

July - Agust - September 2024

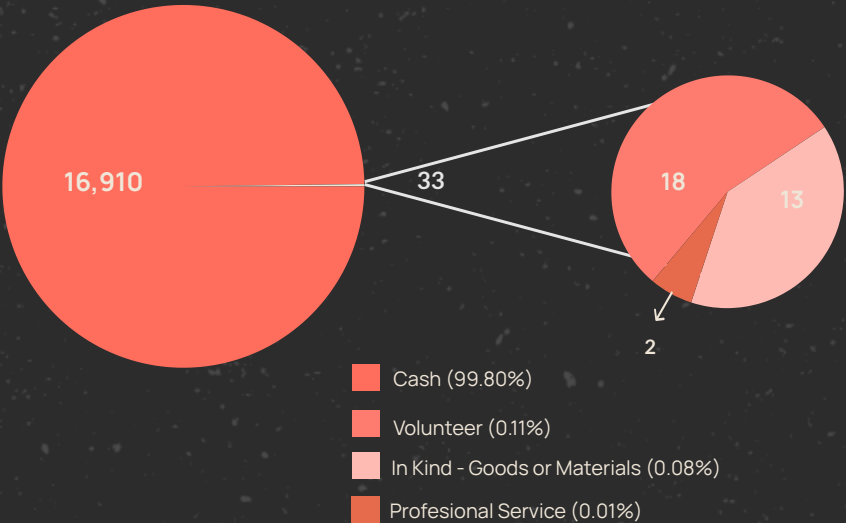
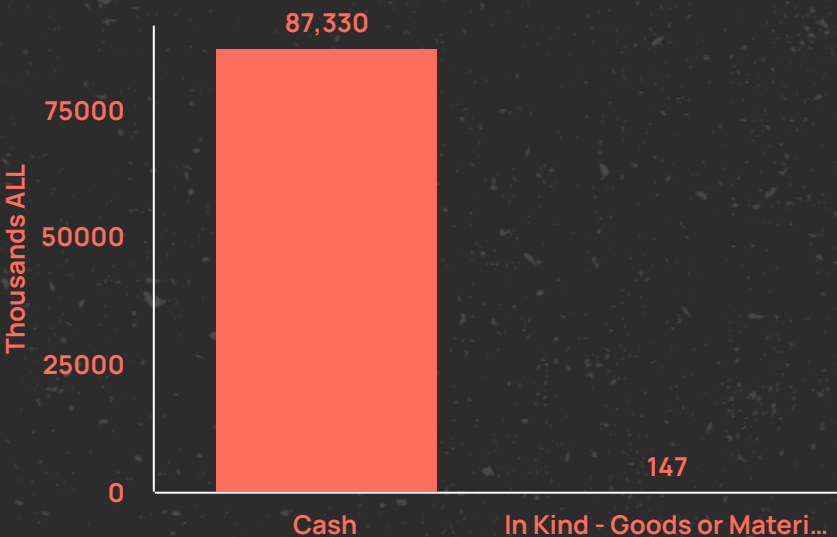
Data on Philanthropic Activity

tracked through online & media platforms

Value of donations by Nature

Total:

87,477,209 ALL



Number of donations by Nature

Total:

16,943

Donations by Type



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

16,921 donations carried out through **Campaigns**

11 donations carried out through **Events**

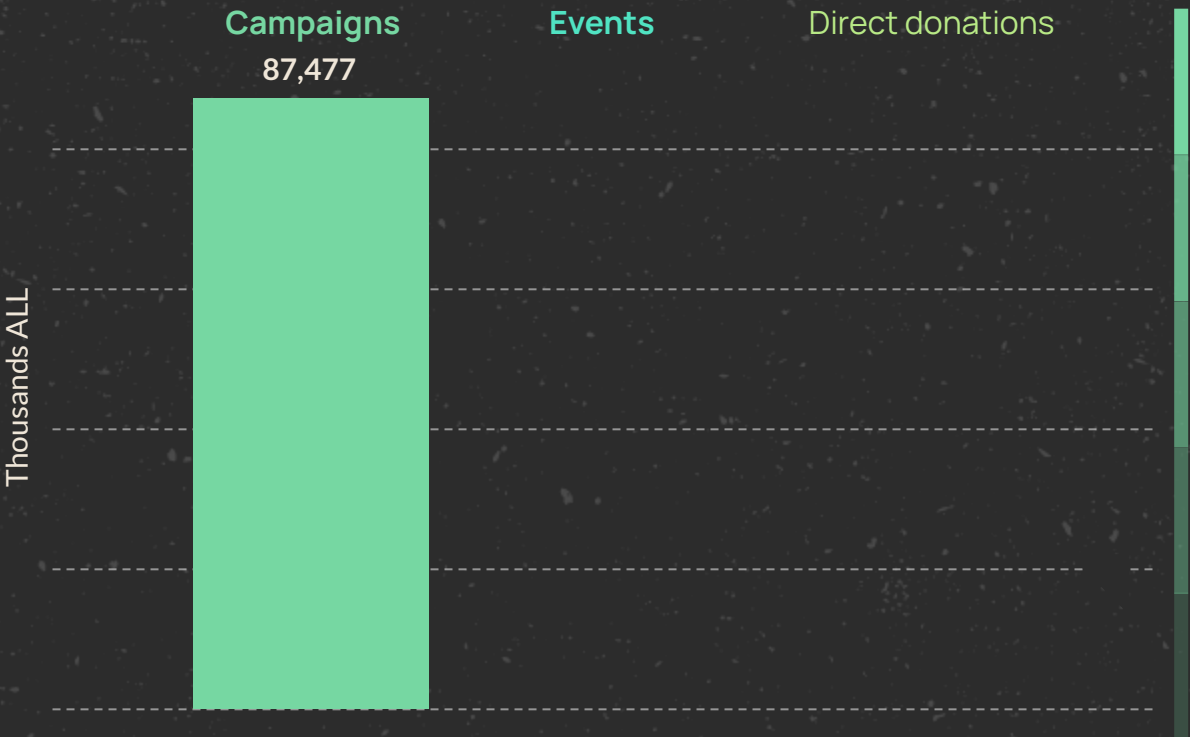
11 **Direct donations**



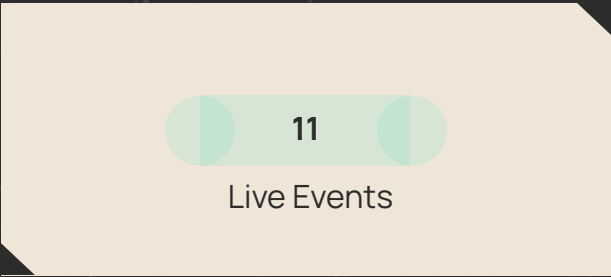
Value of donations by Type

Total:

87,477,209 ALL

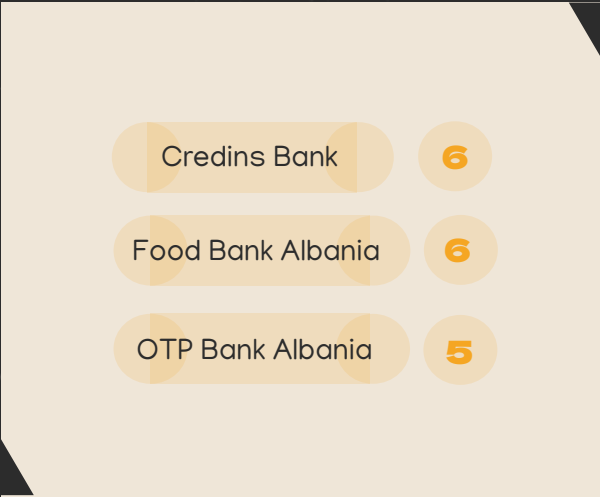
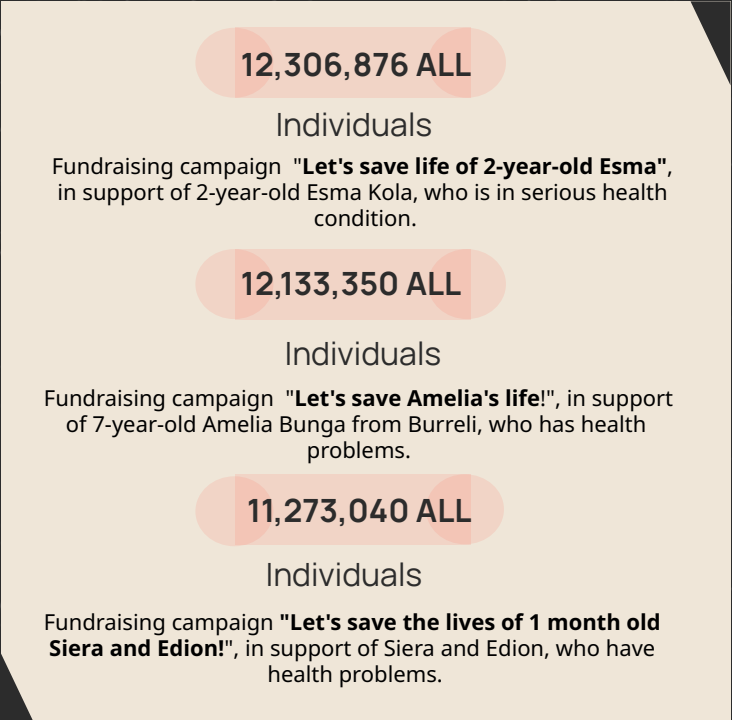


Fundraising Campaigns



Events

3 Main Donors by Value



Main Donors by Number

Donors



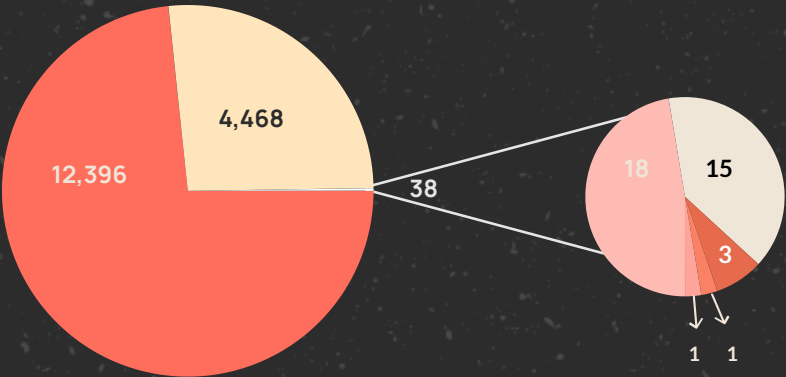
Total number of donors*:

16,902

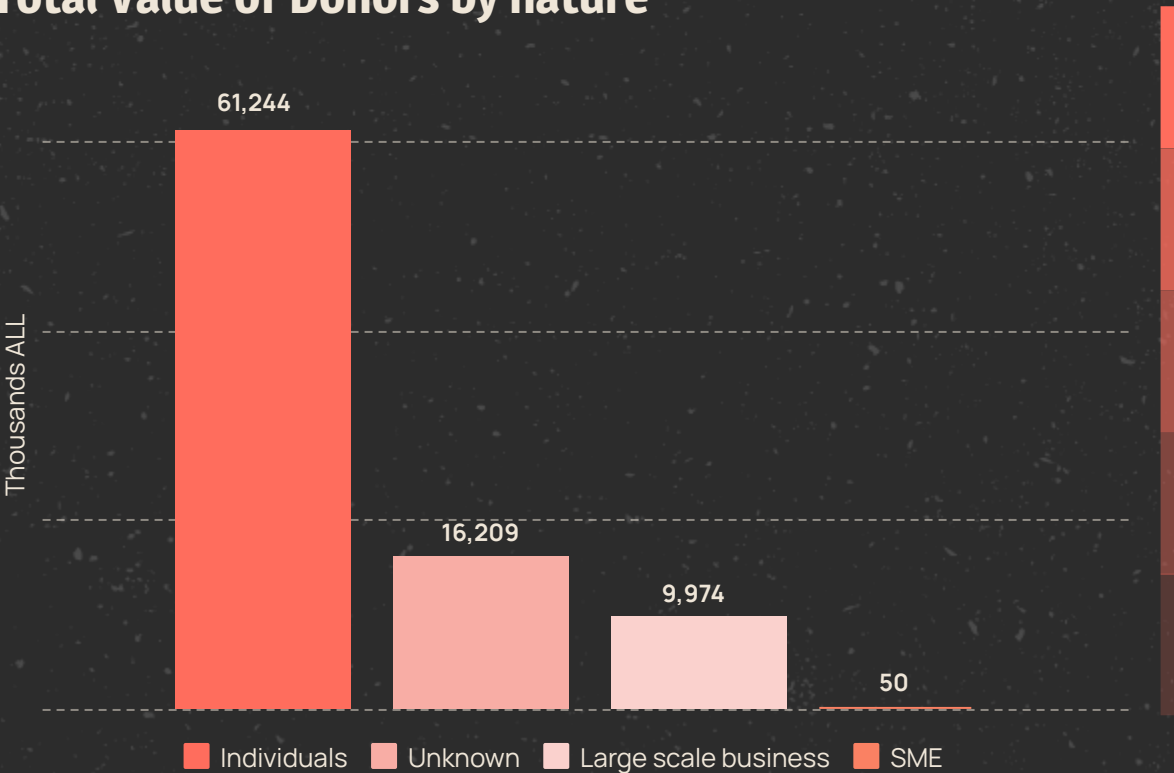
*In the frame of this analysis donors are calculated only once regardless of the number of donations carried out during all the monitoring process.

- Individuals (73.34%)
- Unknown (26.43%)
- NPO (0.11%)
- Large scale business (0.09%)
- SME (0.02%)
- Public Institution (0.01%)
- Privat Institution (0.01%)

Number of donors by Nature



Total Value of Donors by nature

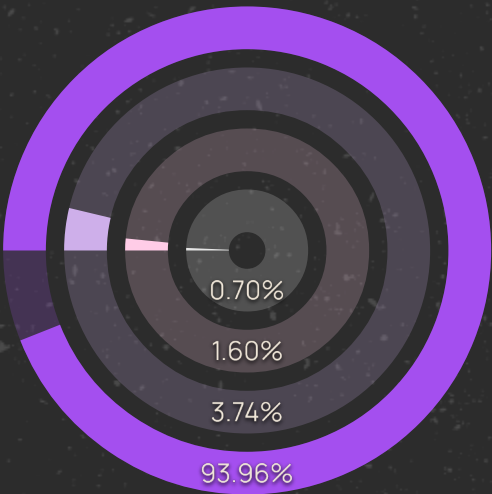


Fields of Donation

The main **donations** consist in the following **3 fields**:

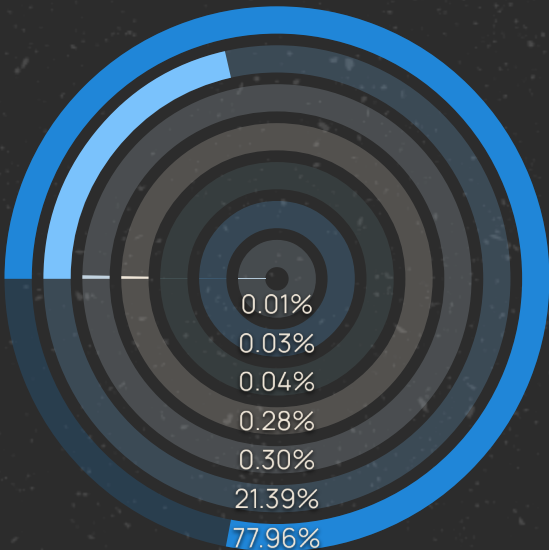
Meanwhile, "**Other**" category includes donations in the field of: Education (0.25%), Animals (0.15%), Art and Culture (0.10%), Poverty Relief (0.08%), Public Infrastructure (0.06%), Sport (0.03%), Religious Activities (0.01%), Economic Development (0.01%), Preservation & Protection of the Environment (0.01%) ect.

- Healthcare
- Support to Marginalized Groups
- Response to Natural Disaster
- Other



Channels of Donations

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



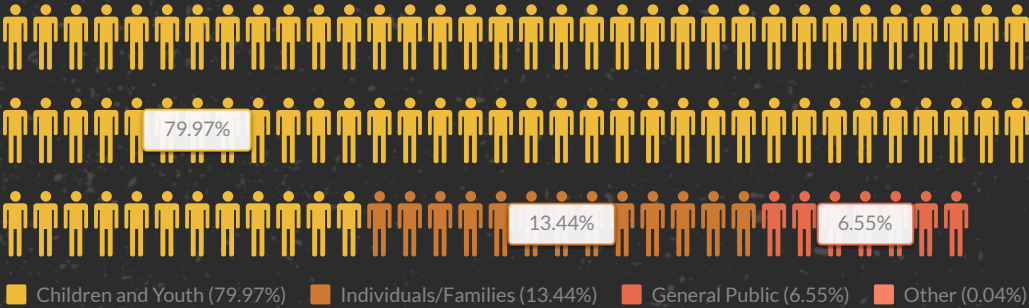
Beneficiaries



Total number of beneficiaries*:

6,691

*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 (89.81%)
- Children and Youth (5.68%)
- Specific Geography (2.82%)
- From Minority Communities (1.12%)
- Talented (0.56%)

Individuals/Families



- Elderly (99.11%)
- In economic, health and social difficulties (0.89%)

General Public

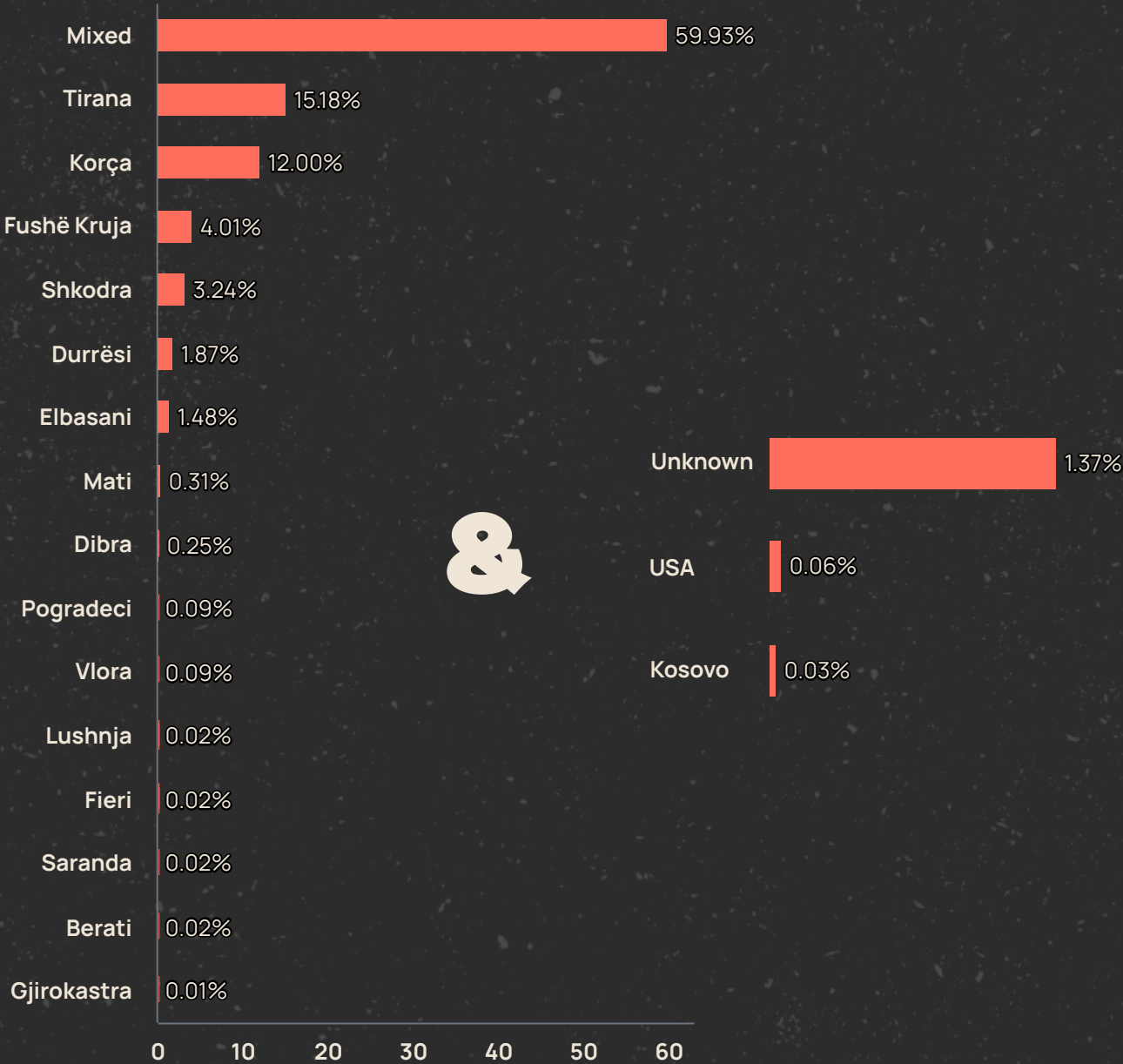


- In economic, health and social difficulties (94.75%)
- General Population (2.97%)
- Specific Geography (1.83%)
- Religious Community (0.46%)

Geographic Coverage of Donations

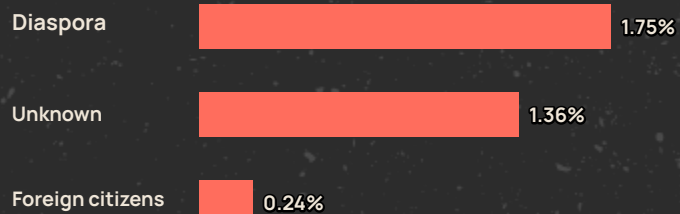
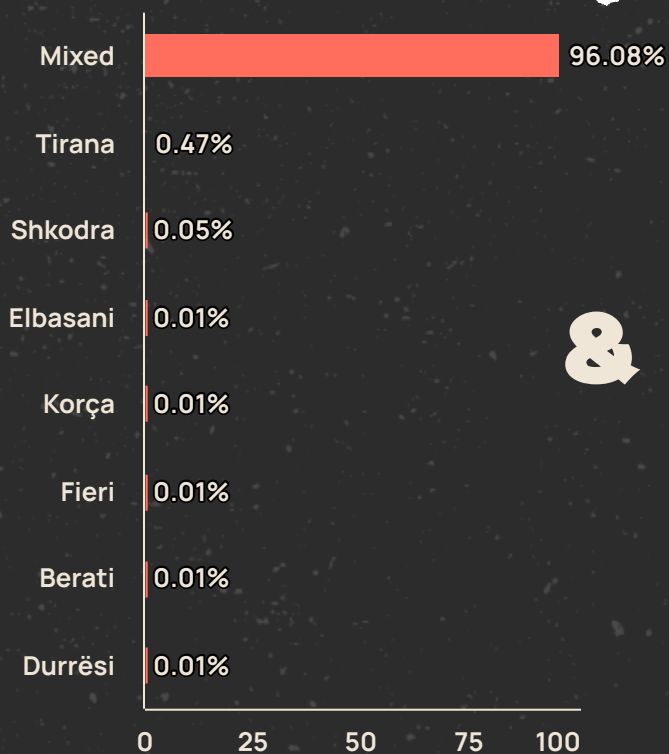
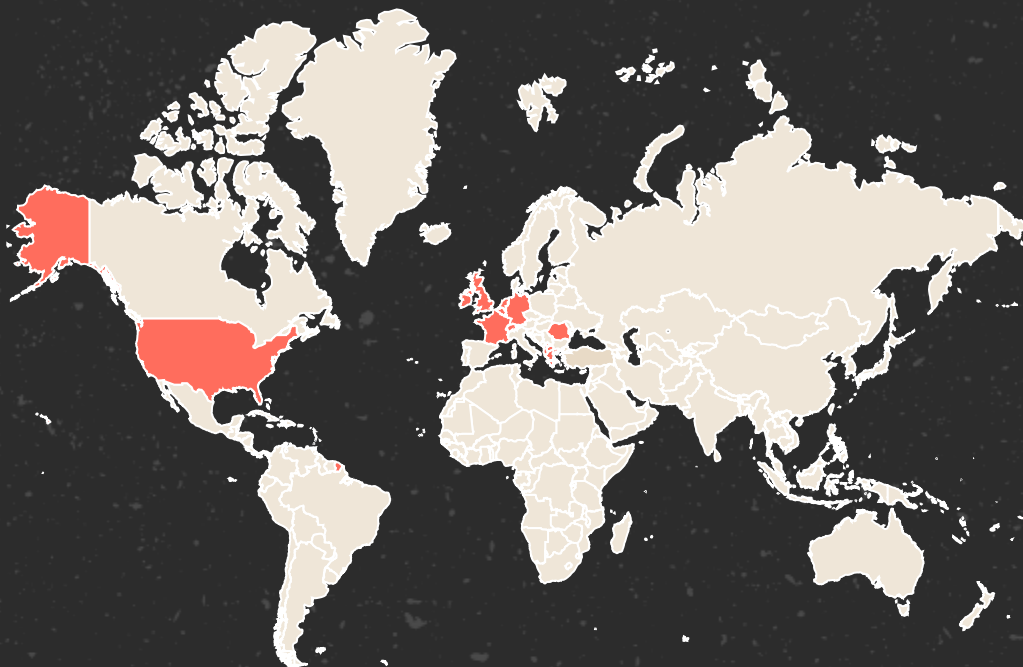
Beneficiaries

98.54% of the donations were allocated within Albania.



Donors

96.65% of the donations were contributed by donors from Albania, while the remaining contributions come from diaspora and 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.