

Facts on Philanthropy Activity 2015

Partners Albania works to promote the development of philanthropy in Albania since 2011. Taking into consideration the lack of information in this field, in 2011 Partners Albania conducted the survey **“Entrepreneurship and Philanthropy, Survey Report”** to establish a clearer picture of the scale and the types of social causes supported by the Albanian business community. Alongside this survey Partners Albania conducted also the study on the development of philanthropy in Albania **“A Historical View of the Development of Philanthropy in Albania”**, that addresses this activity, key figures and their philanthropic activity within the country and abroad since the XIX century until today.

To promote and support the development of this old and valuable tradition, Partners Albania organizes for its fifth continues year the **“Philanthropy Award”** ceremony, expressing appreciation and gratitude to individuals, families and entities that contribute for the improvement of quality of life in our society. Evaluation and stimulation of this activity remains important for the human and economic dimension it carries.

Private sector among other actor’s plays an important role on supporting initiatives that address the social, economic and environmental problems. In this function, Partners Albania has established a close partnership with the business sector in support of new social businesses in the field of green industry. Since 2013 Partners Albania organizes the annual competition **“Green Ideas”** as part of which are supported initiatives that promote social inclusion, integration and employment through the use of local resources and the revival of traditions with a friendly environment approach. The novelty of this competition lies on collaboration and creation of a joint seed fund created through business donations and private philanthropic institutions, local and international in support of new green businesses. Automatically, the winning ideas compete at Balkan level in the **“Philanthropy for Green Ideas”** competition organized from Rockefeller Brothers Fund.

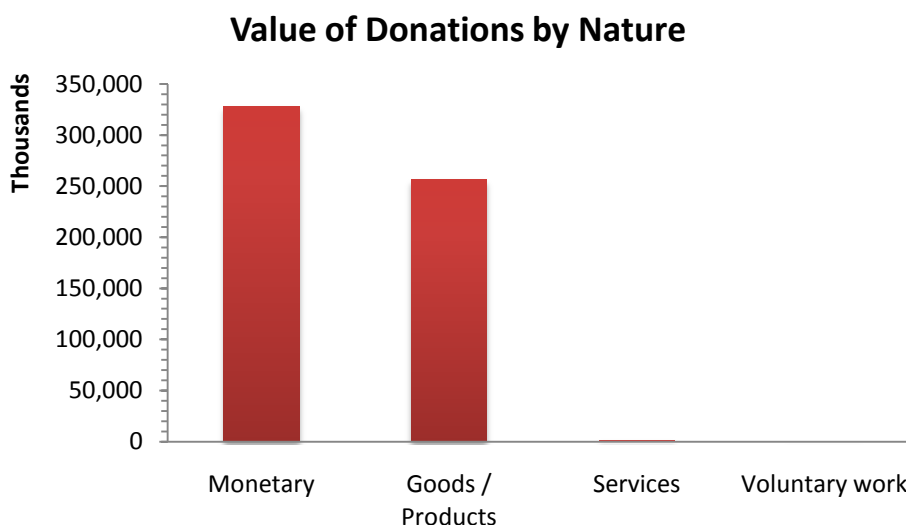
This report reflects the philanthropic activity in Albania during 2015 launched in a synthesized way from Partners Albania, based on daily monitoring and **monthly public reporting**. The report analyses the main sectors and issues supported, nature and value of the donations, geographic coverage and also the nature of donors and beneficiaries.

Through this monitoring Partners Albania aims to increase public awareness on philanthropic activity and to inform all the involved and interested actors about its social value and impact.

The monitoring process is based in media research, including social media and also information resources from the public and non-public institutions.

Media is the main tool to promote donations carried out and awareness campaigns, with 116 cases out of 217 identified during 2015. Apart from printed and electronic media, it is noticed that the social media has played an important role in promotion of philanthropy.

Meanwhile the second source of information's are the official websites of the public institutions, through which they promoted and reported 101 cases of donation.

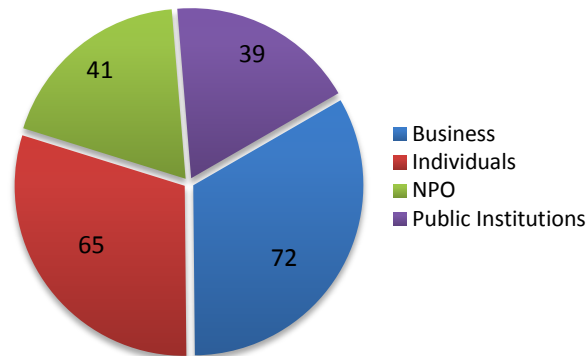


For 2015 the total amount of the donation identified at national level is 585,992,469 ALL, where are included all the donation natures (e.g. monetary, good/products, services and voluntary work¹). Monetary donation is ranked first in nature of donations carried out with 55% of the total volume of donation, followed by goods/products.

August was the month with the higher value of the donations during 2015, with a value of 294,002,000 ALL, meanwhile July was the month with the lowest value of the donations with 725,000 ALL.

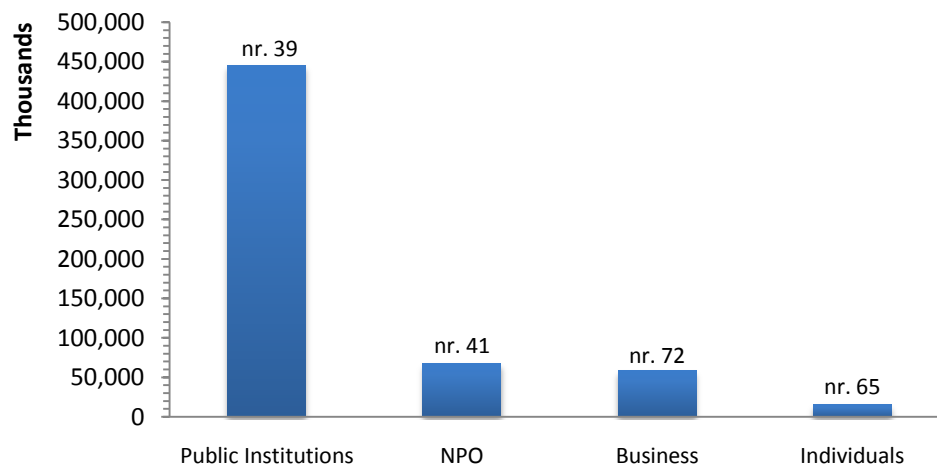
¹ Service provided by an individual or group of individuals without payment

Number of Donations based on Donor Nature



Regarding the donations, the **business** sector is ranked first with 72 donations or 33%, followed by **Individual** donations with 65 cases or 30%, 41 cases from the **Non-Profit Organizations (NPO)** or 19% and **Public Institutions**² with 39 cases or 18%.

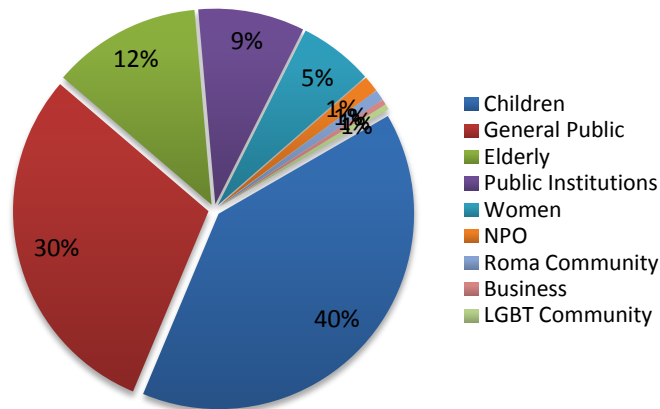
Donation value vs Number of Donors



For 2015, **Public Institutions** have donated 444,607,760 ALL or 39 donations, ranked in the first place followed by **NPO** with 67,859,909 ALL or 41 donations, **Business** with 58,232,686 ALL or 72 donations and **Individual** donations represented 15,292,114 ALL or 65 cases. Public institutions at central and local levels

² Public Institutions at central and local level, International Institutions and Religious Communities

Nature of Beneficiaries

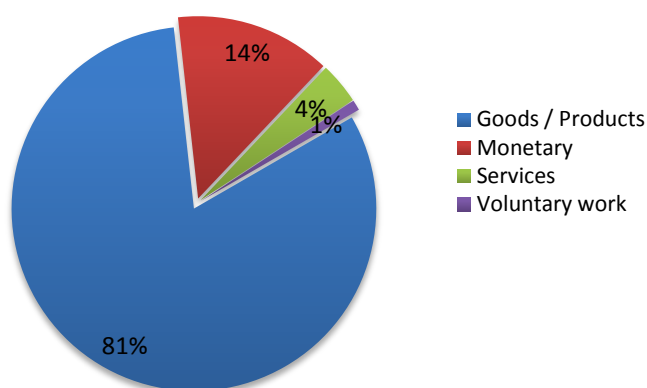


The beneficiaries of donation are **children** with 40% of donation, followed by **General Public**³ with 30%, 12 % **elderly**, 9% **Public Institutions**, 5% **Women** and 1% **NPO**, **Roma Community**, **Business** and **LGBT Community**.

In cases identified at Public Institutions and NPO, it appears to be two beneficiary natures: (i) first when the donation goes directly to them, and (ii) second when Public Institutions and NPOs serve as facilitator's to allocate donations to the final beneficiaries. In 117 donations for Public Institutions only 7 have been gone directly to the institution and the other 110 have been channelled to other beneficiaries, whereas NPO in 5 donations, 2 have gone for direct benefit and 3 to be distributed to final beneficiaries.

³ Groups of people or individuals who were assisted through economic and material aid in cases of natural recovery from disaster, or difficulties of living

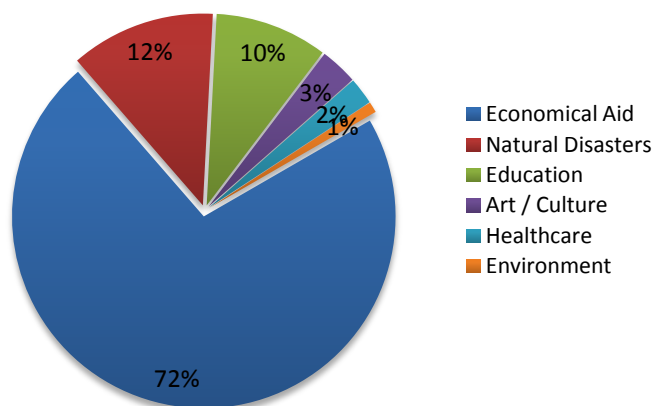
Number of Donation based on the Nature



For 2015 it seems that 81% of the cases of donations are made in forms of **goods and products**, 14% of the cases in **monetary** donations, 4% of the cases in **services** and 1% of the cases in **voluntary work**.

February was the month with most frequent cases of donations identified from PA and it has a value of 232,925,831 ALL.

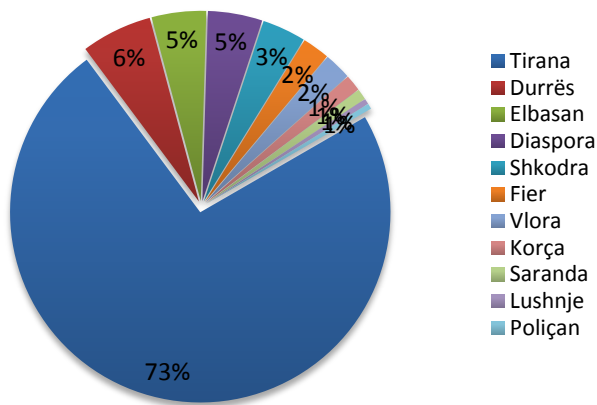
Fields of Donations



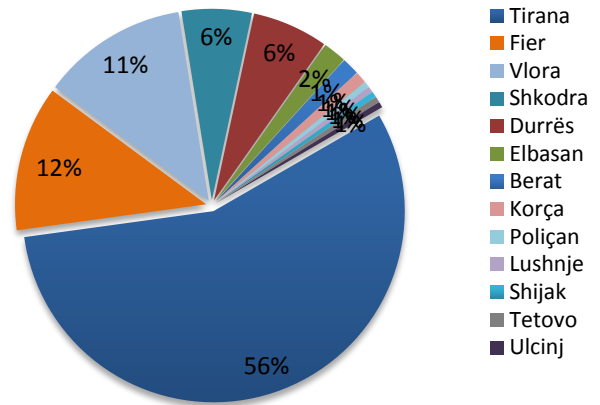
Economical aid and poverty alleviation represents the area with the highest donation during 2015. PA identified 159 cases (72%), where the majority was donated to institutions that are responsible to deliver services and care for children, women and elderly. 27 cases (12%) are donated for **Natural Disasters**, where PA can mention the floods that occurred in the city of Fieri and Vlora in February. In the support of the field of **Education** are donated equipment such as computers, scanners, printers and books for schools, universities and other institutions. In this field are identified 21 cases (10%). The field of Art/Culture, Healthcare and

Environment comprises three other areas of support, respectively 7 cases (3%) in the field of **Art/Culture**, 5 cases (2%) in the field of **Healthcare** and 2 cases (1%) in the field of **Environment**. In these fields to be mentioned are donations in support of the International Guitar Festival, various medical equipment and activities to promote and improve the environment.

Geographic coverage of Donors



Geographic coverage of Beneficiaries

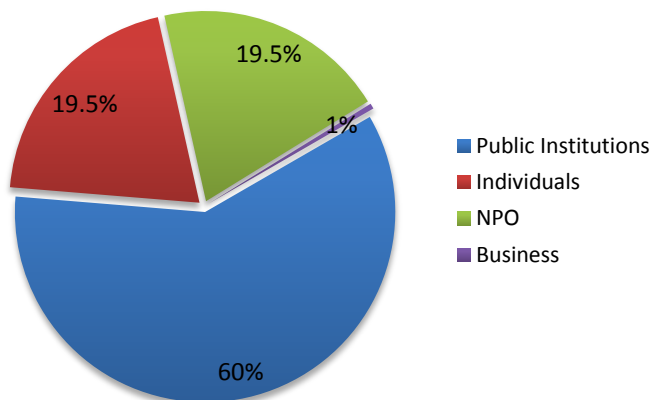


In regards to the geographic coverage, majority of the donors are from **Tirana** with 73%, followed by donors from **Durrës** with 6%, **Elbasan** and **Diaspora** with 5%, **Shkodra** with 3%, city of **Fier** and **Vlora** with 2% and **Korça**, **Saranda**, **Lushnje** and **Poliçan** with 1%.

During this monitoring, Partners Albania recognized the donations carried out by donors from diaspora, respectively institutions and individuals from Germany, Turkey, Presevo and city of London, which have given their contribution during the difficult situation of floods in February.

Regarding the geographic coverage of beneficiaries, they are located in **Tirana** with 56% of the number of beneficiaries, followed by the city of **Fier** with 12%, **Vlora** with 11%, **Shkodra** and **Durrës** with 6%, **Elbasan** with 2% and **Berat**, **Korça**, **Poliçan**, **Lushnje**, **Shijak**, **Tetovo** and **Ulcinj** with 1%.

Channels of Donations



During the monitoring process was noticed that in most of the cases the donation was channelled through Public Institutions in order to be distributed later on to beneficiaries.

There were few cases where the donations have gone directly to the beneficiaries such as in cases of natural disasters or when the donor wanted to meet the beneficiaries personally.

In addition, PA has identified cases when donors prefer not to make public the allocated amount of donations. In such cases PA staff has directly contacted them to identify the amount of the donation.

Also there are cases when the donors prefer to remain anonymous and this happens more often when they are individuals or when the donation has been channelled through other institutions.