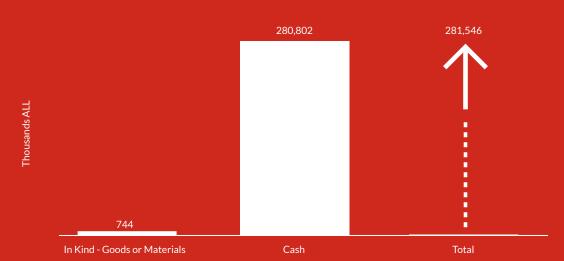
From January to June 2024, a total number of 65,008 donations were registered with a donation value of 281,546,539 Lekë (2,801,450 Euro).

Compared to the same period in 2023, there is a 20% increase in the number of donors, while the total donation amount has approximately tripled. Online crowdfunding platforms continue to be the main channel of donations in the country.

Number of donations by natyre



Value by Nature in ALL



Type of Donations

Glossary

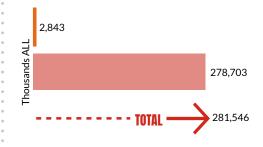
The three main forms of fundraising are through **Events, Campaigns** and **Direct**.

26 <u>Direct</u> donations

102 donations through Events

64,880 donations through Campaings

Value of donations



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

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.

Mass Individual - Large or small groups of individuals who donate

Mixed - Donations which are combined by more than one category / municipality

SME - Small and medium enterprises

Crowdfunding Platform (Individuals or families) - donations that are channelled through online crowdfunding platforms, created by individuals or families

Crowdfunding Platform (NPO) - donations channelled through online crowdfunding platforms, created by NPOs

Other - Any other category which does not fall under previous ones

3 MAIN DONORS

by number

#1 Credins Bank (18) #2 One Albania (17) #3 Food Bank Albania (16)

3 MAIN DONOTIONS by value

#Individual Donors 20,683,603 ALL

Fundraising campaign "Let's save Nuredin, 12 years old with Leukemia!", who is in serious health condition.

#Individual Donors 16,725,213 ALL

Fundraising campaign "Give Fitr and feed a family in need!", in support of families in need, during the month of Ramadan.

#Individual Donors 12,985,374 ALL

Fundraising campaign "Pray and make sacrifices for the sake of your God!", in support of orphaned children and families in need.

3 MAIN DONORS by value

#1 American Bank of Invesment 7,176,713 ALL

#2 Credins Bank 2,014,999 ALL

#3 Albanian Red Cross 1,700,000 ALL

Fundraising Campaigns

000

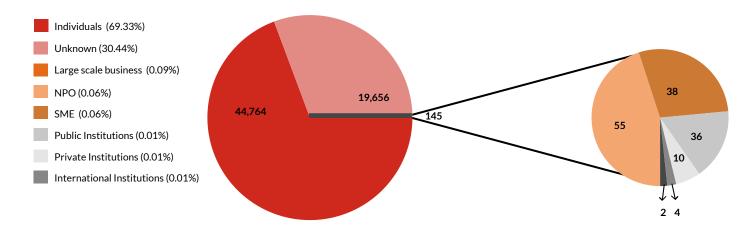
203 Call for Donations	81 Social Media and Online Crowdfunding campaigns
	16 Mega Campaigns
7 Social Media	2 Facebook Social Impact Platform*

Events

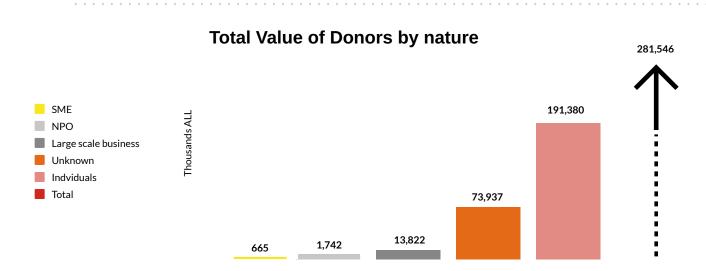
102 Live Events

^{*}Facebook's dedicated fundraising platform for social causes.

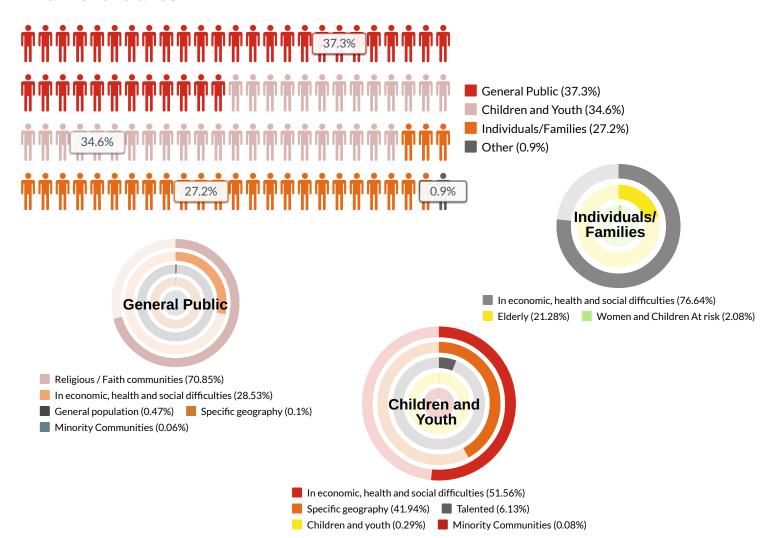
Total Number of Donors by nature*



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

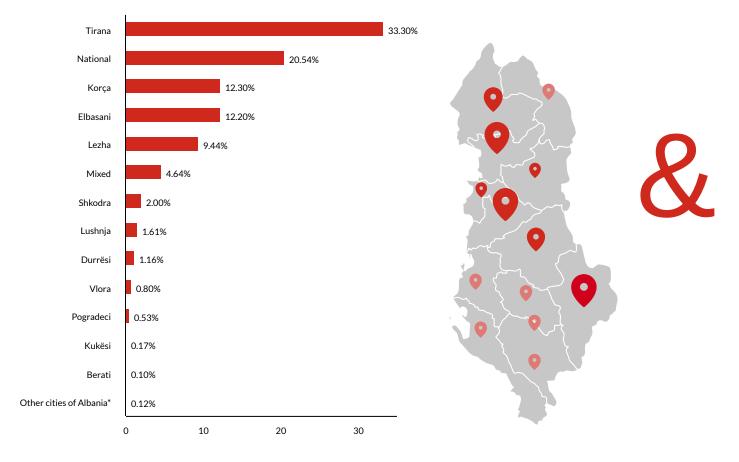


Final Beneficiaries

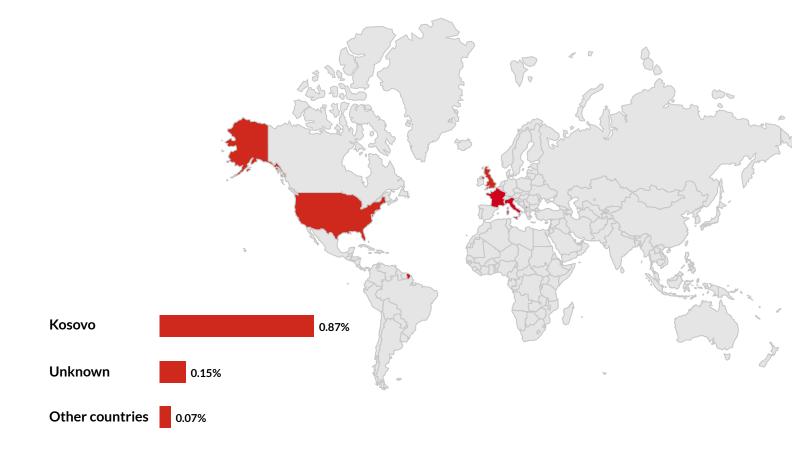


Geographical Distribution of Beneficiaries

During the first 6 months of 2024, 98.91% of donations were distributed in Albania, while the rest abroad as shown graphically below:

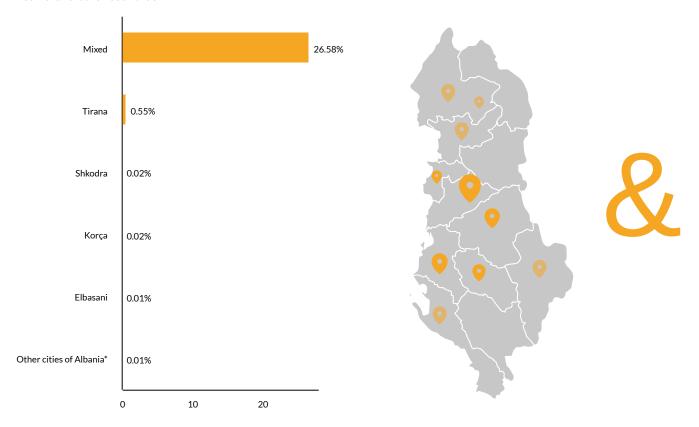


^{*}Fieri, Dibra, Puka, Mati, Saranda, Gjirokastra, Kruja.

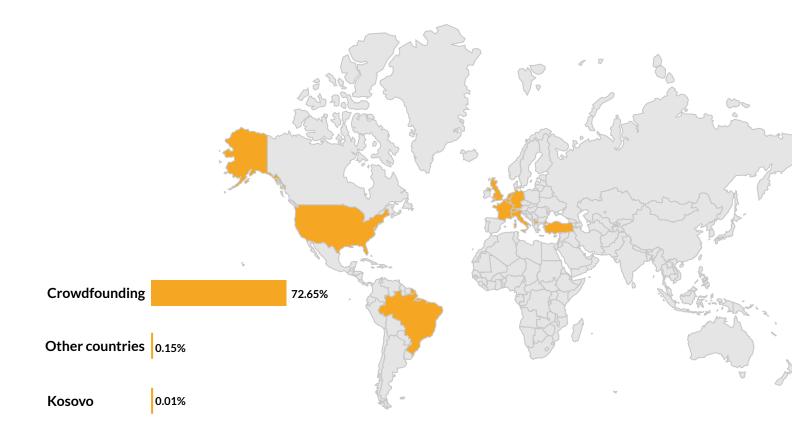


Geographical Distribution of Donors

<u>72.81%</u> of the donations were made **by donors through crowdfunding platforms** (unidentified location), while the rest from donors from Albania and other countries.



^{*} Fieri, Durrësi, Mati, Lezha, Vlora, Berati.

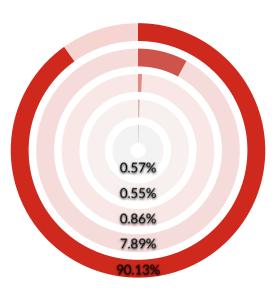


During the first 6 months of 2024, the main **donations** consist in the following **4 fields**:

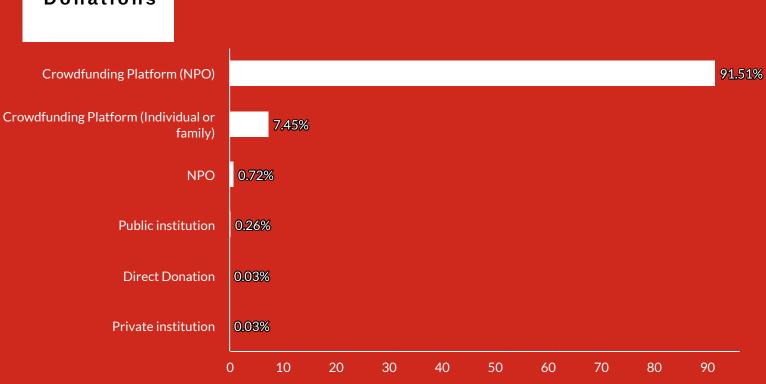
Meanwhile, the "Other" category includes donations in the field of: Public Infrastructure (0.15%), Education 0.12%), Art and Culture (0.08%), Economic Development (0.07%), Human Rights / Citizen Engagement (0.04%), Preservation & Protection of the Environment (0.04%), Sport (0.03%), Community Development (0.02%), Independent Media (0.01%), Seasonal Giving (0.01%) ect.







Channels of Donations





In the first six months of 2024, 461 articles published at printed, audio-visual, and social media are already traced through the daily monitoring of the philantropic activity in the contry. The most frequently used platform for promotion was social media, with Facebook being one of the most used channel.

Also, the visual media generated numerous broadcasts and reports on various issues of interest. The official websites of public institutions retained their pivotal role in both promoting and reporting on advancements within the realm of donations.

G I V I N G C I R C L E

"Giving Circle" is an annual live crowdfunding event, organized since 2018 in Albania. It provides individuals the opportunity to unite around a philanthropic goal in support of community initiatives, addressing the needs of vulnerable communities.

On December 6th of last year, a total of **2,306,505 ALL** was raised through the donations of individuals, businesses, and CSOs. This amount contributed to the implementation of **four initiatives** in Bulqiza, Fushë-Kruja, Shkoza, and Korça. Two of these initiatives, which involved infrastructure interventions in the targeted communities, were inaugurated in April this year. The remaining two initiatives successfully completed their activities with the support generated during the event.

We invite you to get to know the positive changes that their implementation has brought to the communities.



Inclusive Learning: Holistic development of students with special needs

On April 18, 2024, the "Resource Class for the Development of Students with Special Needs" was inaugurated at "Rifat Manjani" High School in Shupenzë, Bulqizë.

With a new environment equipped with appropriate teaching facilities, students with special needs now have the opportunity to advance in the development of their social and emotional skills, aiming to integrate with their peers. Through this initiative, the quality of education is expected to improve, supporting both assistant teachers and the school's psychosocial service in providing quality services.

The initiative was supported with a total value of **622,645 ALL** as well as free consulting services. The total number of donors was **18** (5 individuals; 6 NPOs and 7 businesses).













The revitalization of "Domino Square" in Fushë-Kruja

Since April 22 of this year, the residents of Fushe-Kruje have been enjoying a new and creative environment that serves the entire community. "Domino Square" stands as a symbol of ongoing dedication to creating spaces where creativity, innovation, and community engagement are the key focuses.

The organization "Porta Rome për Integrim" successfully implemented this initiative, supported by donations from the Giving Circle 2023. This project transformed "Domino Square" into a safe and attractive area for everyone, involving over 60 young people who contributed to its implementation. The new environment of "Domino Square" in Fushe-Kruje was inaugurated on International Earth Day through a public event attended by local businesses, the local community, NPOs, local public institutions, and various donors who contributed their support.

The initiative was supported with a total value of **526,790 ALL** as well as free consulting services. The total number of donors was **12** (3 individuals; 8 NPOs and 1 businesses).













First Period Box

The initiative "First Period Box," successfully implemented by the "Institute for Strategic Development," has completed all its activities with a positive impact.

By assisting adolescent girls in the Shkoza area through the distribution of "first period boxes" and providing information and training on reproductive health, this intervention has helped eliminate stigma around menstruation and promoted an open and supportive culture within the community.

The initiative was supported with a total value of **324,570 ALL** as well as voluntary work provided by individuals. The total number of donors was **15** (11 individuals, 3 NPOs and 2 businesses).













A future for Children in Need

The initiative "A future for children in need," implemented by the organization "Mission Emanuel," has successfully completed all its activities, providing support to 100 children aged 6-15 in the city of Korça.

This initiative offered educational programs for the targeted children and their parents. The ongoing contributions to children's services and their families, along with easing employment opportunities for parents, have brought about significant and sustainable improvements in the community.

The initiative was supported with a total value of **832,500 ALL** as well as voluntary services provided by individuals. The total number of donors was **16** (3 individuals, 3 NPOs and 10 businesses).















PHILANTHROPY WEEK

15-19 APRILL 2024

During April 15 - 19, 2024, was organised the "*Philanthropy Week 2024*". A series of activities were organised to increase awareness, promotion, engagement, and public debate, especially among young people, on importance of philanthropic activity in the country.

PHILANTHROPY







Open lectures with students of the Faculty of Economics, University of Tirana, and the European University of Tirana

During the "Philanthropy Week", two open lectures were organized for first-year students at the Faculty of Economics, University of Tirana, and the European University of Tirana. The theme of these lectures was "The Social and Economic Impact of Philanthropic Activities in Albania."

The youngsters were introduced to various philanthropic initiatives and platforms that facilitate donations to communities in need. Although philanthropic activities were a new topic for the students, they showed great interest and expressed their thoughts through questions regarding information dissemination, the importance of individual and corporate donations, and the value philanthropy brings to the development of local communities.

WEEK 2024

Interview with a representative of the American Investment Bank: Institutional contribution in support of Philanthropic Activity in Albania

During Philanthropy Week 2024, we had the pleasure of interviewing Ms. Alda Shehu, Director of Retail Segments and Retail/Non-Retail Products Division at Abi Bank. In this interview, Ms. Shehu shared ABI Bank's experiences and challenges in fulfilling their philanthropic mission, as well as the key projects they are interested in.

From monitoring philanthropic activities in 2023, the American Investment Bank (ABI) emerges as one of the top three donors in Albania. This achievement demonstrates the bank's commitment to supporting communities across the country. ABI has made a significant impact in addressing community needs through various philanthropic initiatives.



To read the full interview, click here.

SO-Business Speed Dating Event - Effective partnerships between civil society and business sector

As part of Philanthropy Week, was organized the event "CSO - Business speed dating event", bringing together around 70 representatives from the business sector and nonprofit organizations from across the country.

This event aimed to strengthen cooperation between the two sectors, contributing to exchange of services and assuring of business support to enhance the sustainable development of the targeted communities from the NPOs. A key feature of the event was a competition of the drawings/paintings, where young activists and young artists from Tirana, Durrësi, Fushë-Kruja, and Bulqiza presented their artworks related to solidarity and philanthropy.

The painting competition brought a fresh and colorful touch to the event, showing off the creativity and commitment of young people in supporting the values of solidarity and philanthropy.











As part of "Philanthropy Week," PA grabbed public attention through a series of social media posts, sharing facts and comparisons about donation trends in the country from 2015 to 2023.

Based on daily monitoring of print, visual, and social media, as well as reports from both public and private institutions since 2015, donations for philanthropic initiatives have been increasing overall.

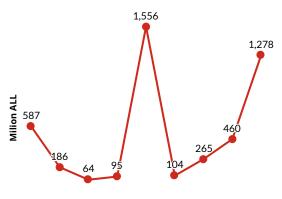
From 2015 to 2023, donation values have fluctuated significantly.In 2015, donations amounted to 587 million ALL, but subsequently experienced a sharp decline in 2016 and 2017, reaching 186 million and 64 million ALL respectively. However, in 2018, the value increased to 95 million ALL.

Following the natural disaster of the earthquake, the year 2019 marked the highest value of donations, reaching a record of 1,555 billion ALL. This increase was a result of heightened awareness, solidarity, and the use of crowdfunding platforms, which have been increasingly utilized since the natural disaster.

However, in 2020, the value fell again to 104 million ALL due to the economic aftermath of the pandemic. In the following years, donations gradually began to rise again, reaching 265 million ALL in 2021 and 460 million ALL in 2022.

The year 2023, saw another significant increase, with the value of donations reaching 1.278 billion ALL. The group of beneficiaries remains the same over the years, where children and young people with special needs and without parental care are the categories that benefit most from donations.

Total value of donations over the years



2015 2016 2017 2018 2019 2020 2021 2022 2023

smile.d

SMILE.AL

W W W . S M I L E . A L

Smile.al platform enables online fundraising for community initiatives in health, solidarity, cultural heritage, environment, entrepreneurship, education, training, and sports.

OPEN CALL FOR PROJECT PROPOSALS

The Smile.al. platform has announced a call for project proposals in support of community actions. The call will be open until **August 30, 2024**!

Following you will get introduced with the three latest initiatives published on the platform.



Mbështetur nga:











3 NEW INITIATIVES



Give me a chance to show you my talent!

This initiative aims to create an art class at the 9-year school in the village of Zvezde, Maliq Municipality. In this rural area with limited access to services, the youth of Zvezde seek support to provide materials such as canvases, paints, brushes, pencils, and easels. This will allow them to showcase and further develop their artistic talents. For more information on the initiative click here.



Support to maternities to care for newborns and save lives.

During the neonatal period (the first 0-28 days of life), infants are particularly vulnerable. Despite recent progress in Albania, 7 out of every 1,000 newborns still do not survive. UNICEF, in partnership with Credins Foundations, will provide incubators and other equipment to several maternity wards in Albania to assist healthcare staff in saving children's lives. They will supply 10 incubators for infants in need of specialized medical care and 1 Bubble CPAP device to support the breathing of sick newborns in maternity wards. For more information on the initiative click here.



Let us take care that lonlinnes will not create more wrinkles to our soul, than our face.

Elderly individuals often spend most of their time at home, leading to physical and mental health declines due to isolation. This initiative aims to improve the psychosocial well-being of the elderly in Korça by developing and expanding the operations of four daily centers. These centers will offer diverse activities and services, providing opportunities for the elderly to meet, socialize, and entertain themselves in suitable environments. The centers will also organize excursions and birthday celebrations for 200 elderly individuals. For more information on the initiative click here.

INTERVIEWS WITH
REPRESENTATIVES
OF
PHILANTHROPIC
INITIATIVES IN
THE COUNTRY



FOR CHILDREN
WITH
DIFFERENT
ABILITIES











Artist

Klint Collaku gained widespread recognition at a young age when he impressed audiences on the show "Gjeniu i Vogël" with his remarkable interpretations of songs such as "Makina e Memories," "Belle," and "Sytë e Tu." His success on this show was just the beginning, as his triumph in "The Voice of Albania" propelled him to larger stages and professional musical projects. Beyond his musical talent, Klint uses his talent to support those in need by contributing to the Jonathan Center.

Please can you tell us more about this initiative, the reasons, and motivations behind it?

My initiative focuses on supporting children and young people with Down Syndrome through various educational, social, and cultural activities aimed at their inclusion and integration into society. The goal is to create a supportive and loving environment for these individuals, offering equal opportunities for development and participation in social life.

Several factors inspired me to undertake this initiative. Firstly, I have always had a deep sense of empathy and commitment to causes related to the rights and well-being of children. My first contact with the young people at the Jonathan Center was a defining moment. I felt an extraordinary love and dedication from them, which made me realize how much I could contribute to improving their lives with ongoing dedication and support.

Additionally, I believe that every individual has unique talents or abilities that can make a positive difference in the world. I decided to channel this belief into creating and developing the initiative "Light for Down," with the aim of helping children and young people with Down Syndrome feel included, accepted, and loved in our community.

Finally, one of my key motivations is to challenge and dismantle prejudices and stereotypes that exist in society regarding individuals with Down Syndrome. I hope this initiative will serve as an example of what can be achieved when people come together to work towards a common and meaningful purpose.







Activities over the years #Klint Çollaku







Why this target group?

My initiative focuses on young people with Down Syndrome. While most of my activities have been centered in the capital, Tirana, I have also participated in summer camps outside Tirana where these young people were a significant part of the activities. In these camps, I worked closely with them, offered support, and helped develop activities that fostered their integration and inclusion.

Among the most significant events I've been involved in is World Down Syndrome Day, organized by the Jonathan Center, this event is particularly important as it aims to raise awareness and promote the rights and well-being of individuals with Down Syndrome. Additionally, I have supported events like "Night to Shine," which is dedicated to young people with special needs, not just those with Down Syndrome.

At these events, I assisted with organization, supported participants, and advocated for equality and inclusion. My participation in these activities has been a valuable experience, allowing me to contribute to creating a better environment for young people with Down Syndrome and other special needs. This has further motivated me to continue supporting and working for their cause.

What has been the impact achieved so far by the initiatives?

I prefer not to refer to the impact of my initiative in terms of numbers, as they are not my primary focus and don't capture the essence of my satisfaction. Even with low participation numbers, the personal satisfaction I gain is immense. Instead, I focus on the impact left by these initiatives.

Firstly, I am confident that such organizations and initiatives contribute to shifting the mentality around these causes. The awareness and support for these causes are growing day by day.

Secondly, families of individuals with special needs are increasingly encouraged to involve their children in organizations and specialized institutions. They feel that their children truly belong somewhere and should be treated with the same respect and care as anyone else.

Thirdly, in every initiative, event, or organization where I have volunteered, I have witnessed tears of joy, profound emotions, and a sense of freedom among participants. This is priceless to me. I believe the true purpose of my work is to bring smiles and a sense of belonging to young people with special needs..



What are your plans for the future?

For me, supporting these initiatives is a matter of the heart, and my commitment is unwavering. Whenever I have the opportunity to use my voice and support such causes, I am there without hesitation.

I firmly believe that it is our duty as individuals and members of the community to support these causes and assist those in need. I hope that others are inspired and motivated in the same way, contributing to positive change in people's lives.







FUNDRAISING
CAMPAIGNS
FOR PEOPLE
IN NEED

Campaigns some of the campaigns carried out during January - June 2024.

Rotary Club Tirana offers a unique opportunity for youth from Albania and Kosovo, who are winners of physics and mathematics Olympiads, to attend an intensive school in Switzerland. This initiative aims to prepare the future generation of scientists and enhance the global competitiveness of the region.



KOSOVO

#2

On the International Women's Day, March 8, Credins Bank participated in the socio-artistic activities of FemFest. These events include artistic and theatrical performances, discussions with civil society, donations, and more. The activities aim to convey important messages about the integration of Albanian women and their economic empowerment.

#3

Qendra Streha promotes diversity and inclusion in Albania. Personalities from the artistic scene, LGBTI+ activists, beneficiaries of Shelter services, as well as diplomatic and political representatives, came together to celebrate with music from artists Kamela Islamaj, Dimo Ada, and Alex Seitaj. This event highlighted that, despite our individual choices, we are all equal.





TOGETHER WE SHARE, TOGETHER WE CELEBRATE

#4

Big Market and "Fundjava Ndryshe" committed to helping families living in poverty by providing essential food and clothing.



#5

Union Bank, in collaboration with the Municipality of Tirana, planted 2,000 decorative plants on Zogu I Boulevard. Union Bank remains dedicated to projects that enhance green spaces and improve community life.

COMMUNITY FOUNDATIONS

Community Foundations are non-profit organizations that mobilize local resources to support initiatives and projects addressing community needs. They play a vital role in improving the quality of life for citizens within their communities, promoting philanthropy, and encouraging civil participation.

EFFORTS TOWARDS THE DEVELOPMENT OF COMMUNITY FOUNDATIONS IN ALBANIA

Experiences from Europe and beyond have demonstrated that Community Foundations significantly impact communities by empowering them, supporting social and economic development, and fostering a culture of cooperation and solidarity. By fundraising and allocating funds to local projects, these foundations contribute to building a more just and sustainable society.

Appreciating their contribution, but also aiming to present a new model in the country, in recent years, the focus of the work of Partners Albania in the field of promoting philanthropic activity has also focused on increasing awareness and education on community foundations, such as and in their development efforts in the country.

Through various campaigns for information on the <u>operation</u> and <u>role of community foundations</u>, the organization of severals meetings with non-profit organizations, informal groups and businesses as well as <u>research</u>, Partners Albania has brought to the attention of the public and institutions, the importance of these foundations as engines of social change and economic.

These activities have helped to create a deeper understanding of the role that community foundations can play in improving the lives of citizens.

Another key aspect of our work has been the support of 4 organizations and informal groups through trainings for the drafting of strategic plans and community mobilization, income generation and the creation of cooperation networks, introducing them to regional and European networks. This support aimed at the first initiatives at the community level, empowering these organizations and improving their abilities to address local challenges and implement projects with impact.

Partners Albania is confident that Albania will soon have a community foundation capable of mobilizing and managing resources transparently and efficiently to address common needs and create innovative solutions for current and future challenges.

Partners Albania invites all non-profit organizations and informal groups interested in this development to express their interest.

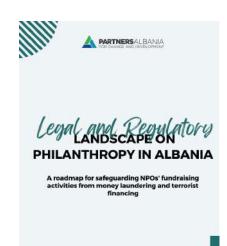
NEW STUDIES
IN THE
FIELD OF
PHILANTHROPY

Legal framework and regulatory Framework of Philanthropic Activities in Albania

Partners Albania recently published a study titled "Legal and Regulatory Framework of Philanthropic Activities in Albania " – A Guide for Protecting Fundraising Activities of NGOs from Money Laundering and Financing of Terrorism.

This study provides an analysis of the legal and institutional framework concerning fundraising methods related to philanthropic activities, which contributes to the operations and sustainability of non-profit organizations in Albania.

Through detailed analysis, the report aims to provide insight into how laws and sublegal acts regarding philanthropic activities impact fundraising and management of funds for NPOs in Albania. Specifically, the report focuses on fundraising methods through philanthropic activities in this sector.





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