

Facts on Philanthropic Activity  
2016  
Albania

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Since 2011 Partners Albania works to promote the development of philanthropy in Albania. Taking into consideration the lack of information in this field, Partners Albania conducted the surveys:

- **“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.
- **“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.
- **“Philanthropic Activity of Enterprises in Albania, Second Survey, 2016”** aiming to assess the level and characteristics of philanthropic activity carried out by the business sector in Albania, its development features during 2011 – 2016, as well as development trend in the upcoming years.

To promote and support the development of this old and valuable tradition, Partners Albania annually organizes 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 in supporting initiatives that address the social, economic and environmental problems. In this context, Partners Albania has established a close partnership with the business sector in support of new social enterprises in the field of green industry. Since 2012, 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 enterprises. Automatically, the national winning ideas compete at Balkan level in the **“Philanthropy for Green Ideas”** competition organized from Rockefeller Brothers Fund.

## Methodology

This report reflects the philanthropic activity in Albania during 2016 launched in a synthesized way from Partners Albania, based on daily monitoring and **monthly reporting**.

The applied methodology consists in data collected through daily media monitoring, including social media and also information resources from the public and non-public institutions during the period January – December 2016.

Data collection is supported by **Catalyst Balkans**, an initiative launched in early 2013 to initiate measurement of and create tools for promoting the growth and improved transparency of individual and corporate philanthropic culture in the Western Balkans. Its specific objectives are to gather and disseminate information, news and data about philanthropic giving in the region through the GivingBalkans database. Catalyst is based in Belgrade and covers Albania, Bosnia and Herzegovina, Croatia, Kosovo, Macedonia, Montenegro and Serbia. The daily monitoring is carried out through **klipingmap.com** platform, a search engine based on keywords.

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.

## Dictionary

**NPO** – Non-Profit Organization

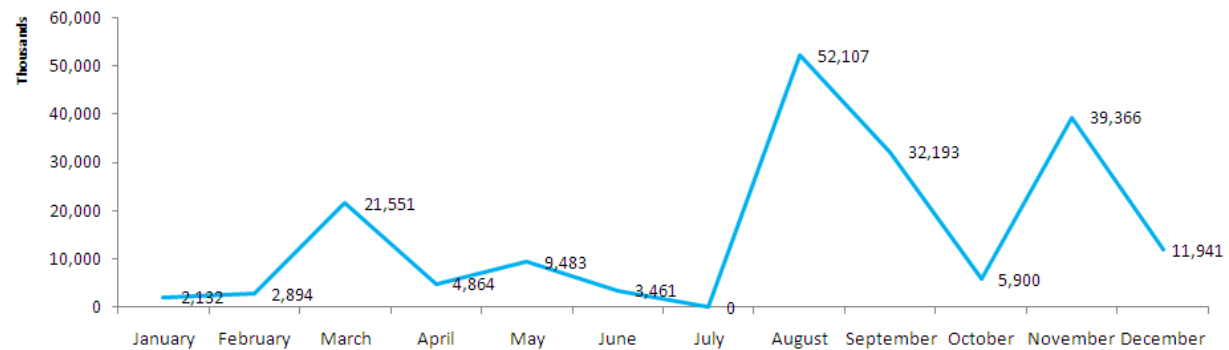
**General Public** - Groups of people or individuals who were assisted through economic and material aid in cases of natural recovery from disaster, or difficulties of living

**PWD** - People with Disabilities

**Economical Aid** – Donations carried out with the aim to mitigate poverty for individuals or families living in economical difficulties or during natural disasters

**ICT** - Information and Communication Technology

# Distribution of Donations on Monthly Basis



The total amount of the donation identified at national level for 2016 is 185,893,382 ALL, where are included these kind of donation natures: **monetary, good/products and services.**

As in the previous year, monetary donation is ranked first in nature of donations carried out with 82% of the total volume of donation, followed by services with 12%, and goods/products with 6%.

August was the month with the higher value of donations during 2016, 52,107,200 ALL, while May is ranked first for the number of cases identified, with 57 cases of donation.



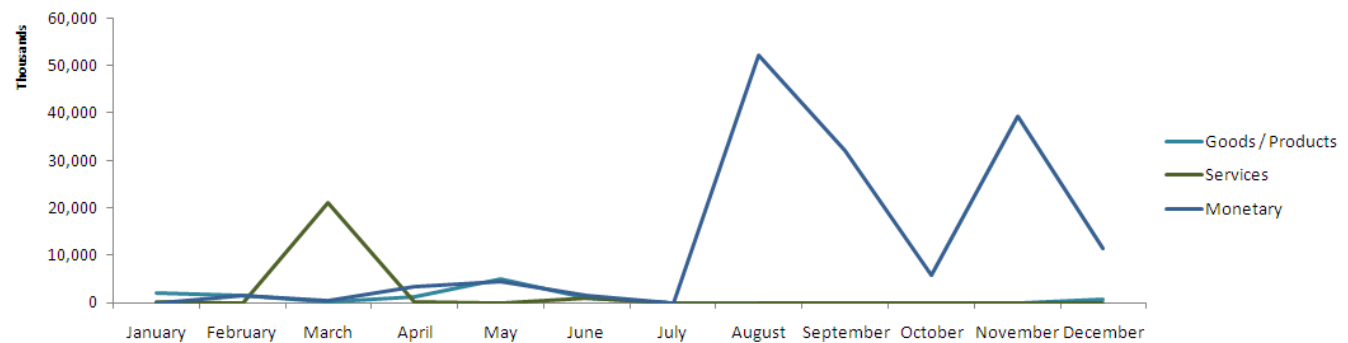
11,716,498 ALL



21,950,540 ALL

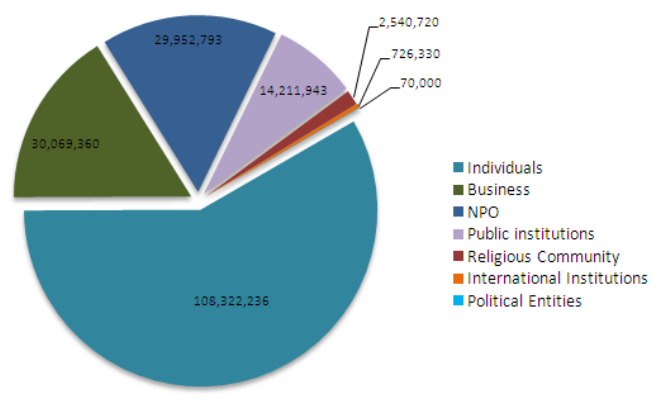


152,226,344 ALL



279 cases of donation were identified during 2016, out of which 234 (84%) consisted in goods / products, 36 (13%) in monetary donations, and 9 (3%) in services.

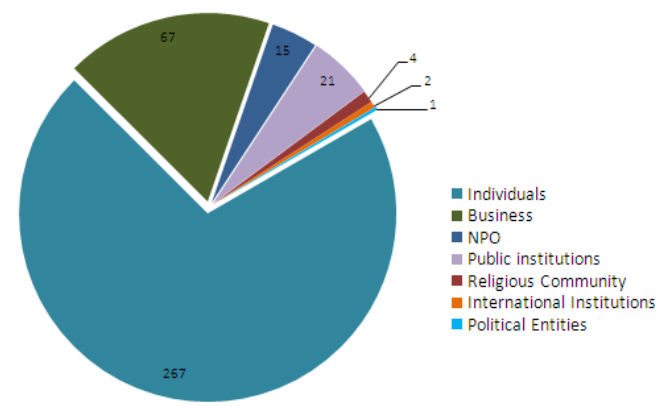
# Value of Donations by Donors Nature in ALL



Regarding the value of donations, Individual donations are ranked first with a value of 108,322,236 ALL, followed by Business sector with 30,069,360 ALL, and NPO with 29,952,793 ALL.

The highest donation carried out by Individuals was identified on November, with a value of 35,008,956 ALL; while the lowest value registered (of 2,100 ALL) was carried out by the International Institutions.

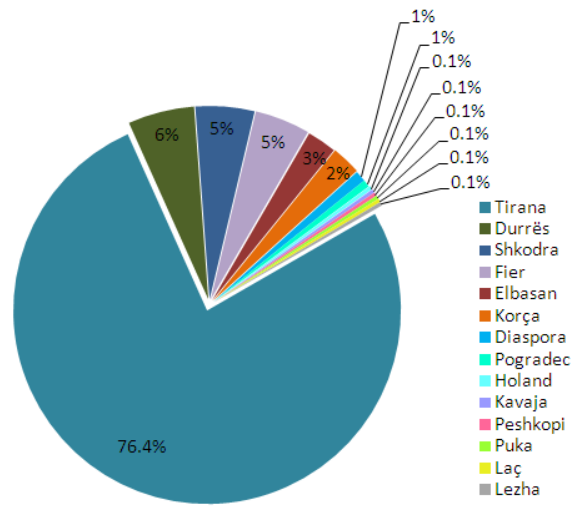
# Number of Donors\*



During the monitoring were identified 267 Individuals donating 71% of the total value, 67 Businesses donating 18% of the total value, followed by 21 Public Institutions donating 6% of the total value.

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

# Geographic Coverage of Donors

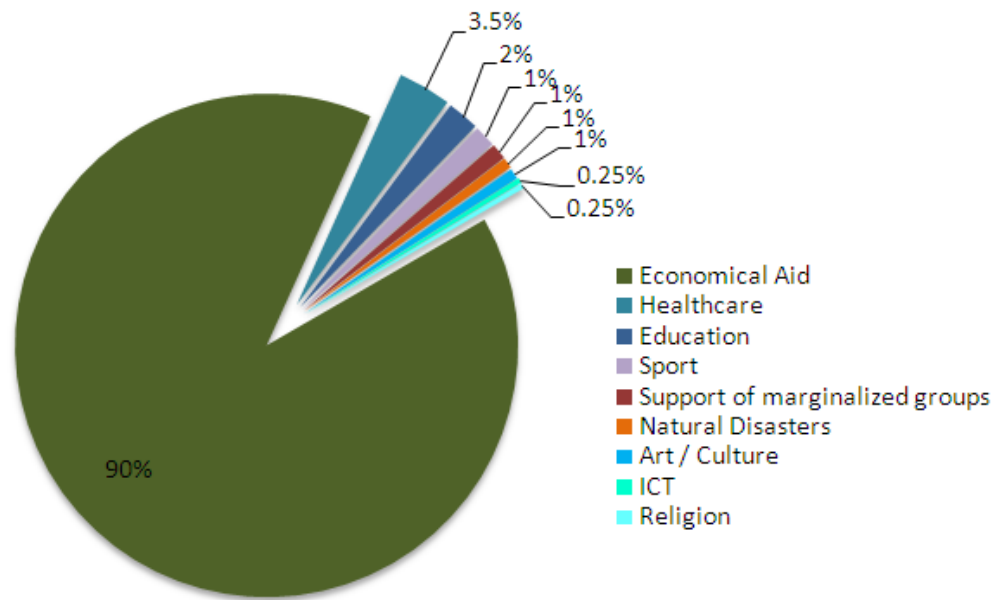


For 2016, the majority of donors were from Tirana, with 76.4%, followed by Durrës with 6%, Shkodra and Fier with 5% .

It is noticed an increase of donations made by Diaspora and Foreign Citizens who responded to campaigns that were raised for different causes in Albania.

For example, the case of a group of volunteers from “Stichting Mar” Foundation, living in Leiden, Holland, who under the auspices of the Embassy of the Netherlands joined “Different Weekend” Foundation to help 15 families that are living in extreme poverty in Tirana and Durrës.

Another case was the one of Mr. Fran Gjoka, an Albanian from Diaspora who has been living for 24 years in the United States. On New Years Eve, he donated 10 tonnes of food packages for 150 families in Puka.

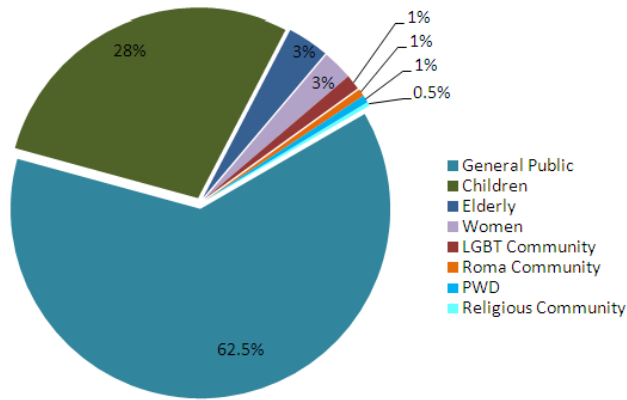


90% of the donations were for Economic Aid and poverty reduction, making it the field with the highest donation for 2016.

91% of the cases of donation carried out by Individuals, 78% by Business, 77% by NPO, 96% by Public Institutions, 87% by Religious Communities and 100% of the cases of donations carried out by National Institution and Political Entities, went for Economical Aid and poverty reduction.

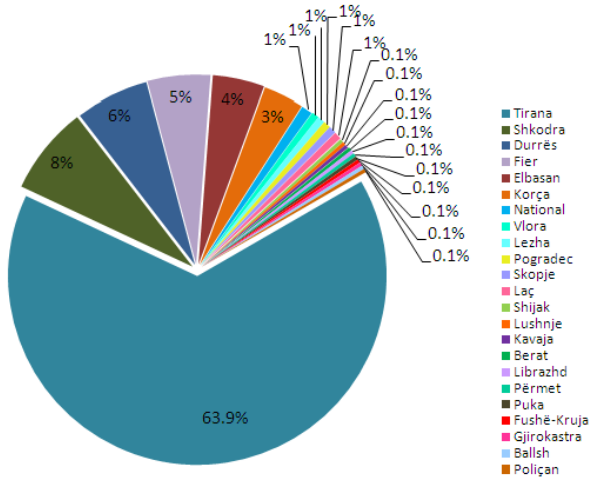
Meanwhile it is noticed a lack of donation in the field of Environment.

## Beneficiaries



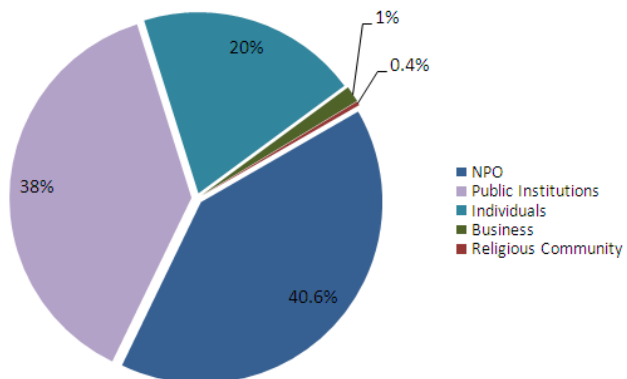
The main beneficiaries for 2016 were General Public with 62.5% of the donations, followed by Children with 28%.

## Geographic Coverage of Beneficiaries



Even with regard to beneficiaries, Tirana is ranked first with 63.9% of the donations, followed by Shkodra with 8% and Durrës with 6%.

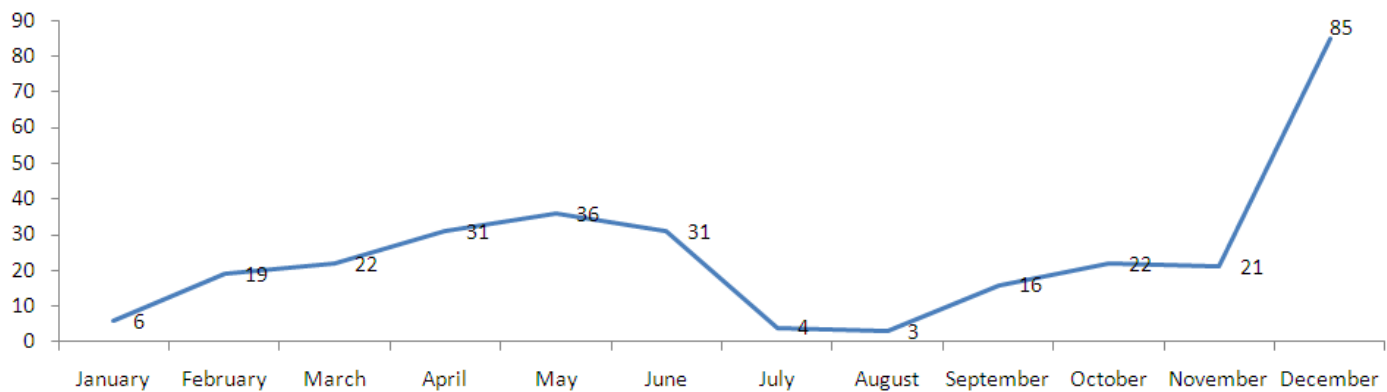
## Channels of Donations



The main channels of donation are NPO with 113 of the cases (40.6%), Public Institutions with 106 (38%), while 55 of the cases (22%) went directly to the Beneficiaries.



# Number of Articles on Monthly Basis



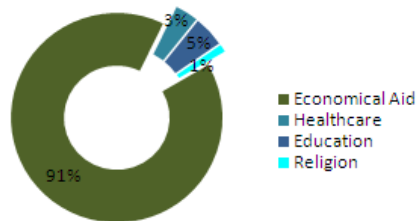
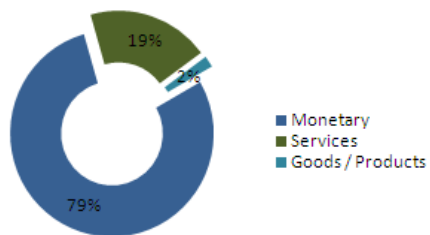
Media continues to be the main tool for the promotion of awareness campaigns and donations carried out. During 2016 were identified 298 articles published in social and written media, where social media has played an important role.

PA identified that December was the month with the largest number of publications related to donations, with 85 articles.

Media that have published the largest number of articles on philanthropy or cases of donation during 2016 were : Shqiptarja.com (24), Albeu.com (16), Top Channel (15), KohaJone.com (13) and Balkanweb (12).

- Facebook
- Shqiptarja.com
- Albeu.com
- Top Channel
- KohaJone.com
- Balkanweb
- Javanews.al
- Noa.al
- Panorama.com
- Oranews.tv
- Lajmifundit.al
- Sot News
- GazetaTema.net
- Shekulli.com
- Mapo.al
- Gazeta-Shqip.com
- ata.gov.al
- Gazeta Dita
- GazetaDita.com
- ABCnews
- OralInfo
- Rozafa TV
- StarPulusTv
- Syri.net
- Gazeta Tema
- Gazeta Standart
- Gazeta Koha Jone
- Gazeta Mapo
- Sporti Ekspres
- Gazeta Shqiptarja
- Gazeta Telegraf
- Supersport.al
- Gazeta55.al
- 24-ore.com
- Tv Klan
- VizionPlus.al
- Living.al

## Donations from Individuals



With the will to help people in need, some students of primary school in Tirana organized on January 21<sup>st</sup> a show with various performances. The event took place on the International Grandparent's Day, to show to the public that the third age should never be forgotten. The concert ticket cost 20 ALL (very symbolic). The pupils bought blankets and clothes with the revenues collected from the tickets sale. They visited the Home for the Elderly in Tirana and donated the packages bought. For the elderly who could not participate on the concert on January 21<sup>st</sup>, the pupils provided some performances, giving them a special day.

When young people get together, nothing is impossible

"Day N' Night – Kolonat N'Festë" for the children in need

On May 22<sup>nd</sup>, a group of five friends (Aldo Skënderi, Edian Meçe, Moris Backa, Rigels Hoxha and Hasan Zeneli) for the second year in a row organized Day N' Night – Kolonat N'Festë event, which lasted for 12 hours, where 13 DJ performed free of charge. The income collected from the event went for the children in need. This event aimed to increase youngsters awareness and sense of solidarity with causes that require the attention of the public.

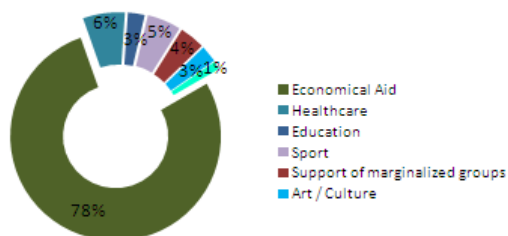
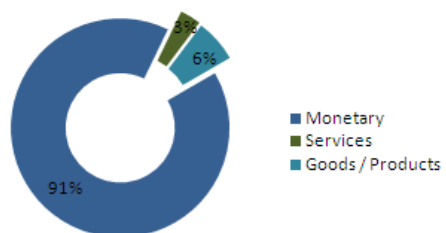
Reconstruction of Laci's hospital

Thanks to a donation of 50,000,000 ALL from the priest of Gurëz, Pasqule Nalli, was reconstructed the hospital in Laçi. The donation was used to build the hydrosanitary system, including the construction of 16 toilets. Thanks to this donation, the hospital will offer better conditions for their citizens.

Donation for the Mosque of Tirana

A land of 1,400 square meters with a value of 250,000 EUR was donated to the Mosque of Tirana for the construction of a new mosque in the Paskuqan area by a citizen who made this donation without conditions, only to serve the Muslim believers.

## Donations from Business



During the Breast Cancer Awareness Month, Alpha Bank Albania raised the awareness campaign "We are all fighters against breast cancer!" through which invited all card holders to support this campaign by using their credit cards issued by Alpha Bank Albania. In the framework of its corporate social responsibility approach and its public engagement, Alpha Bank Albania chose to contribute with the donation of 25,000 EUR for the purchase of an echography equipment for the Oncologic Hospital in Tirana, in order to timely diagnose and treat several diseases.

Telekom Albania offers free calls to Belgium

As an act of solidarity after the tragic events that occurred in Belgium, where Brussels was struck by explosions in its main airport and subway, Telekom Albania started on 24<sup>th</sup> March to offer free calls to Belgium. This initiative lasted until the end of March with the aim to facilitate communication of Albanian people with their relatives and friends in Belgium.

We are all fighters against breast cancer

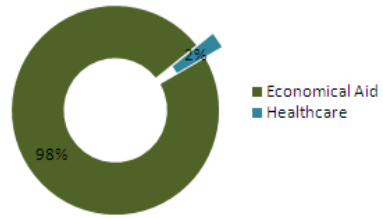
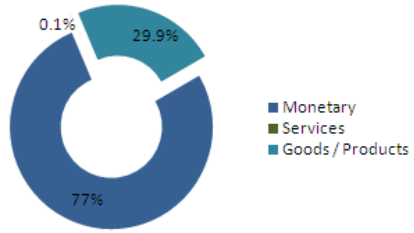
Thethi with a new school

Vodafone Albania through Vodafone Albania Foundation followed the dream of the children in Theth, and made possible in a month time to have a completely renovated school. The school of Theth was built in 80's and it was in desperate conditions with no electricity, water supply, broken glass windows, no furniture and equipment, and no restrooms. Upon the school reconstruction in few weeks, children of Theth enjoy now a school in very good conditions, including fully equipped with furniture, devices, heating system, water supplies in the building, as well as didactic and education materials.

Free of Charge Mammography

Board of Directors of Hygeia Hospital Tirana announced that in honor of the memory and work of the director of the Hygeia hospital, Andreas Vgenopoulos, which passed away on November 2016, donated 3,000 EUR to the Foundation "Down Syndrome Albania", Organization for the Support of Albania's Abandoned Babies (OSAAB) and Orphanage "Zyber Hallulli" Tirana. Additionally, during this period Hygeia hospital offered free of charge Mammography to the women hosted at Albanian Women Penitentiary.

## Donations from NPOs



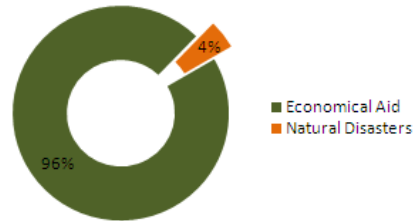
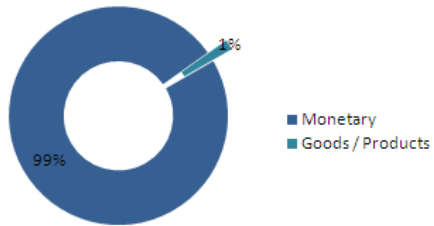
### School supplies for the orphan children

On the beginning of the new school year, Albanian Qatari Foundation donated 122,000 EUR for school supplies and clothing for 950 orphan children from all over Albania.

### Tirana FC Club helps Mezini to walk again

Thanks to the financial help of Tirana FC Club, Mezini, an elderly man with disabilities can now walk again. Tirana FC Club made possible for him the medical treatment and placement of prosthesis.

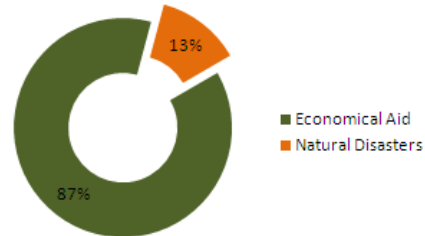
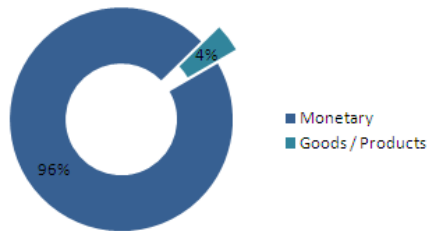
## Donations from Public Institutions



### Holidays need Love

"Holidays need Love", is the national activity organized by Ministry of Social Welfare and Youth (MSWY) during New Years Eve, where in each of the care centers (28 throughout the country), were organized festive events and distributed gifts. The Prime Minister and each member of the cabinet visited one center spending some festive hours, expressing solidarity and sending their message of care to the most in need. Some of the main NPOs and media in the country joined the MSWY call for donation.

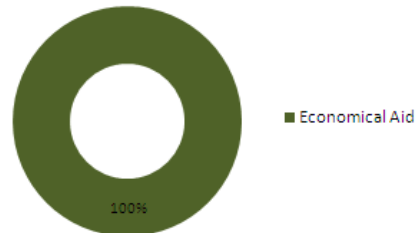
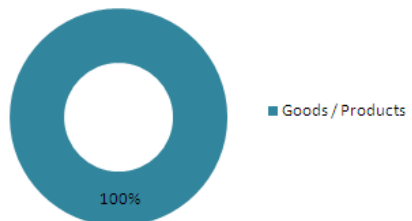
## Donations from Religious Communities



### Help for Skopje

Muslim Community in Albania donated \$20,000 for the families in Skopje during the floods in August, where dozens of people lost their life's, among them Albanians.

## Donations from International Institutions & Political Entities



### Donations for Care Centers in Tirana

During January, the Socialist Movement for Integration in Shkodra, donated toys, tables and chairs for the children of Preschool in Shkodra. Also, the UN Women Albania donated computer accessories for Daily Polyvalent Center in Kamëz and Tirana.

Although the value of the donation for 2015 was higher than 2016, the number of donations for 2016 has increased by 29%. The monitoring has shown that the number of awareness & charity campaigns and fundraising events for various social causes has increased.

### “Embrace Diversity, Support Progress” Charity Gala

On 20<sup>th</sup> of May 2016 was organized for the second year the Charity Gala in support of “Streha” the Shelter for LGBT persons in Albania. Present in the event were representatives from media, business, politics, art sector and representatives from various foundations and civil society organizations. All the revenues collected during the gala went for ensuring continuity of accommodation, food, medical/ legal assistance, counseling services for the young LGBT people, who are victims of abuse and discrimination.

### 27 with Light

27 with Light, was the charity event organized by Agnesa Hadërgjonaj, Ketrina Jarazi, Elvis Ponari and Fatjola Lubonja with the support of various businesses in the country, on 27<sup>th</sup> December 2016, with the cause: support and help families in need. The incomes collected from this event went for the medical treatment of three little children diagnosed with cancer, electrical equipments for five families in need. For two of them, the house reconstruction was made because they were living in terrible conditions. Moreover 30 Roma children were equipped with school items.

### Okaidi Love Bag

Children from 200 families in need participated in celebration organized by Okaidi in the premises of the National Experimental Theater, as part of the brand's “Love bag” campaign to donate second hand clothes. Besides the bags filled with clothes and other necessities, children received holiday presents and enjoyed a theatrical performance organized by the National Experimental Theater. This date was specifically chosen because it coincides with the opening of the holiday season and the day of St. Nicholas, who is considered to be a holy bringer of gifts.

### Secret Santa

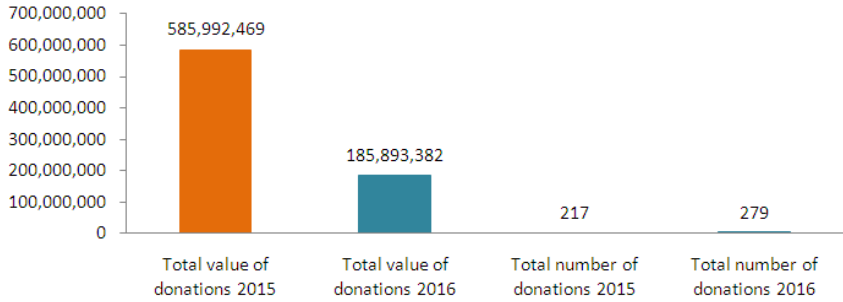
In the end of 2016, “Ura” Organization and “Connex” company organized an initiative to give to children gifts that they desired and they had planned to ask Santa to bring for them this year. The initiative was called “Secret Santa” and its purpose was to bring gifts and smiles to children countrywide. The initiative “Secret Santa” started receiving letters from children from 6<sup>th</sup> December and continued until 25<sup>th</sup> of December and many children received what they wished for.

### “Albania Wishes, Albania Donates”

2016 was the third consecutive year that Prime Minister's Office continued the tradition of “Albania Wishes, Albania Donates” campaign during the New Years Eve. The Prime Minister's Office announced that starting from 18.30 PM of 24<sup>th</sup> December everyone could write wishes on the wall of the prime ministry. From 24<sup>th</sup> of December until 2<sup>nd</sup> of January everyone shared the joy of the holidays with whom they love through a message, image or video that was projected on the wall of the Prime Minister's Office. All the revenues collected from SMS, photo or video wishes went for charity.

# 2015 - 2016 Comparison

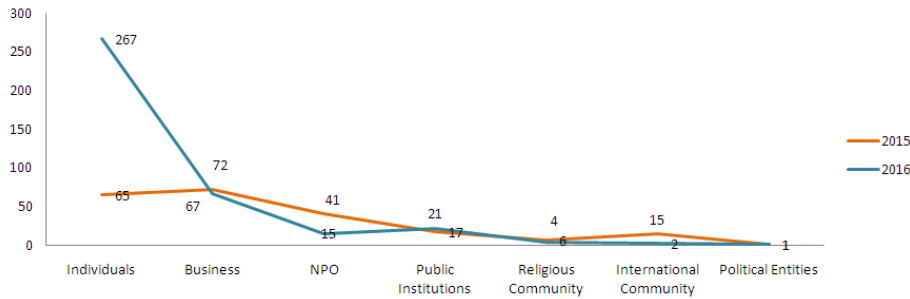
Total Value of Donations & Total Number of Donations



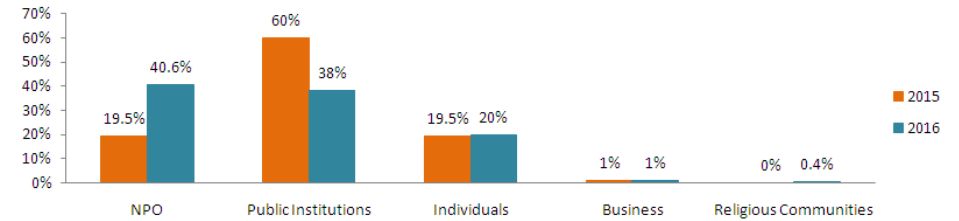
Although the value of the donation for 2015 was higher than 2016, the number of donations in 2016 has increased by 29%.

In 2016, main donors were Individuals (267), while in 2015 the main donors were Businesses (72).

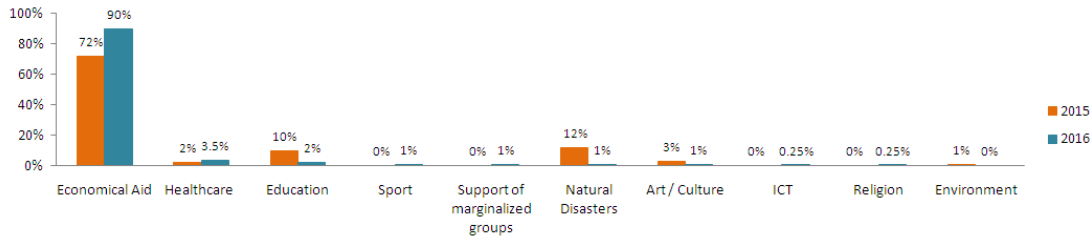
Number of Donors



Channels of Donations

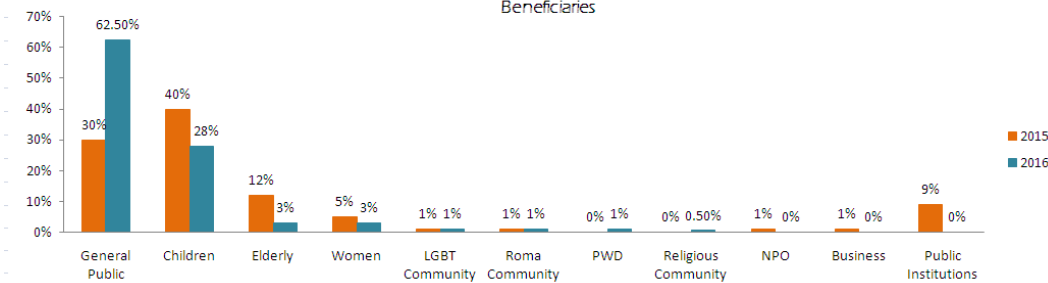


Fields of Donation



Main channels of donation for 2016 were NPOs, while for 2015 donations were mostly channeled through Public Institutions.

Beneficiaries



As it is shown in the graphics Fields of Donation and Beneficiaries, donations in the field of Economical Aid, and the main beneficiary group being General Public is common for both years.



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