

facts on
#PhilanthropicActivity2018
Albania

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Tirana, Albania 2019

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 function, 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 2018 launched in a synthesized way from Partners Albania, based on daily monitoring and **monthly reporting**.

The applied methodology consisted 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 2018.

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

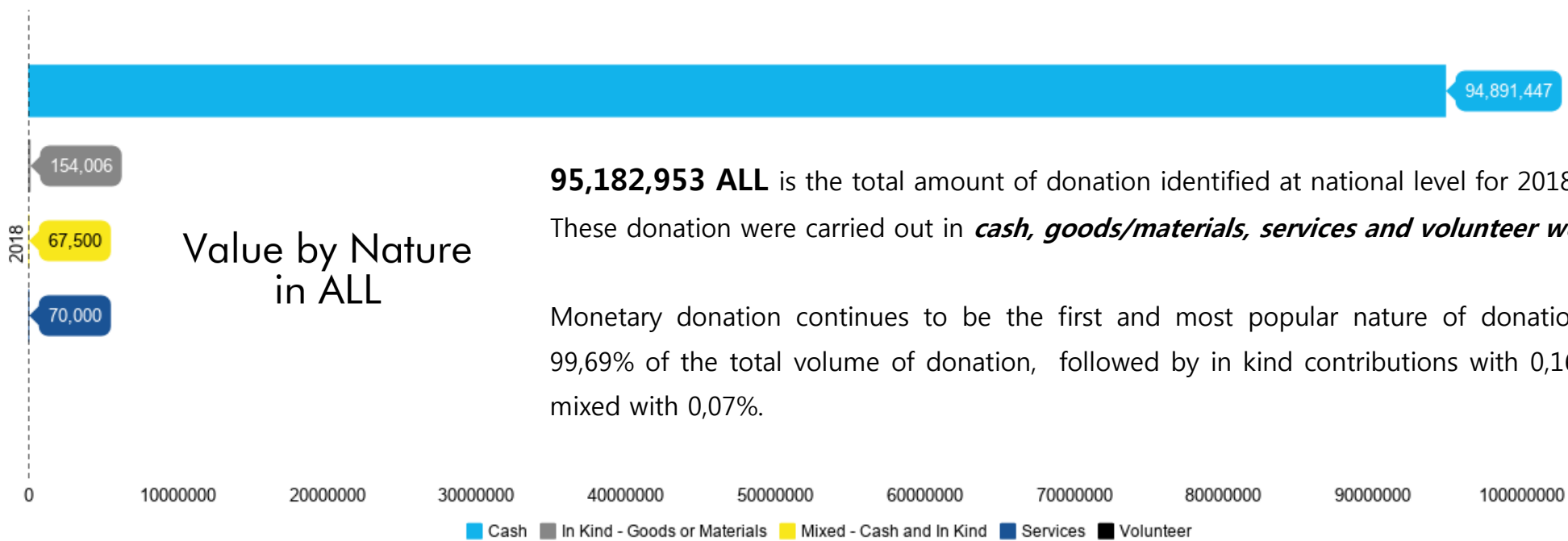
Poverty Relief– Donations carried out with the aim to mitigate poverty for individuals or families living in economic difficulties or during natural disasters

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

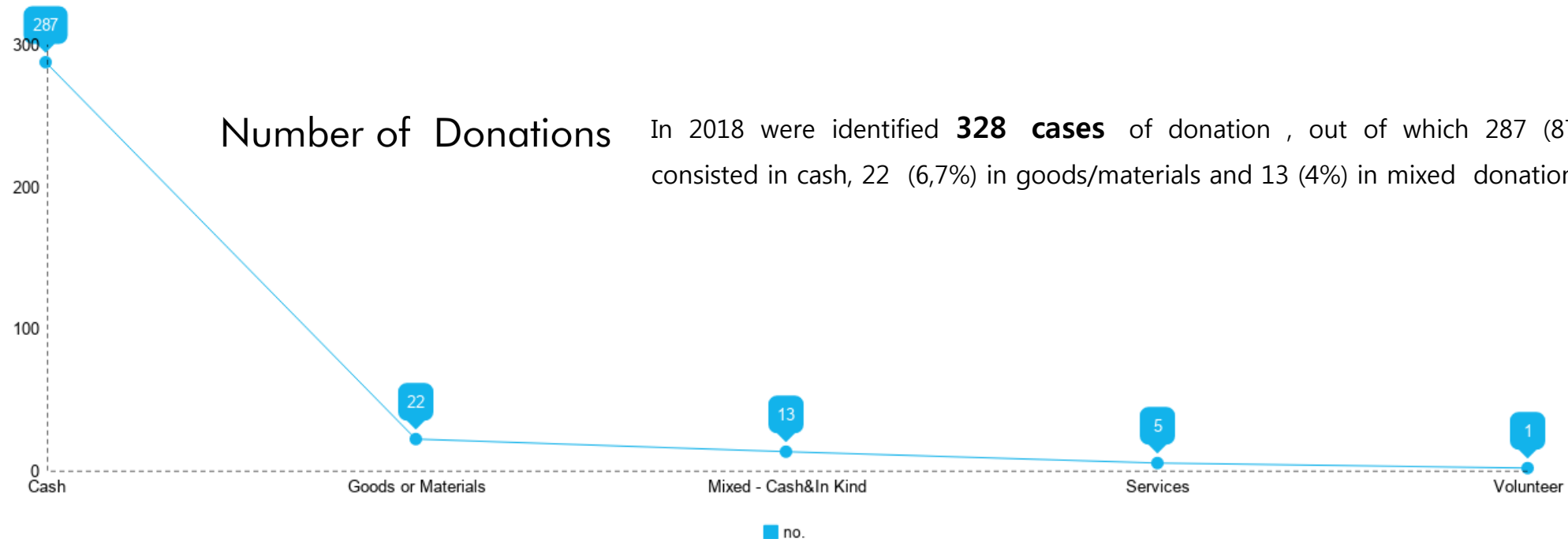
ICT - Information and Communication Technology



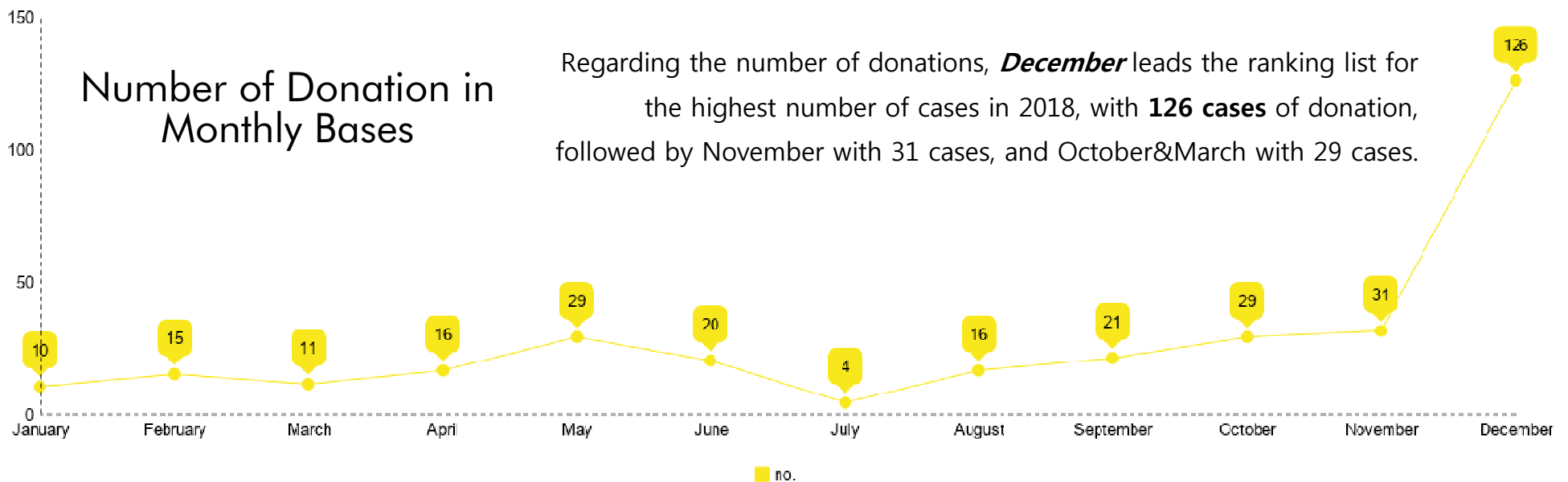
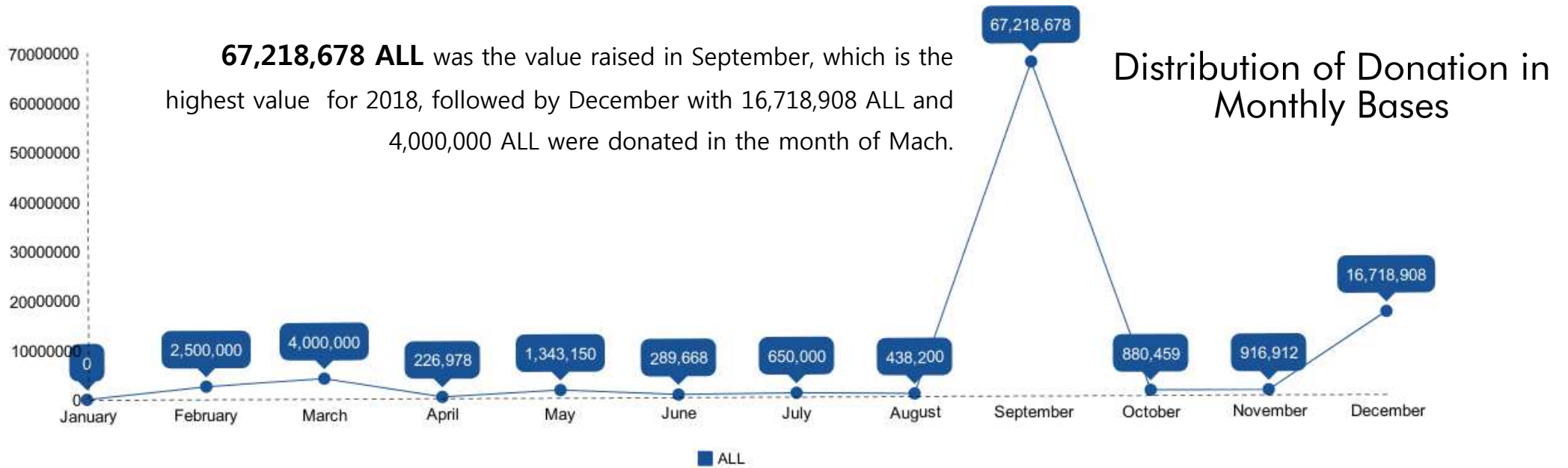
95,182,953 ALL is the total amount of donation identified at national level for 2018.

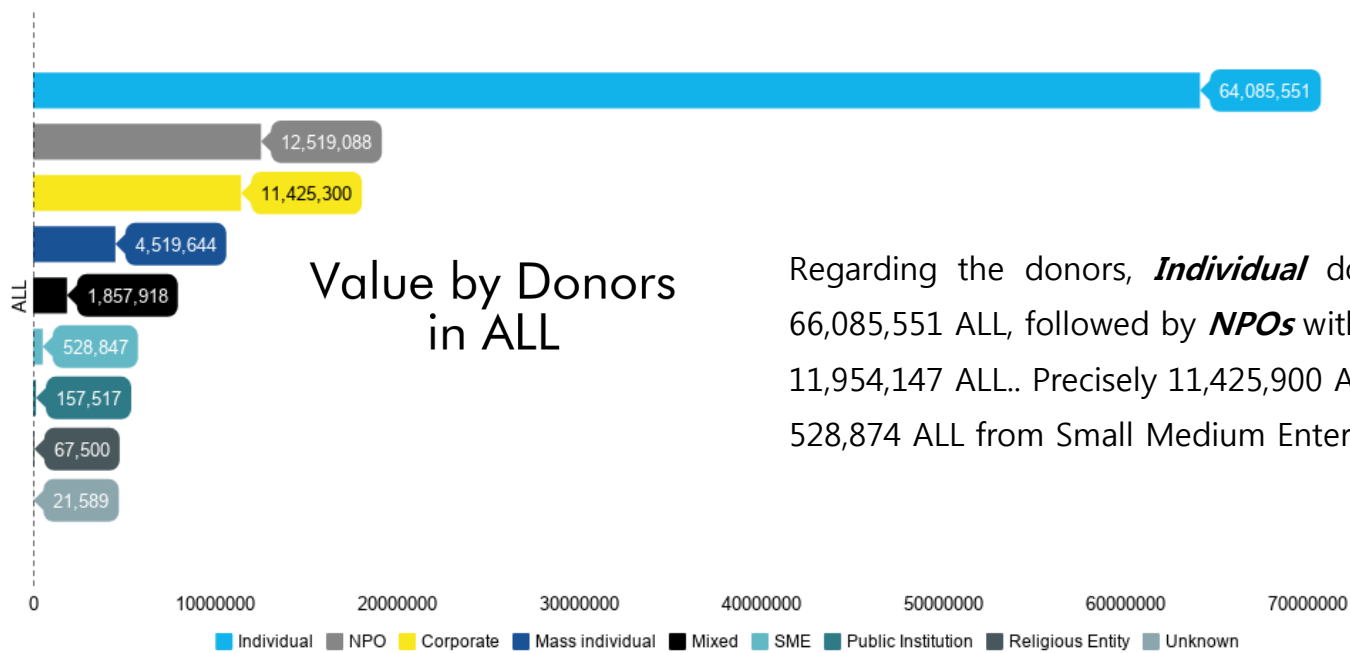
These donation were carried out in *cash, goods/materials, services and volunteer work.*

Monetary donation continues to be the first and most popular nature of donations with 99,69% of the total volume of donation, followed by in kind contributions with 0,16%, and mixed with 0,07%.

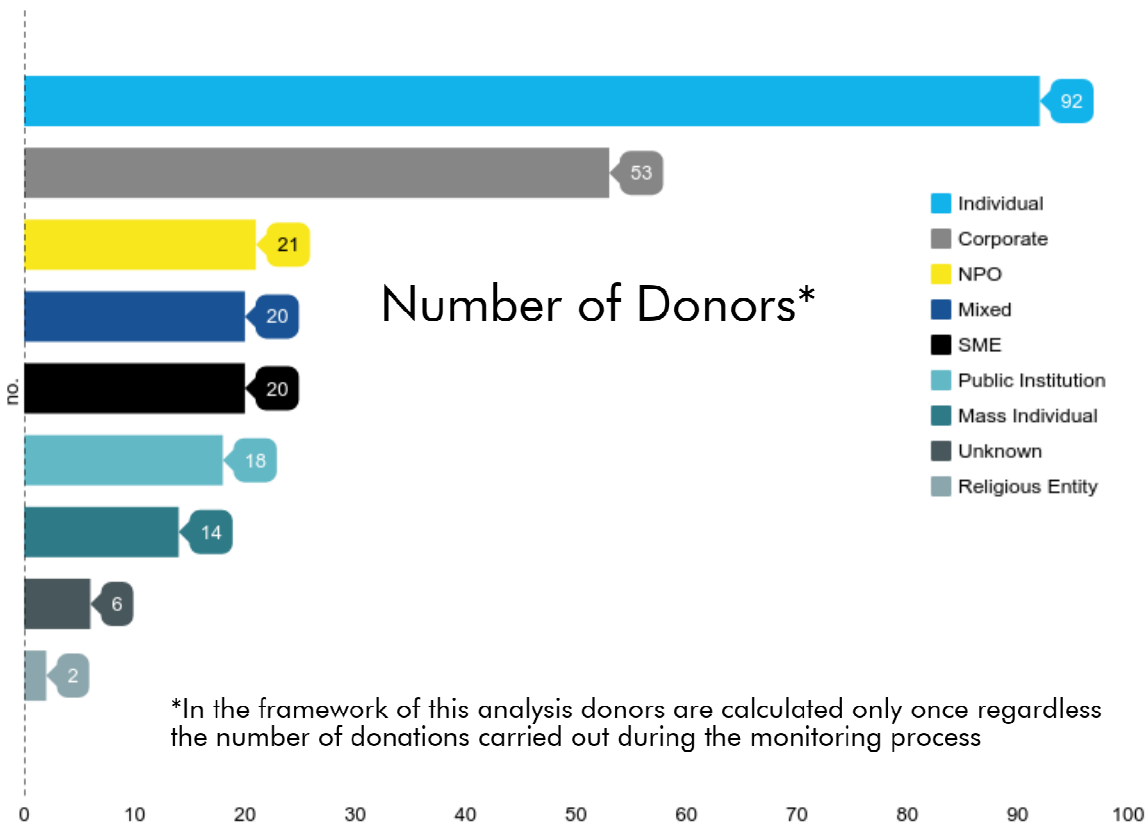


In 2018 were identified **328 cases** of donation , out of which 287 (87,5%) consisted in cash, 22 (6,7%) in goods/materials and 13 (4%) in mixed donations.

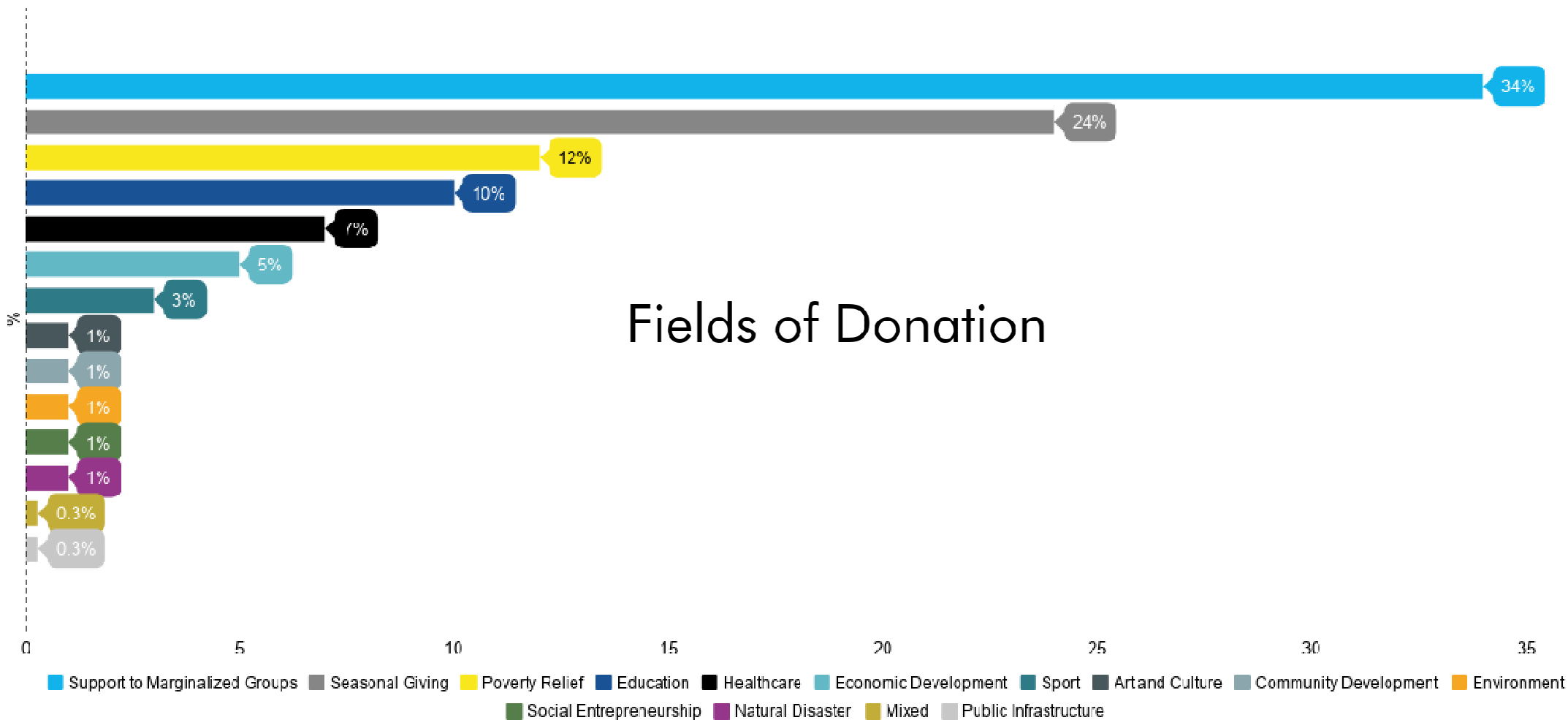




Regarding the donors, **Individual** donations are ranked first with a total value of 66,085,551 ALL, followed by **NPOs** with 12,519,088 ALL, and **Business** sector with 11,954,147 ALL.. Precisely 11,425,900 ALL from Corporate and 528,874 ALL from Small Medium Enterprises.

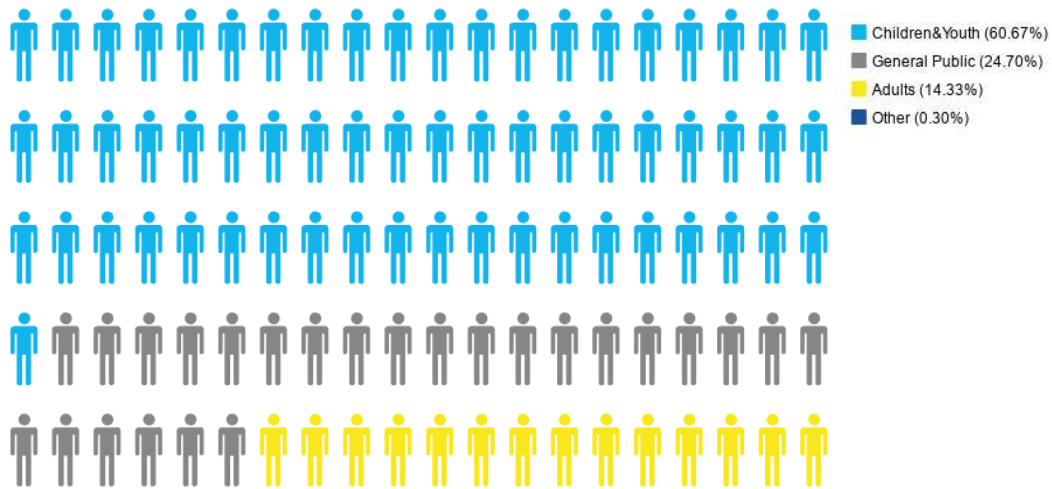


During 2018 were registered 92 **Individuals**, which donated 38% of the total value of donation, and 53 **Corporate** who donated 22% of the total value.



In regards to fields of donation the situation is the same as the previous year. The three main fields of donation remain ***Support of Marginalized Groups*** with 34% (110) of the total cases of donations, followed by ***Seasonal Giving*** with 24% (78), and ***Poverty Relief*** with 12% (40) of the total cases.

Beneficiaries



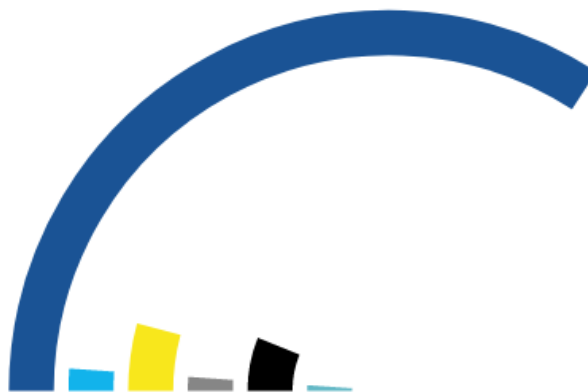
For 2018, the main beneficiaries were **Children and Youth** with 60,67% of the total cases of donation, followed by **General Public** with 24,7% and **Adults** with 14,33%.

- (44%) Without Parental Care
- (25%) Intellectual Disabilities
- (14%) From Specific Geography
- (5%) Physical Health Issues
- (5%) General
- (4%) From Minority Communities
- (2%) Gifted
- (2%) In Economic Need

CHILDREN+YOUTH



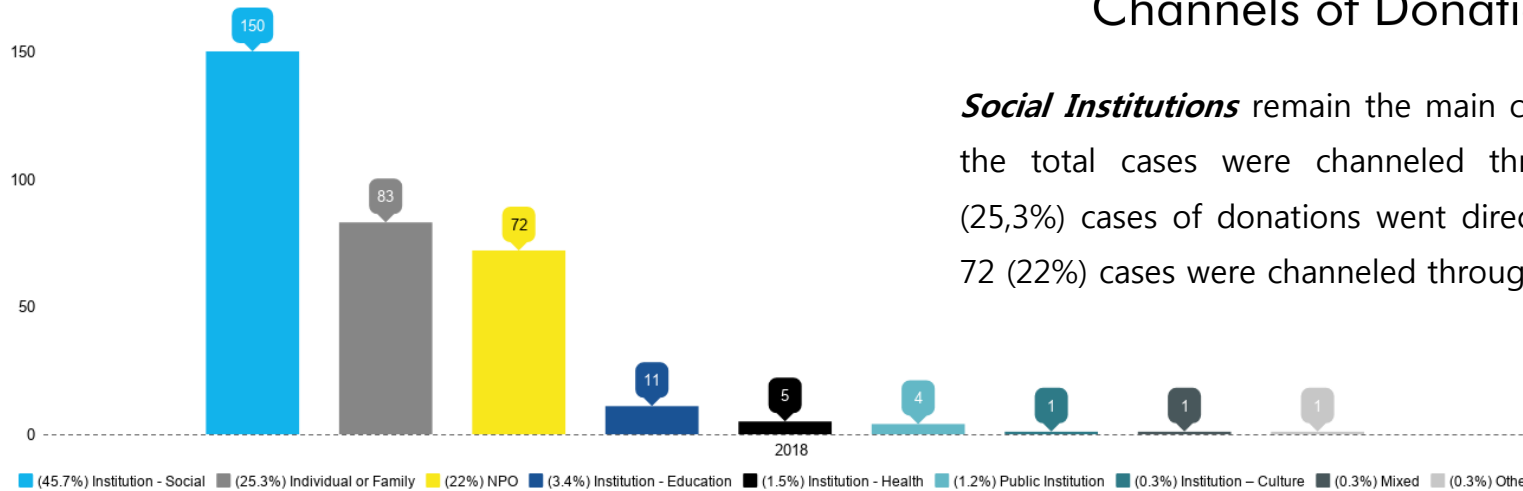
ADULTS



GENERAL PUBLIC

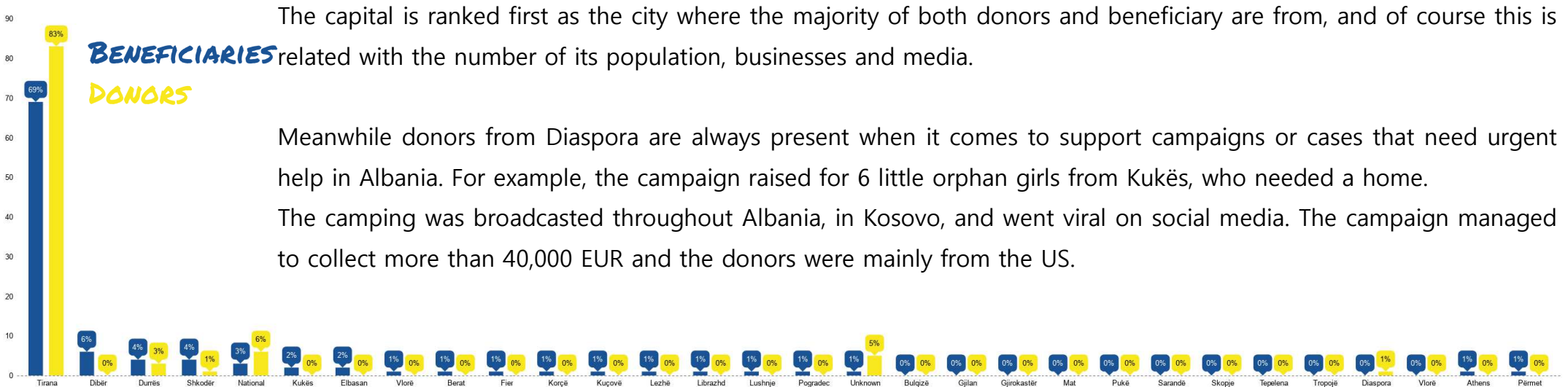


Channels of Donation



Social Institutions remain the main channels of donation, 150 (45,7%) of the total cases were channeled through these institutions, while 83 (25,3%) cases of donations went directly to the **beneficiaries**, meanwhile 72 (22%) cases were channeled through **NPOs**.

Geographic Coverage of Donations

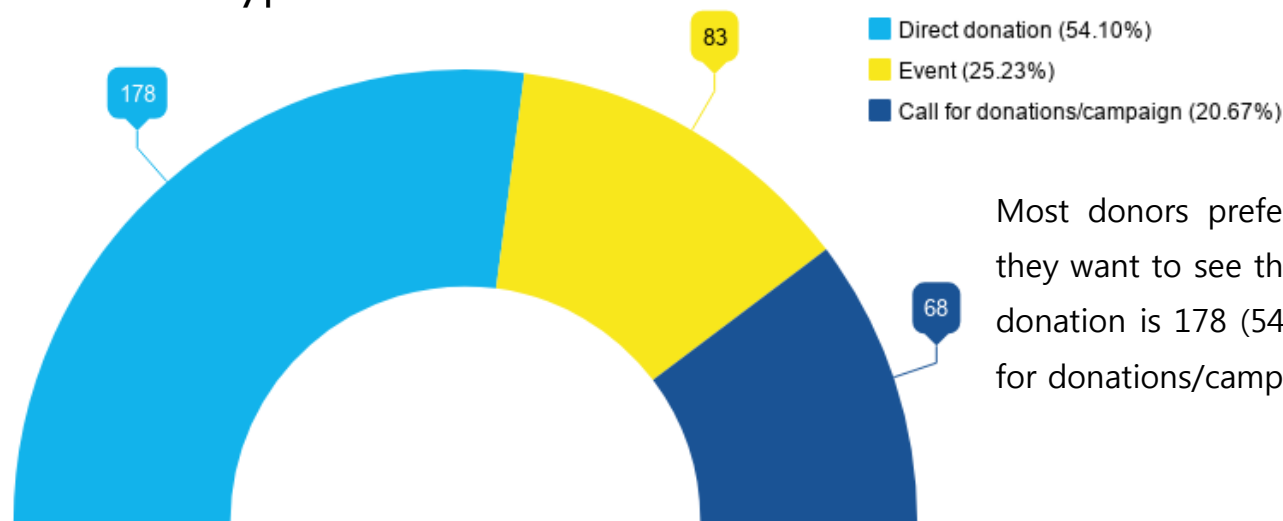


The capital is ranked first as the city where the majority of both donors and beneficiary are from, and of course this is related with the number of its population, businesses and media.

Meanwhile donors from Diaspora are always present when it comes to support campaigns or cases that need urgent help in Albania. For example, the campaign raised for 6 little orphan girls from Kukës, who needed a home.

The camping was broadcasted throughout Albania, in Kosovo, and went viral on social media. The campaign managed to collect more than 40,000 EUR and the donors were mainly from the US.

Type of Donation



Most donors prefer to donate directly to the beneficiaries because they want to see the direct impact. For 2018, the number of the direct donation is 178 (54,1%), followed by Events with 83 (25,23%) and Call for donations/campaign with 68 (20,67%) of the total cases.

EVENTS+CAMPAIGNS DURING 2018

"Giving Circle" – the first Crowdfunding Event in Albania

Partners Albania organized on December 4th the first LIVE crowdfunding event "**Giving Circle**". This event brought together representatives from the business sector, the donor community, civil society, media, art, etc. who offered financial and material support for three initiatives:

- **A kindergarten for the children of Bllaçë** – Peshkopi, an initiative of Vizion OJF.
- **Adopt a therapy!** – Tirana, an initiative of the Down Syndrome Albania Foundation.
- **Education and integration of Roma and Egyptian children through sport** – Shkodra, an initiative of the Association for the Protection of Egyptian Community Rights.

The total amount raised was **1,681,874** ALL and was almost the double of the targeted amount, confirming once again the civic awareness toward social causes and groups in need.

Thanks to the sensitivity and high media attention this event received, the initiatives continue to get financial support from individuals who could not be part of it.

AlbChrome in cooperation with the USAID "Planning & Local Governance Project", starting from 2018 will support "ALi Myftiu" vocational high school in Elbasan. The first beneficiaries of this program were 27 students of the third year of mechanical branch, who followed the foundry-metallurgy profile within this school. Students were equipped with special uniforms and professors dedicated to their preparation and for students coming from the outskirts of Elbasan, road transportation was covered by AlbChrome itself. The program featured a combined theoretical and practical interaction, in which they were able to attend twice a week a teaching practice at the metallurgy foundry in Elbasan, where chromium came from Bulqiza is melted. This program aims to employ these trained students, precisely in the foundry managed by AlbChrome.

ONE LIFE is the free medical program that Telekom Albania is been offering to its clients for over 2 years. In this unique program, Telekom's clients can benefit from a series of health care services and check-up for free, sales in treatments and aesthetic surgeries and also free dental care.

330,000 clients are registered in this program and each service has an average value of 15,000 All. This initiative was made possible through the collaboration of Hygeja Hospital, Amerikan Hospital, Doctor's Hospital, etc.

Read more on: www.telekom.com.al/onelife

"Support Hospitals in Albania" was the crowdfunding campaign raised by Project CURE in collaboration with Kavaja Hospital, and with the coordination of Dr. Ina Farka. The campaign was launched at the **4agoodcause** donation based crowdfunding platform with the aim to raise 24,000 UDS to deliver a 40-foot shipping (cargo) container to the hospital of Kavaja in Albania with an average value of \$500,000 worth of medical donations. Thanks to Albanian Diaspora with base in the US and the coordination of Dr. Ina Farka, the container managed to arrive in Kavaja Hospital, bringing all the medical donations. The next stop is Dibra Hospital!

The campaign to help Dibra Hospital has started!

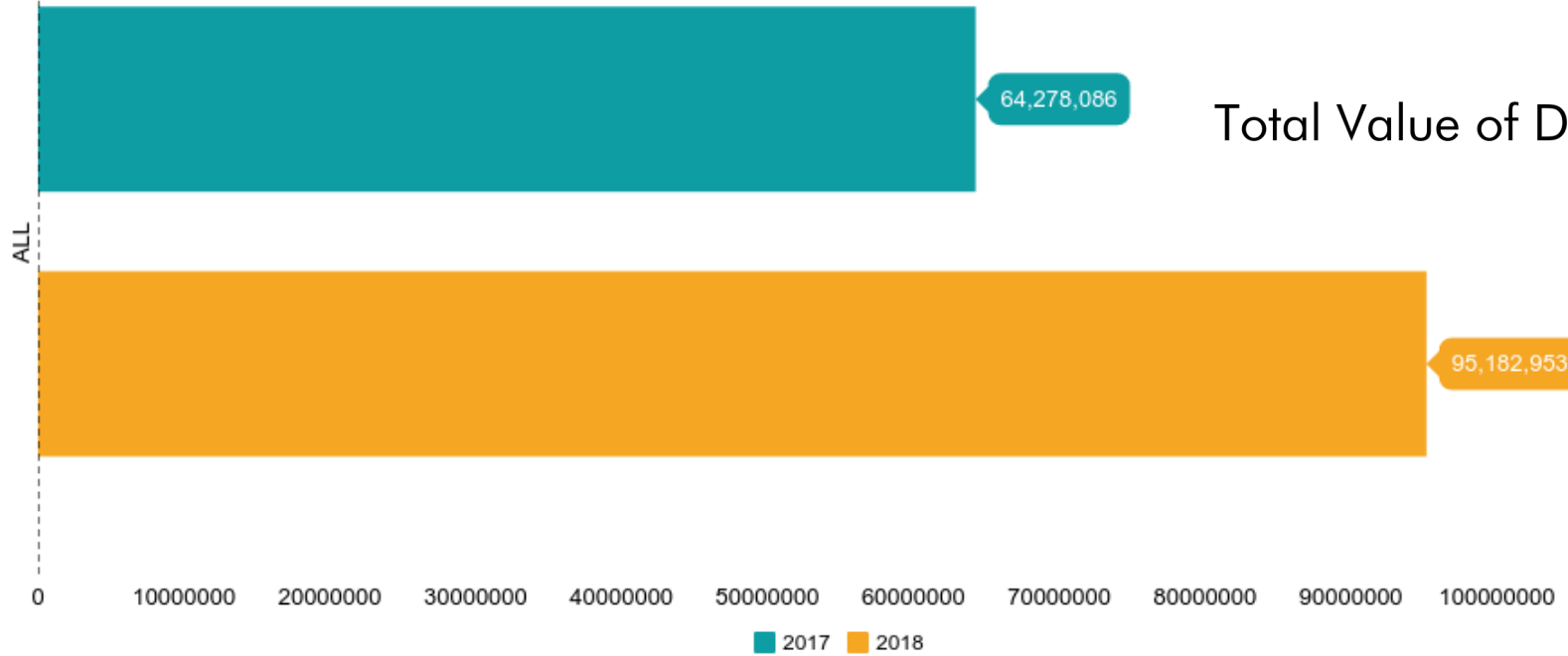
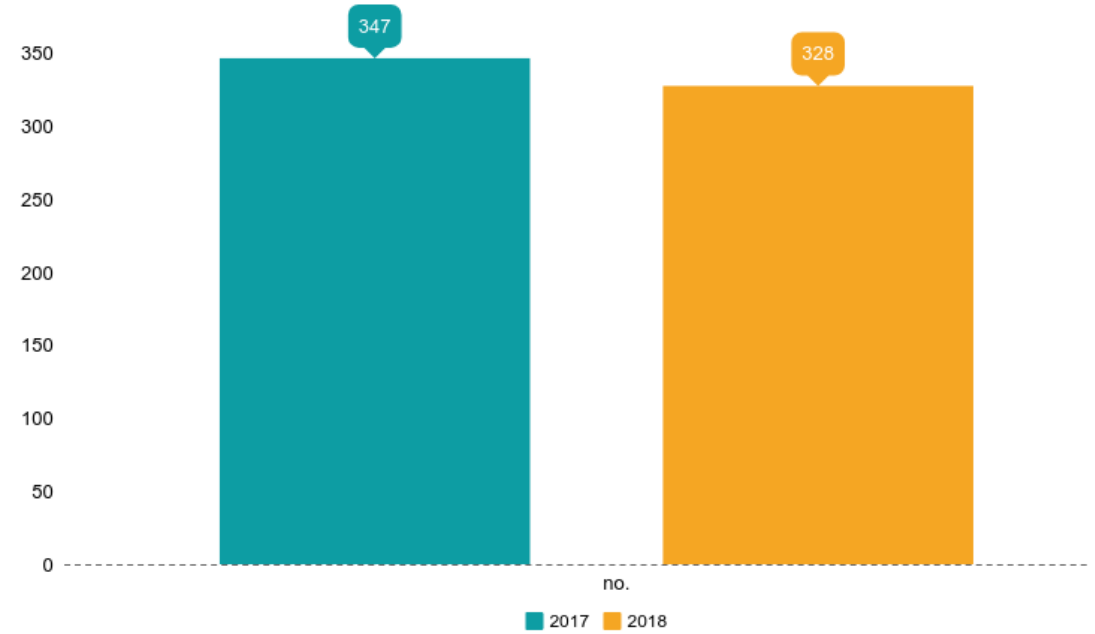
If you want to support and donate you can find the link here: https://4agc.com/fundraiser_pages/a560c7de-0777-46d7-a974-0d473709b6da#.XOe1FdIzbIU

Comparison between
2017 - 2018

In 2017 the number of donation was 347, while in 2018 there were carried out 328 donations.

Regarding the value of donation, in 2018 the total value of donation is 95,182,953 ALL, which is 48% more than in 2017.

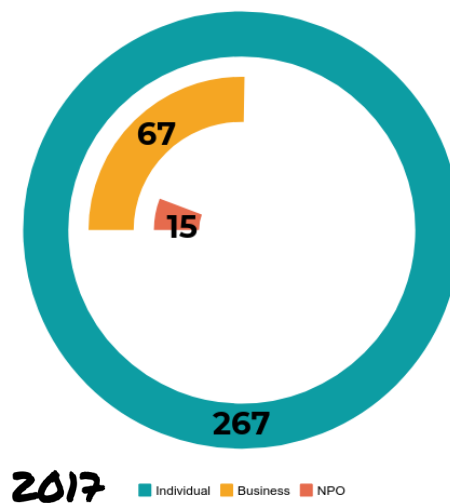
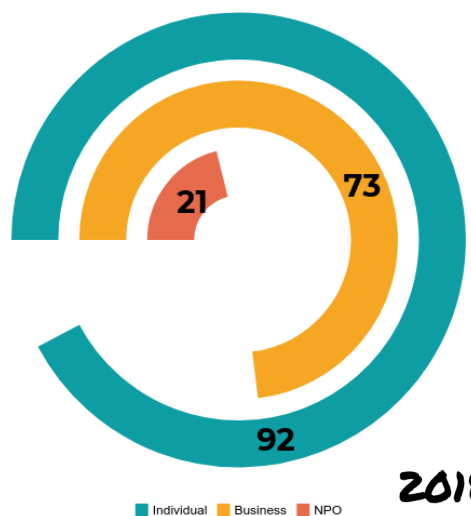
Total Number of Donation



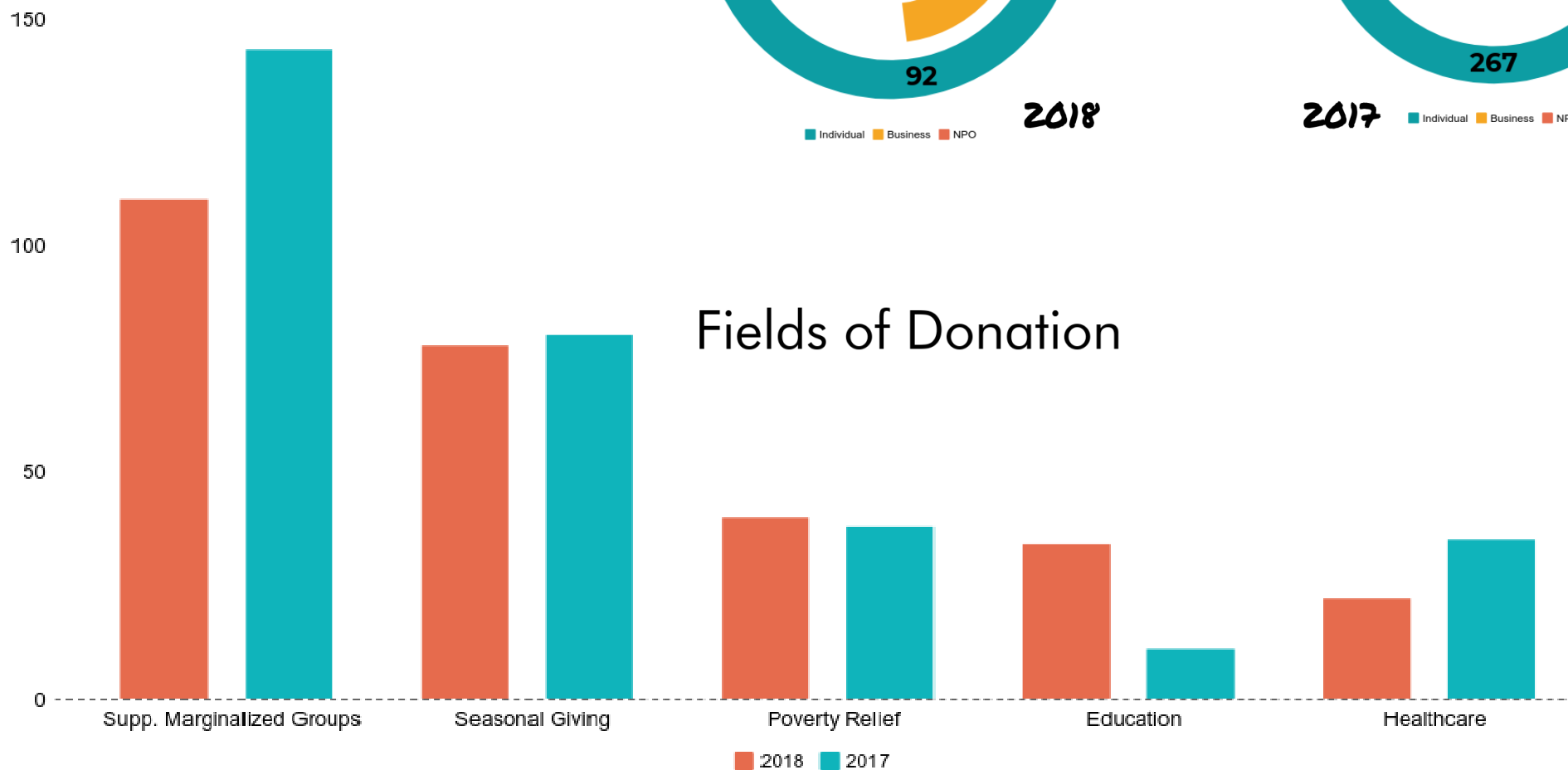
During these two years the donors remain the same, Individuals continues to be the main donor, followed by business and NPOs.

Regarding the fields of donation, as is it shown in the graphic, remain the same.

Three Main Donors



Fields of Donation





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