

PHI LAN THR OPY

10th edition

*A space dedicated to supporting
community initiatives and social causes*

#philanthropy

— contact :   



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TIRANA, ALBANIA

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PHI LAN THR OPY

*A space dedicated to supporting
community initiatives and social causes*

In this edition



5

About the magazine

7

Data on Philanthropic
Activity

January - June 2025

19

Giving Circle

26

Smile.al

Three new initiatives
are published

28

**Interviews with
representatives of
philanthropic initiatives
in the country**

Mr. Leonard Olli
"Korçarët Ndimojmë Korçarët"

37

**Fundraising
Campaigns
for people in need**

41

**Community
Foundations**

Infrastructure for the
Future

44

**Developments from
the wings network**

Philanthropy's solidarity

Welcome to the 10th edition of Philanthropy Magazine!

For five consecutive years, *Philanthropy* magazine has served as an essential platform for documenting and promoting the growth of philanthropic initiatives in Albania.

Partners Albania remains committed to the continuous **monitoring of philanthropic activities** across the country. Through systematic monitoring of media and online platforms, we offer a detailed overview of current trends, donor behaviors, and the tangible impact of philanthropic contributions. This edition presents data from **January to June 2025**, shedding light on donation volume, value, types of donors, and the profile of beneficiaries.

The ***Giving Circle Albania*** returns with its **seventh Call for Applications**, inviting civil society organizations to propose sustainable projects that serve vulnerable communities. We are pleased to share the results achieved by the supported NPOs during the Giving Circle - 2024 event.

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Also featured is **Smile.al**, Albania's pioneering crowdfunding platform, which recently launched a **Call for Project Proposals** for non-profit organizations. This edition introduces three community initiatives currently featured on the platform.

In our interview section, we present **Mr. Leonard Olli**, Executive Director of the *Korçarët Ndihmojmë Korçarët* Foundation, the **first community foundation** established in Albania. Mr. Olli shares the vision, challenges, and aspirations behind this landmark initiative.

We also cover the international event "**Infrastructure for the Future**," a global convening of Community Foundation Support Organizations held in Romania in April, and share recent developments from the international WINGS network.

We encourage your feedback and ideas for future editions. Please contact us at: erexhepi@partnersalbania.org

Enjoy!

DATA ON PHILANTHROPIC ACTIVITY

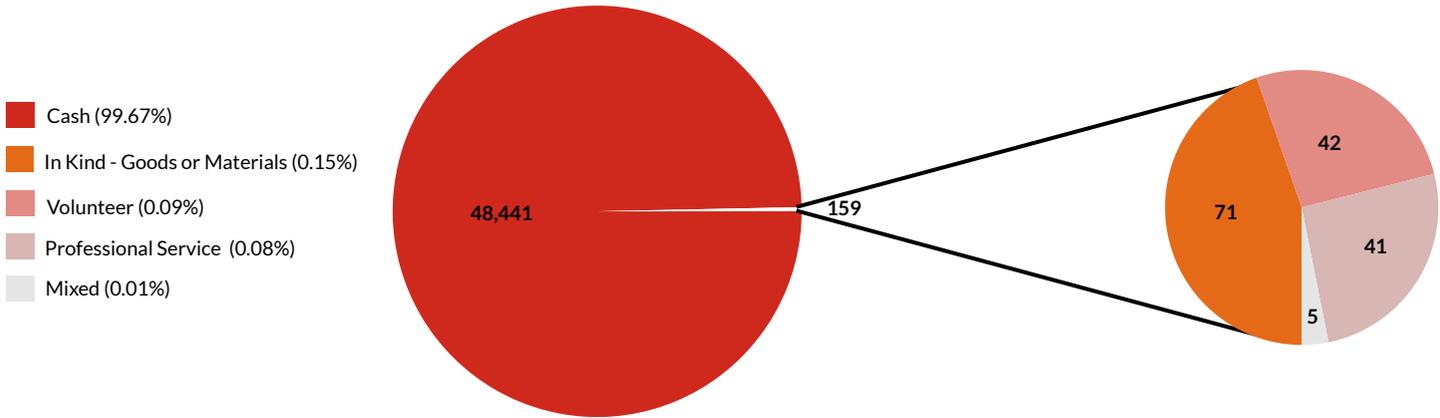
JANUARY - JUNE 2025

The following data reflect the **philanthropic activity in Albania during the first six months of 2025**, based on daily monitoring of traditional and social media as well as from reports and publications from public and non-public institutions. The report analyses the main sectors and issues supported, the nature and value of donations, the geographical coverage as well as the nature of donors and beneficiaries among other aspects.

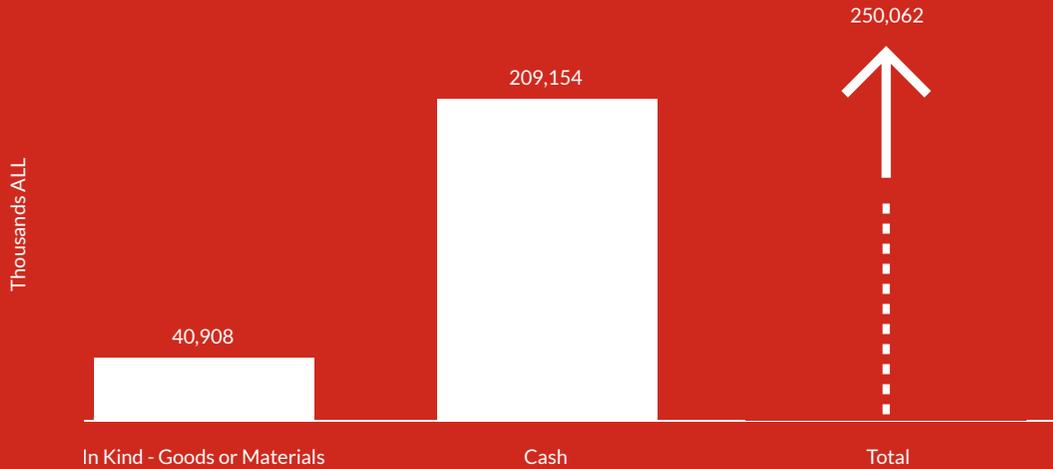
Through this monitoring, Partners Albania aims to increase public awareness about philanthropic activity and inform all relevant and interested actors about its social impact and value. From January to June 2025, **a total number of 48,600** donations were registered, with a donation **value of 250,062,857 All (2,567,380 Euro)**.

Compared to the same period in 2024, both the number and value of philanthropic donations have decreased. Specifically, the number of donations dropped by approximately 25% (from **65,008** to **48,600**), and the total value of donations declined by approximately 11%, (from **281,546,539 All** to **250,062,857 All**).

Number of donations by natyre



Value by Nature in ALL



Type of Donations

Glossary

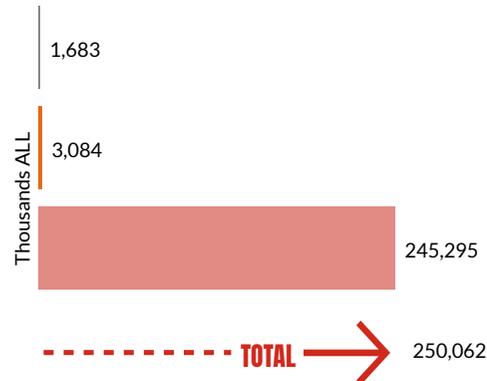
The three main forms of fundraising are through **Events, Campaigns and Direct.**

50 Direct donations

56 donations through Events

48,494 donations through Campaigns

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 (26)
- #2 TIKA Tirana (20)
- #3 One Albania (15)

3 MAIN DONATIONS

by value

#Individual Donors 14,484,060 Lekë

Fundraising campaign "Charity That Shines - Home for Orphans!", in support of five families with orphans living in difficult conditions.

#Individual Donors 13,897,520 Lekë

Fundraising campaign "Help Eteleva Ruçi's Sons Get a Fighting Chance" – in support of her two children battling the same genetic disease that took their father's life two years ago.

#Individual Donors 12,494,600 Lekë

Fundraising campaign "Let's save the life of 16-year-old Amarildo with leukemia!", in support of Amarildo, who is in critical health conditions.

Fundraising Campaigns

229

Call for Donations

77

Social Media and Online
Crowdfunding campaigns

27

Online Crowdfunding
Campaigns

13

Mega
Campaigns

2

Campaigns through
Facebook Social Impact
Platform*

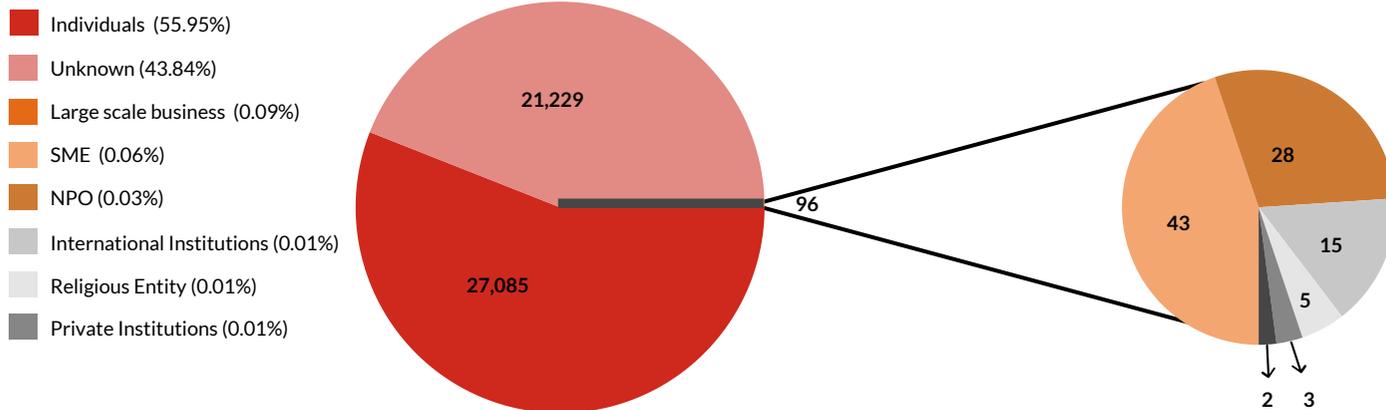
Events

56

Live Events

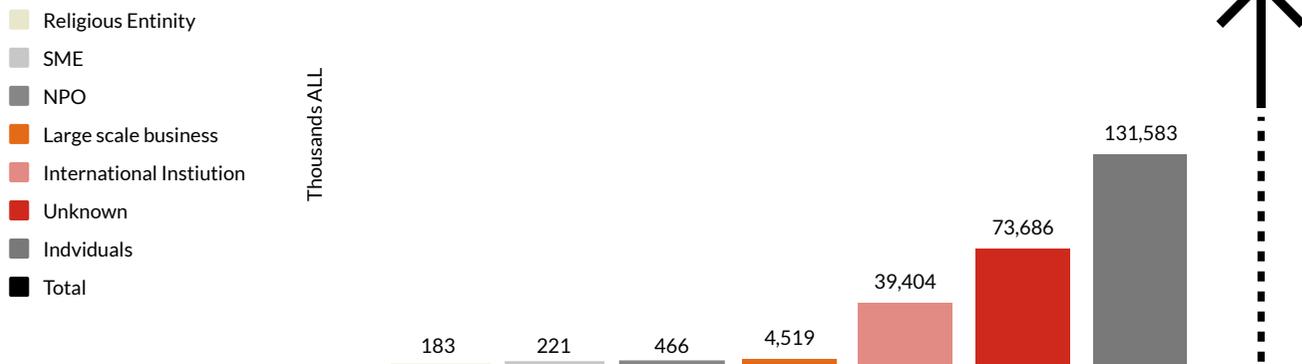
*Facebook's dedicated fundraising platform for social causes.

Total Number of Donors by nature*

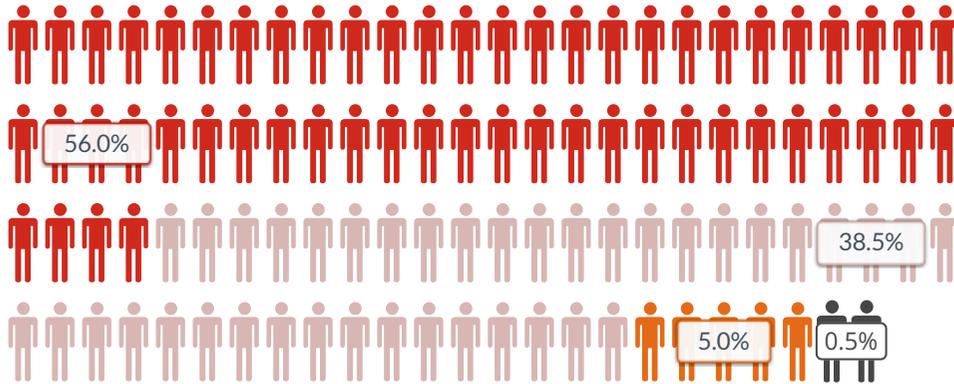


**In the frame of this analysis donors are calculated only once regardless of the number of donations carried out during all the monitoring process.*

Total Value of Donors by nature



Final Beneficiaries



- General Public (56%)
- Children and Youth (38.5%)
- Individuals/Families (5%)
- Other (0.5%)



- Elderly (40.33%)
- In economic, health and social difficulties (31.6%)
- Women and Children At risk (28.07%)



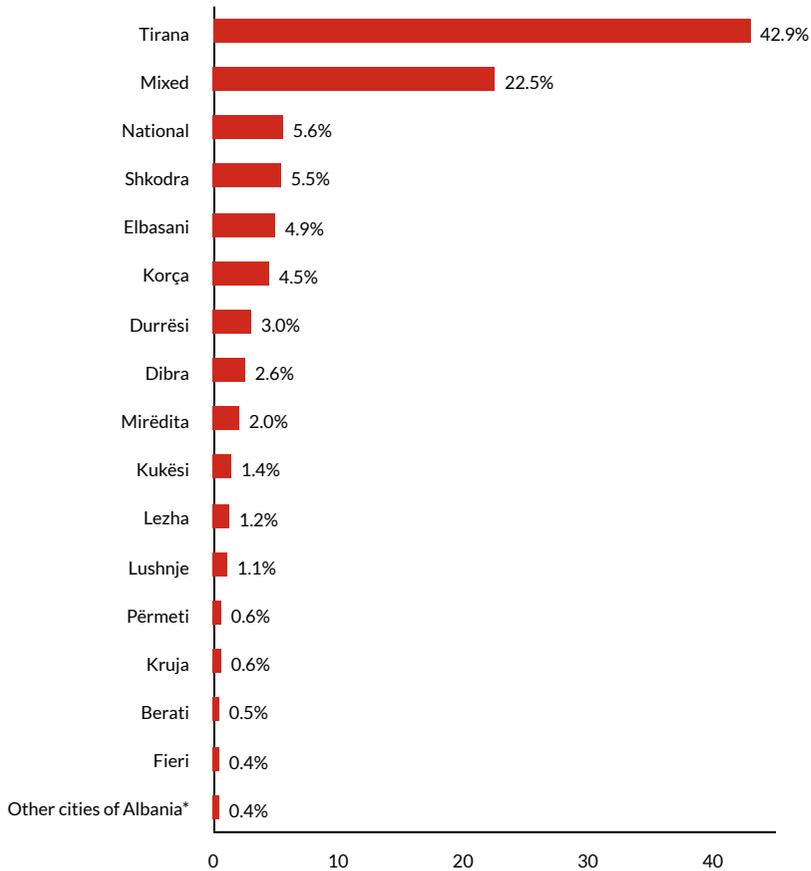
- General population (34.4%)
- In economic, health and social difficulties (31.83%)
- Religious / Faith communities (21.35%)
- Minority communities (12.39%)
- Specific geography (0.03%)



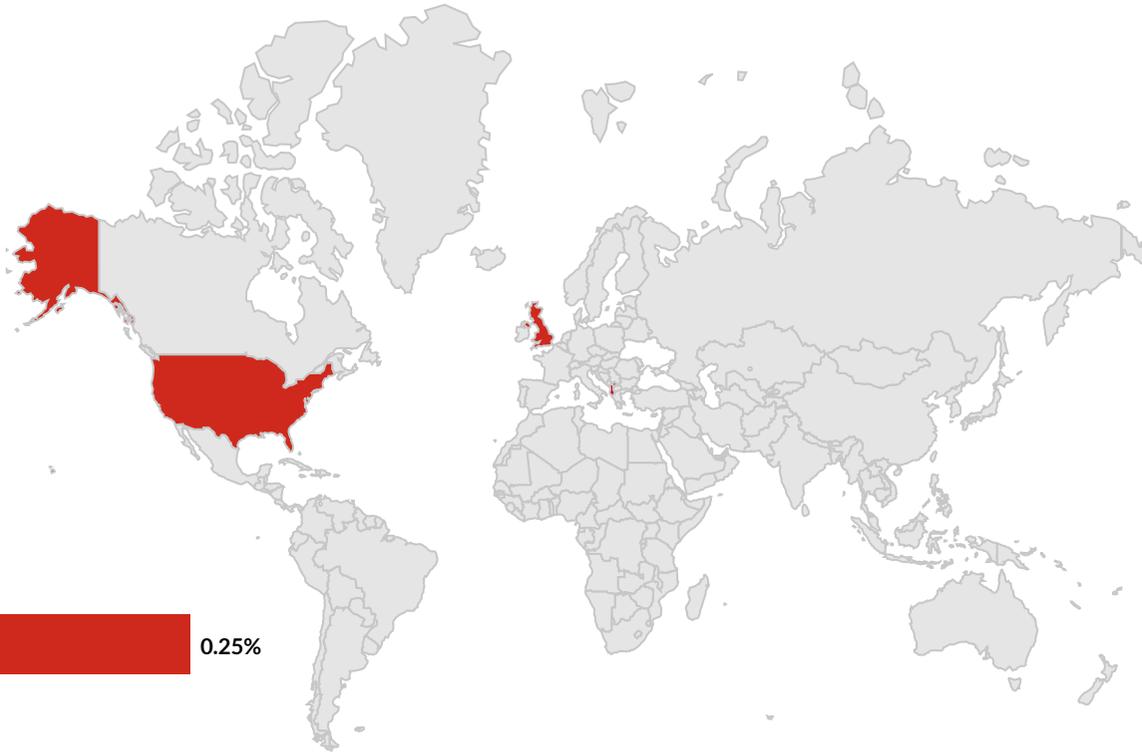
- In economic, health and social difficulties (77.19%)
- Talented (12.7%)
- Children and youth (4.71%)
- Minority communities (4.47%)
- Specific geography (0.92%)

Geographical Distribution of Beneficiaries

During the first 6 months of 2025, **99.7%** of donations were distributed in Albania, while the rest abroad as shown graphically below:



*Tepelena, Gjirokastra, Vlora, Saranda, Mati.



Unknown



0.25%

Kosovo



0.03%

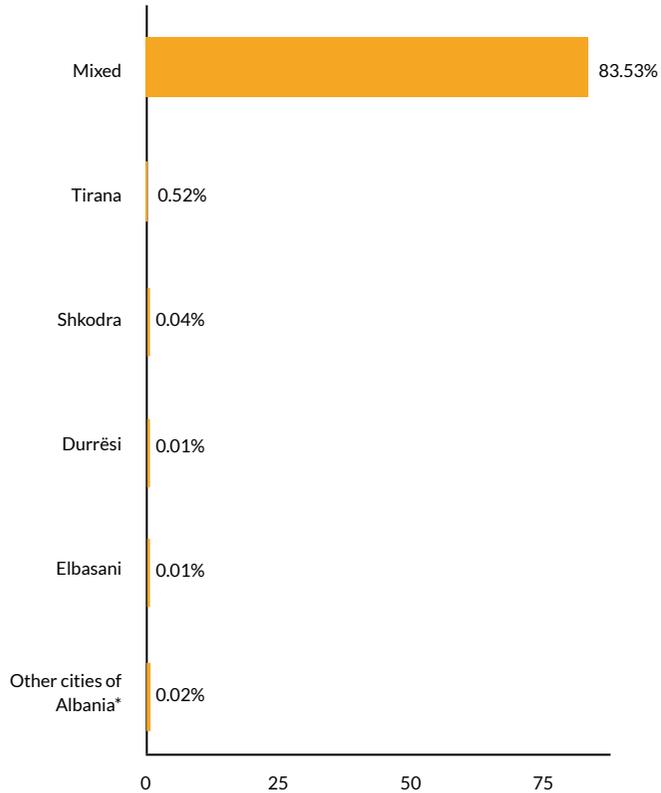
Other countries



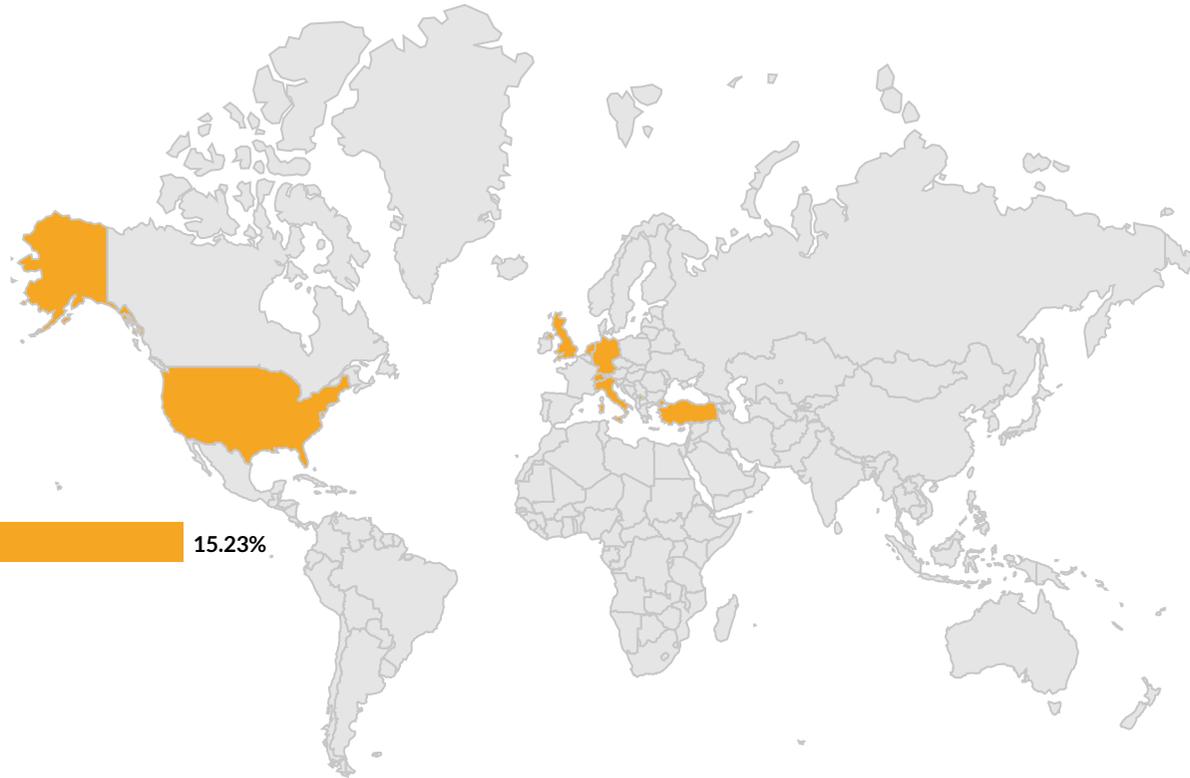
0.02%

Geographical Distribution of Donors

84.13% of the donations were made from Albania while the rest from Diaspora and other countries.



* *Korça, Lezha, Lushnja, Vlora, Saranda.*



Diaspora 15.23%

Unknown 0.47%

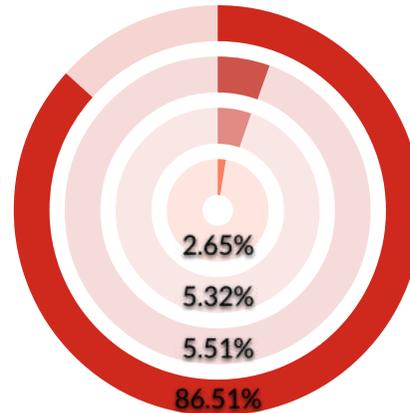
Other countries 0.16%

Kosovo 0.01%

Fields of Donation

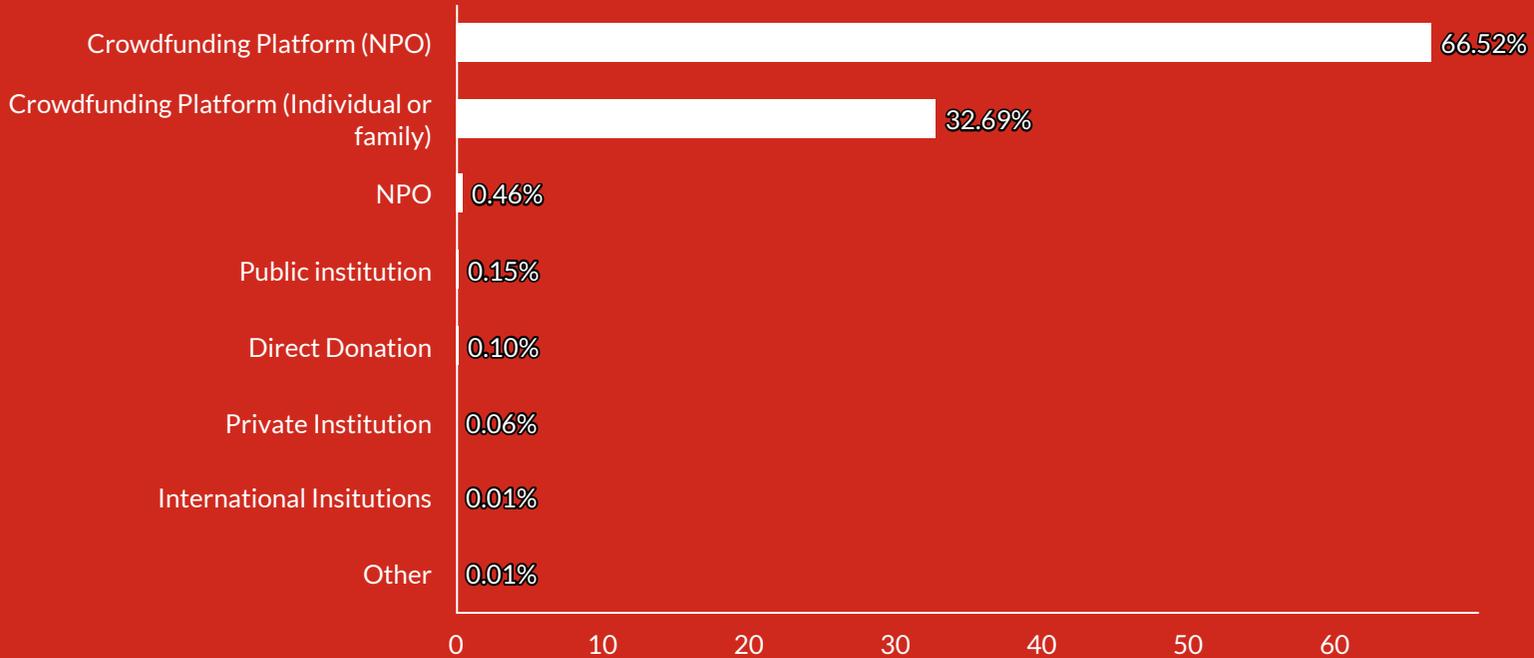
From January to June 2025, the main **donations** consist in the following **3 fields**:

- Healthcare
- Religious Based Humanitarian Activities
- Support to Marginalized Groups
- Other



Meanwhile, the "Other" category includes donations in the field of: Poverty Relief (0.77%), Education (0.15%), Economic Development (0.08%), Art and Culture (0.07%), Sport (0.02%), Heritage (0.02%), Public Infrastructure (0.01%), Preservation & Protection of the Environment (0.01%), Community Development (0.01%), Response to Natural Disaster (0.01%) Science (0.01%) ect.

Channels of Donations



A word cloud graphic featuring the number '451' in a large, bold, black font. Below the number, the text 'news in media' is written in a smaller, bold, black font. Surrounding the number and text are various words in a reddish-orange color, including 'ARTICLES', 'SHOWS', 'NEWS', 'DOCUMENTARY', 'REPORTS', 'POSTS', 'CHRONICLE', and 'KRONIKA'. The words are arranged in a circular pattern around the central number. The entire graphic is set against a white background with two horizontal red bars on either side.

451

news in media

From January to June 2025, a total of 451 articles were identified through daily monitoring of philanthropic activity across printed, audiovisual, and social media. Social media emerged as the most frequently used platform for promotion, with Facebook being one of the dominant channels.

Also, the visual media generated numerous broadcasts and reports on various issues of public interest. Meanwhile the official websites of public institutions retained their pivotal role in both promoting and reporting development related to 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.

Thanks to the support of individuals, businesses, and civil society organizations, "Giving Circle 2024" raised **2,248,340 Lekë**, enabling the implementation of three new community initiatives in Rrëshen, Durrës, and Tirana.

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



#GivingCircle
Albania



ArtLab – The Ceramics and Pottery Laboratory

Total donation value: **1,054,880 All**, along with free professional services.

Total number of donors: **27** (10 individuals, 10 businesses, and 7 NPOs).

Implementing organization: **Beyond Barriers**

On May 30, 2025, “ArtLab – The Ceramics and Pottery Laboratory” was inaugurated at the Institute for Deaf Students in Tirana. ARTLAB is more than just a space, it is an opportunity to learn, develop skills, and create ceramic products.

Currently, 83 children and youth are learning and practicing in this space creating and showcasing their products.



Friendly Corner

Total donation value: **485,760 All**, as well as free books.

Total number of donors: **19** (8 individuals, 5 businesses, and 6 NPOs).

Implementing organization: **Lunah Education Center**

The construction of the "Friendly Corner", inaugurated near the Pediatric Hospital of Durrës in June this year, help make the experience of every children receiving services at the hospital less traumatic.

The "Friendly Corner" is a welcoming and recreational space desinged to ease children's fear of healthcare services and enhance their overall experience during their hospital stays.



Childhood Harmony

Total donation value: **717,700 Lekë**, as well as didactic and technological materials.

Total number of donors: **17** (4 individuals, 7 businesses and 6 NPOs).

Implementing organization: **Opportunity, Balance & Overcoming**

Since April 9 of this year, around 700 children and young people from the city of Rrëshen have been attending 'Childhood Harmony,' a newly established day care center dedicated to enhancing their well-being through social, emotional, and educational support activities.



**O P E N C A L L
F O R
P R O J E C T
P R O P O S A L S**



Partners Albania has launched the [7th Call for Proposals](#) for interested NPOs to participate in the Giving Circle 2025 event.

Application deadline: **August 1, 2025**

smile.al





S M I L E . A L

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

Smile.al platform provides an opportunity for online fundraising, supporting community initiatives in the fields of health, solidarity, cultural heritage, environment, social and innovative entrepreneurship, education and training, and sports activities.

The latest Call for Proposal was launched in May and remained open until June 30, 2025. The winning initiatives will be announced soon.

The following section introduces the three most recent initiatives published on the platform.

3 NEW INITIATIVES



Education and Employment to Overcome Poverty and Stigmatization

The Roma Culture Institute in Albania is empowering 50 young Roma through professional training, aiming to employ 30 of them and support 10 others in creating startups.

This initiative seeks the economic and social integration of the Roma community by combating poverty, discrimination, and exclusion.

Join us in building bridges of hope and coexistence. Donate now at [Smile.al](#) and give young Roma a new opportunity! Together, we make a difference!

For more information on the initiative click: [here](#)



Project for a biology and chemistry laboratory

This initiative aims to create a modern laboratory for Biology and Chemistry at the “Koto Hoxhi” 9-year school. This investment opens real opportunities for developing practical knowledge and sparks students’ interest in science. The laboratory will serve as a foundation for nurturing talents aged 10–15, preparing them for a more secure future in research and science.

Every contribution toward the realization of this project is an investment in the quality of education and the future of younger generations.

For more information on the initiative click: [here](#)



What air am I breathing?

Tirana faces high levels of air pollution, mainly caused by traffic and construction.

This project aims to measure and monitor pollution (PM2.5 and PM10), publish data for the public and authorities, and assess its impact on citizens’ health.

Through information and education, the project seeks to raise awareness and encourage action for a healthier environment.

For more information on the initiative click: [here](#)

INTERVIEWS WITH
REPRESENTATIVES
OF
PHILANTHROPIC
INITIATIVES IN
THE COUNTRY



S U P P O R T F O R
T H E
C O M M U N I T Y

Leonard Olli



Executive Director of the Community Foundation
“Korçarët NdiHmojmë Korçarët” (KNK)

Mr. Leonard Olli is the Executive Director of the Community Foundation “Korçarët NdiHmojmë Korçarët” (KNK), which was established in Korça in December 2024 as the first community foundation in Albania. This foundation aims to revive city’s longstanding traditions of philanthropy and to strengthen solidarity both within the local community and among individuals from Korça living abroad.

How did the idea for creating the first community foundation in Albania come about? Why did you think Albania needed a community foundation?

The idea for establishing a community foundation is deeply rooted in Korça's rich philanthropic tradition, a legacy dating back to the late 18th and early 19th centuries. The inspiration came from Dr. Yvonne Naum, an American born daughter of parents from Korça, who, during her first visit to Albania in 2019, felt a deep desire to do something meaningful for Korça and its people.

Despite delays caused by the pandemic, she decided to donate her personal income to benefit Korça. In collaboration with the Global Albanian Foundation, began supporting local NPOs in implementing impactful community projects. Later, in cooperation with Partners Albania and drawing inspiration from by best practices from the U.S. and the U.K., the initiative evolved into a community foundation, an internationally recognized and effective structure within the nonprofit sector.

In 2024, this initiative was formalized with the establishment of Albania's first community foundation "Korçarët Ndihmojmë Korçarët". The foundation aims to support local organizations, organize fundraising activities, and serve as a voice for the community, in a context where that voice is often unheard or overlooked. More than just a funding mechanism, the foundation seeks to foster a culture of giving and long-term community engagement..

I feel proud that, together with Dr. Yvonne Naum, Alda Nikollori, and Ardit Konimi, we founded this initiative, a necessary and progressive step fostering active involvement of the community in shaping local development and improving quality of life.





Highlights from the activities of
#KorçarëtNdihmojmëKorçarët



What were the main challenges during the establishment of the foundation?

The establishment of the foundation came with several challenges, all of which were overcome through dedication and collaboration. At the early stages, it was essential to gain a deeper understanding of how community foundations operate in other contexts, how they are structured, how they build trust within the community, and how they secure sustainable support. This orientation phase was vital in laying a solid foundation.

However, the greatest challenge was the lengthy and bureaucratic judicial registration process. Although the law stipulates that a registration decision should be issued within 15 days, in practice, due to the overloaded court system, the process can take an indefinite amount of time. Similar delays occur when making changes apply to changes in the statute, board composition, or any other legal information requiring court approval.

This situation often feels like a frustrating and unnecessary obstacle. Therefore, it is essential to improve the legal framework by ensuring faster and more transparent procedures for the registration and functioning of NPOs. In the end, it is the communities that are most affected by these delays and the lack of institutional support.

How will you engage donors and local actors in supporting community projects?

Engaging donors and local actors is an ongoing challenge, but we believe it is achievable. Albanians, are known for their generosity and compassion, even in the absence of well-established philanthropic structures and despite the current social and economic challenges they face.

To encourage participation, we aim to establish direct communication with donors and local actors, engaging them as active participants in project discussions and decision making processes. Maintaining close contact with the beneficiary community, presenting concrete needs, and showcasing the tangible impact of the projects are effective strategies for fostering a sense of ownership and shared responsibilities. Transparency is essential to building long-term trust and sustainable cooperation.

How do you see the future of community philanthropy in Albania? Do you think this model can be applied in other cities?

previously emphasized, the philanthropic tradition in Albania is not a recent phenomenon. It saw significant development in the early 20th century but was disrupted during the dictatorship period. The prolonged transition that followed did not create favorable conditions for the revival of this culture. However, in recent years, we have witnessed meaningful efforts from NPOs and other actors such as Partners Albania, Credins Bank through the Credins Foundation, the Mane Foundation, and others, who are playing a key role in revitalizing philanthropy in the country. I believe that, over time, these initiatives will attract even more support from both businesspeople as well as individuals committed to the well-being of their communities.

I believe this model can be successfully replicated in other cities across Albania. The relatively homogeneous structure of local communities provides a favorable foundation for the establishment of community foundations. However, the lack of donors in the initial phase remains a significant obstacle. Therefore, it is essential to establish a national mechanism that offers not only technical assistance but also initial seed funding for the establishment and initial operation of these initiatives.

It may seem like an ambitious idea, but time moves quickly, and the greatest challenge is not the lack of resources but the lack of trust. Every beginning is difficult, but not impossible.

In October 2024, with the support of Partners Albania, our foundation participated in a study visit as part of the National Conference of Community Foundations in the United Kingdom. Later, in May 2025, we took part in activities organized by the “Roots and Wings” Community Foundation in Hungary, as part of the European Community Foundations Initiative (ECFI), together with representatives from over 25 countries in Europe. Through these engagements, we had the opportunity to both learn and share experiences with peer organizations from all over Europe. This journey has shown us that we are not alone.



What do you aim to achieve in the next 3-5 years?

Our main goal is to build a functional and sustainable organization with financial stability and a well-established network of donors, both from the business sector and individuals, that will enable the successful implementation of community projects.

Our priorities will focus on youth and the elderly, environmental issues, health, and other areas. We believe we will be a strong positive force not only by addressing community needs but also empowering the community to take an active role in shaping that change. At the same time, we remain humble in our approach, recognizing that meaningful progress takes time and is best demonstrated through results.

On a personal level – What personally motivates you to engage in this field?

Despite this new formal approach, I have always maintain a close connection with the communities where I have lived. My background in teaching, journalism, and later political engagement has provided me the opportunities to closely understand the problems, concerns, and challenges faced by communities in general, and the Korça community in particular.

Direct engagement with these very difficult and complex realities, along with the desire to contribute to their resolution, constitute a lasting source of motivation. But this time, it stems from the very heart of civil society. While the approaches and methods may differ, the essence remains the same when there is genuine will and good intent, the purpose does not change.

I firmly believe that the more professionally trained and socially conscious individuals a community has, the greater its potential to build higher quality of life. The higher this quality becomes, the more organized and sustainable the community grows, in order to preserve, strengthen, and continuously improve it. This vision is the driving force behind my motivation.

What advice would you give to young people who want to contribute to their community?

Generally, I tend to avoid giving advice because I consider it a wheighted word, but suggestions, yes. Young people are not merely an age group or a demographic category. They represent much more: the energy, the potential, and the future of a nation.

A nation gains meaning when it is rooted in a specific territory where people build their lives, families, and futures. My suggestion to young people is to the communities where they were raised, where their roots lie. By strenghtening their community, they are also shaping their own future and that of generations to come. We must find the courage to build our lives where "we lay our heads". It's difficult, undoubtedly, but not impossible.

Neither freedom, nor rights, nor quality of life are given, they are earned. Leaving is a legitimate right of every individual, but it is not always the solution. Unconditional contribution to the community is one of the main foundations, a true school of life that allows individuals to shape their future where they are. It is a cornerstone for a better future and a higher quality of life.



F U N D R A I S I N G
C A M P A I G N S
F O R P E O P L E
I N N E E D

Campaigns

some of the campaigns carried out during January - June 2025.

#1

In the city of Peshkopi, the Markja family with seven orphaned children experienced a major change after a difficult period following the tragic loss of the family breadwinner in a work accident.

Thanks to the help of an Albanian living abroad who took on the full financing of building a new house, the family now has a safe and decent shelter. This act of solidarity has brought hope and peace to their lives.



A NEW SHELTER

#2

The students and staff of Tirana International School – QSI have donated 900 kg of food, which has been distributed to around 40 families in need.

Besides the material aid, they have also volunteered with Food Bank Albania, setting a meaningful example of solidarity and commitment to the community.

900 KG OF KINDNESS



#3

The ALSAR Foundation and the Turkish Cooperation and Coordination Agency (TİKA) have collaborated in a humanitarian campaign during the month of Ramadan, distributing 3,500 food packages to orphaned children in several cities across the country.

This campaign focused on supporting families in need and easing their challenges during this important period.

ORPHANS AT THE HEART OF RAMADAN



ART IN THE EYES OF DREAMS



#4

The art gallery in the city of Fier hosted the exhibition “Art in the Eyes of Dreams,” featuring 40 women and girls from Albania and the diaspora. Through paintings, sculptures, and other artistic works, the exhibition celebrated the figure of women and their sacrifices in everyday life.

This artistic event served as a bridge of collaboration among women artists, providing a platform for sharing their experiences and creations. Supported by Credins Bank, the exhibition remained open to the public until March 31st.

DIGITAL SECURITY



#5

A recent study by the Department of Journalism and Communication, supported by One Albania, revealed that 1 in 5 young Albanians face cyberbullying on social media and online platforms.

To address this challenge, One Albania created the OneSafe platform, which offers protection against harmful content, security for connected devices, and parental controls for children’s internet use.



C O M M U N I T Y F O U N D A T I O N S



Community foundations are nonprofit organizations that mobilize local resources to support initiatives and projects addressing community needs. They play a crucial role in improving the quality of life for citizens by promoting philanthropy and civic engagement.

INFRASTRUCTURE FOR THE FUTURE

From April 8 to 10, the global meeting *"Infrastructure for the Future"* was held in Romania. Kostandina Këruti, Program Manager at Partners Albania, attended the gathering which brought together 102 community foundation support organizations from 34 countries across 4 continents. The event took place at a critical time for the global community, as political, social, economic, and climate changes are profoundly impacting local realities. In this context, participants shared experiences, challenges, and inspiring practices to strengthen the role of community foundations as drivers of long-term and inclusive development.



Discussions went beyond traditional philanthropic support practices, leading to the way for questions about the future direction of the sector. Through open dialogue and interaction, the importance of collective reflection and building a shared intelligence centered on people and communities was emphasized.

A key message throughout the meeting was the need for a more creative and inclusive approach to building communities where every individual feels a sense of belonging and active involvement.

Imagination was highlighted as an essential tool to expand the boundaries of what community foundations can achieve both locally and globally. The personal dimension of engagement in this field was also underscored, finding purpose and motivation through the support of local resources and the empowerment of people who have built—and continue to contribute to—these foundations.

Partners Albania for Change and Development, as part of the international community of organizations supporting philanthropy infrastructure, remains committed to bringing best practices to Albania in order to build a more inclusive, active, and sustainable society.



DEVELOPMENTS FROM THE WINGS NETWORK

WINGS is a forum for collaborative problem-solving where the most prominent players in the philanthropic development ecosystem can share information and learn from each other. The network counts more than 180 member organizations spanning 57 countries, and Partners Albania is the representative organization for Albania.

Philanthropy's solidarity with those impacted by aid cuts

WINGS and international philanthropic networks express concern about the impact of foreign aid cuts on the most vulnerable communities and emphasize the need for solidarity and joint action. They propose an approach focused on strengthening local ecosystems and supporting civil society to address emerging challenges. According to WINGS, this is a moment to rebuild more inclusive and sustainable systems for solidarity and international development. Find the Network's statement below:

Philanthropy's solidarity with those impacted by aid cuts: A joint Call to Action

As networks dedicated to growing and transforming solidarity and giving globally, collectively representing over 100,000 philanthropic actors, we are deeply concerned by the recent trend of enormous aid cuts, which are leaving millions of the most vulnerable around the world behind.

The cutting of 90% of USAID and State Department foreign assistance programmes alone amounts to about \$60 billion, representing a deficit of between 25-30% of the world's total official development assistance (ODA). Several European governments have also announced cuts, redirecting aid budgets towards trade and defence.

We stand in solidarity with the millions affected and commit to leveraging our networks and influence to respond collectively as a philanthropic sector.

Our concerns: We have heard profound concerns from civil society partners about the deepening humanitarian crisis, the erosion of social justice, climate impact, loss of trust in civil society, and the rule of law.



The opportunity: Despite these challenges, this is a chance to collectively rebuild better foundations and systems for international solidarity and development across sectors. By coming together, communities, local and international civil society, public funders, and philanthropy can shift the status quo for the better by centring communities' voices and agency, building strong ecosystems to reinforce and resource their initiatives and broader local civil societies, and creating partnerships and coordination mechanisms to unlock collective impact.

Our unique role: Philanthropy contributes \$70 billion or 8% of global cross-border resources. Beyond funding, our independence, risk tolerance, and close relationships with communities give us a unique opportunity and responsibility to contribute to a more just and sustainable system. While we cannot replace governments, philanthropy can leverage financial and non-financial assets to help communities, civil societies, and social impact actors navigate these challenging times and develop more sustainable, better-resourced, and transformative resourcing models. We acknowledge that creating a fairer, locally led, locally resourced, and sustainable system requires philanthropy to adapt—working together, taking risks, building trust, and supporting local ecosystems to maximise our impact.

Philanthropy's
solidarity with those
impacted by aid cuts: A
joint Call to Action





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