

## Facts on Philanthropic Activity

March 2017

Partners Albania, as part of its mission to support the non for profit sector in Albania and to strengthen the cross-sectorial cooperation, works on developing the philanthropy in the country. PA has carried out:

- a series of studies on the development of philanthropy in the country (**Philanthropic Activity of Enterprises in Albania, Second Survey (2016)**; **Entrepreneurship and Philanthropy, Survey Report (2011)**; **A Historical View of the Development of Philanthropy in Albania; Facts on Philanthropic activity in Albania, 2015 and 2016**),
- long-term interventions aiming the identification of this activity from the business sector (**Philanthropy Awards**),
- creation of platforms that bring business sector closer to the initiatives that promote social integration and local economic development (**Green Ideas Competition**).

For the third consecutive year, Partners Albania is conducting **the monitoring of philanthropic activity** through the media, including social media, and information resources from the public and non-public institutions.

The monitoring process is conducted on daily bases and the findings present the supported causes, the nature and value of donations, geographic coverage and the donor's nature. They are presented as monthly short summary reports that aim to help on the understanding and identification of this activity.

*Data collection is supported by Catalyst.*

**During March 2017 the reported value of the donations at country level is 940,472 ALL, as presented in the charts below.**

## Dictionary

**Mass Individual** – A small or large group of people

**Mixed** - Donations combined of more than one category / town.

**Seasonal Giving** - Donations made during the holidays season

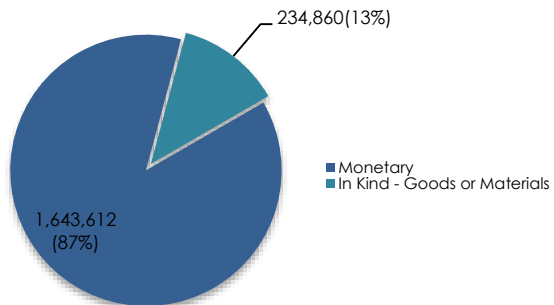
**SME** - Small and Medium Enterprises

**NPO** – Non-Profit Organization

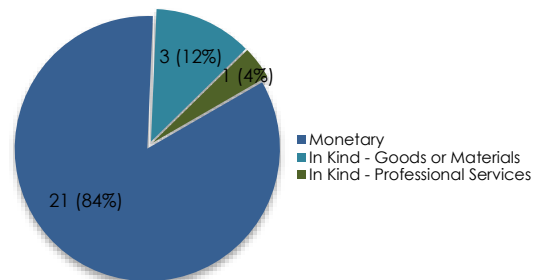
**General Public** - Groups of people or individuals who were assisted through economic and material aid in cases of natural recovery from disaster, or difficulties of living

**Poverty Relief / Mitigation** – Donations carried out with the aim to mitigate poverty for individuals or families living in economical difficulties or during natural disasters

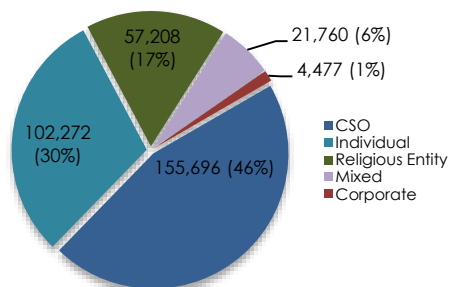
**Value of Donations by Nature**



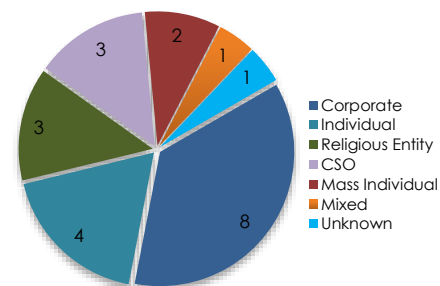
**Number of Donations**



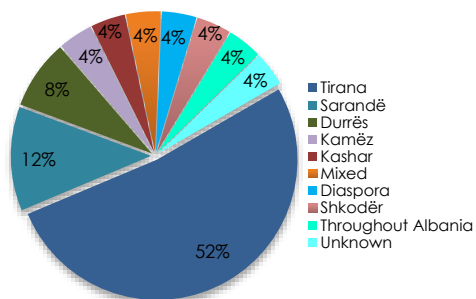
**Value of Donations by Donors Nature**



**Number of Donors<sup>1</sup>**

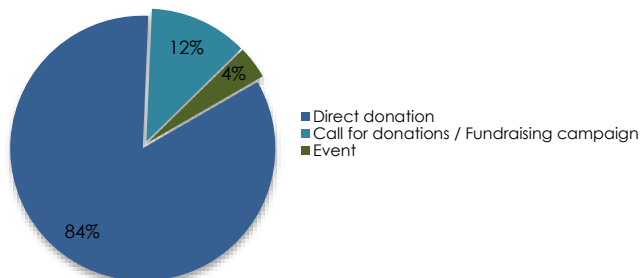


**Geographic coverage of Donors**

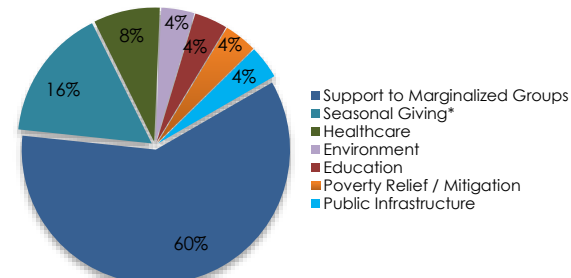


<sup>1</sup>In the framework of this analysis the donors are calculated only once regardless the number of donations carried out during the monitoring process

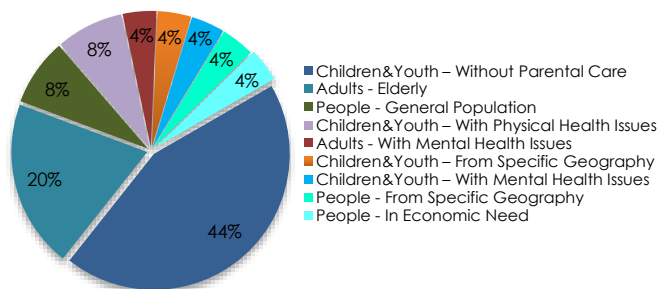
Category of Donation



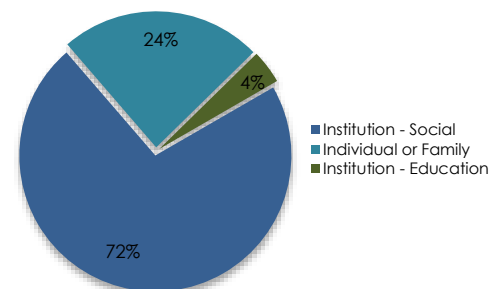
Purpose of Donation



Final Beneficiaries



Channels of Donation



Geographic coverage of Beneficiaries

