

VIEW on #Philanthropy

Quarterly Bulletin No. 6, September 2019

Philanthropy Award 2019



Partners Albania, during the months of August - September 2019, announced the call for nominations for the 2019 Philanthropy Award competition. As in previous years, the general public was invited to submit their nominations for the following categories:

- Award for Business Entities Contributing at the **National Level**
- Award for Business Entities Contributing at the **Local Level**
- Award for the **Individual Contribution**

For the fifth consecutive year, Partners Albania has been monitoring philanthropic activity in Albania through media research, including social media, as well as other sources of information from public and non-public institutions. The research is conducted on a daily basis and the findings present the supported issues, the nature and value of the donations, geographical coverage and the nature of the donors. Through this newsletter Partners Albania presents infographic data on the monitoring of this activity, as well as support and donation cases, in Albania and the entire region.

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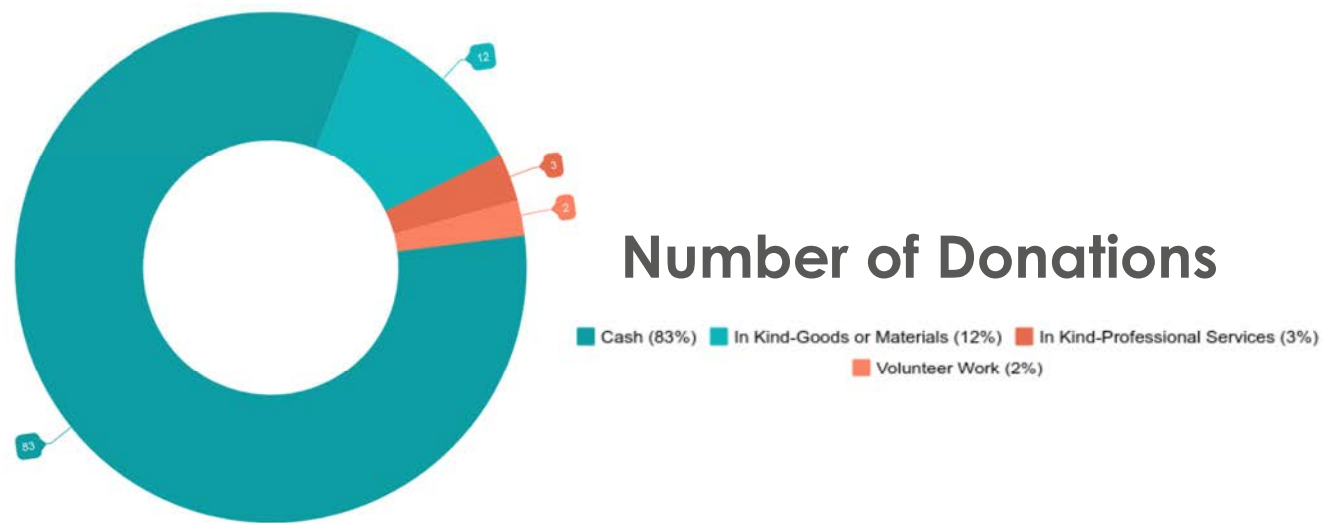
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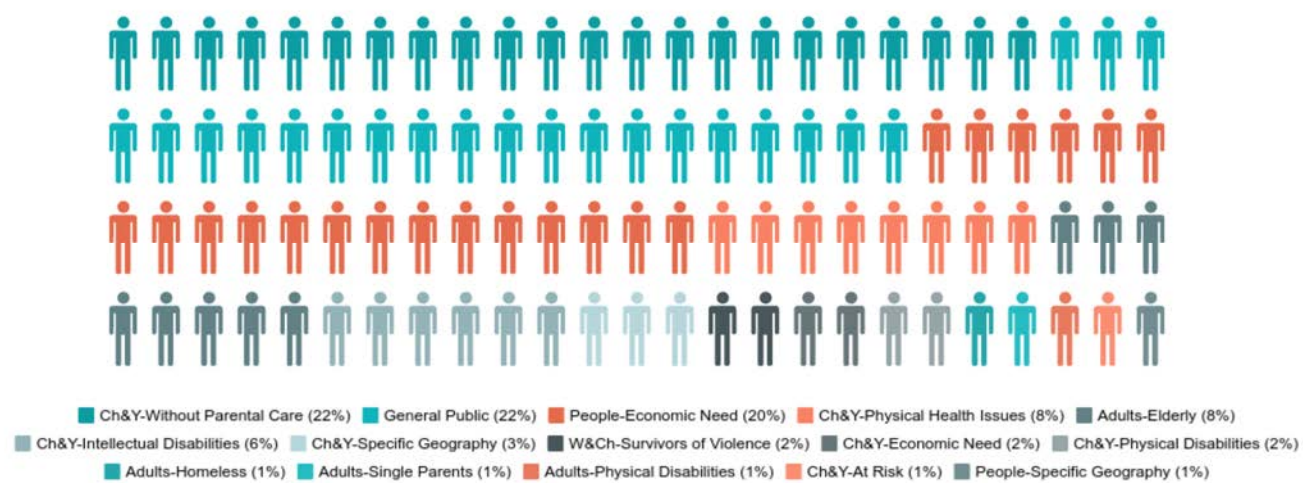


Facts on Philanthropic Activity in Albania August - September 2019

Prepared by:
Maris Selamaj



Final Beneficiaries



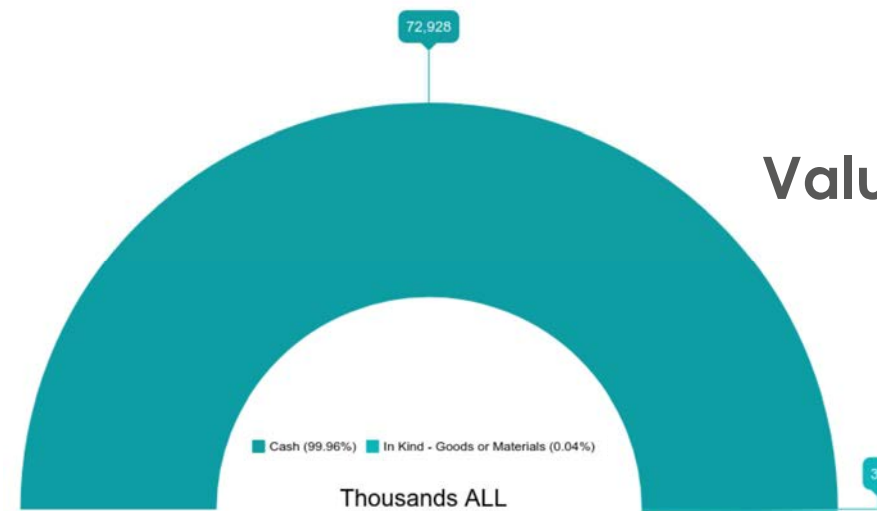
Children and Youth without parental care is the most frequent category of final beneficiaries, covering 22% of total final beneficiaries. Not only society is particularly sensitive to this marginalized group but there are many regular donators that repeatedly donate to social institutions that provide for these children such as: Balfin Group, Farma Vitta, Fondacioni "Shpresë për Botën", ect.

About 44% of donations were used for the **Support to Marginalized Groups**. Some poignant examples are corporates such as Alpha Bank and Union Bank being some of the donators that made possible the opening of Pro Pak center which is a center that provides diverse services to adults and children with intellectual disabilities, Or Credins Bank which made possible the improvement of the Elderly Home in Kavaja by providing new equipment.

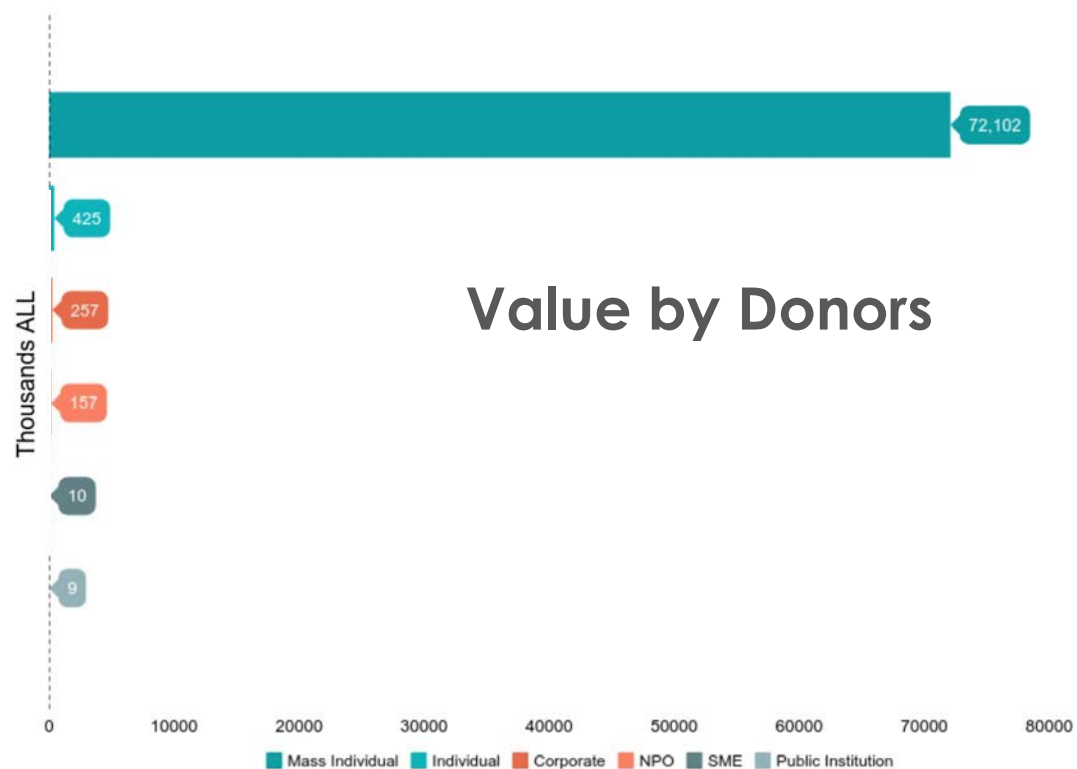
Purpose of Donation



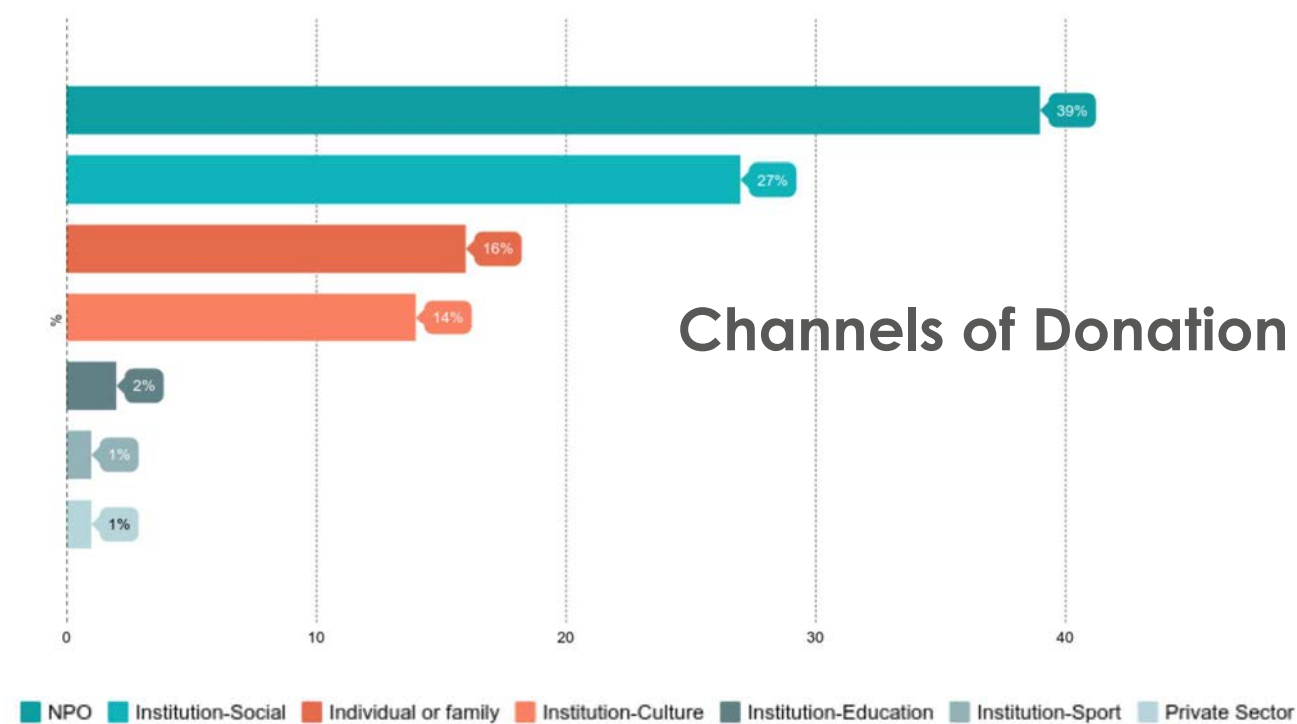
Value by Nature

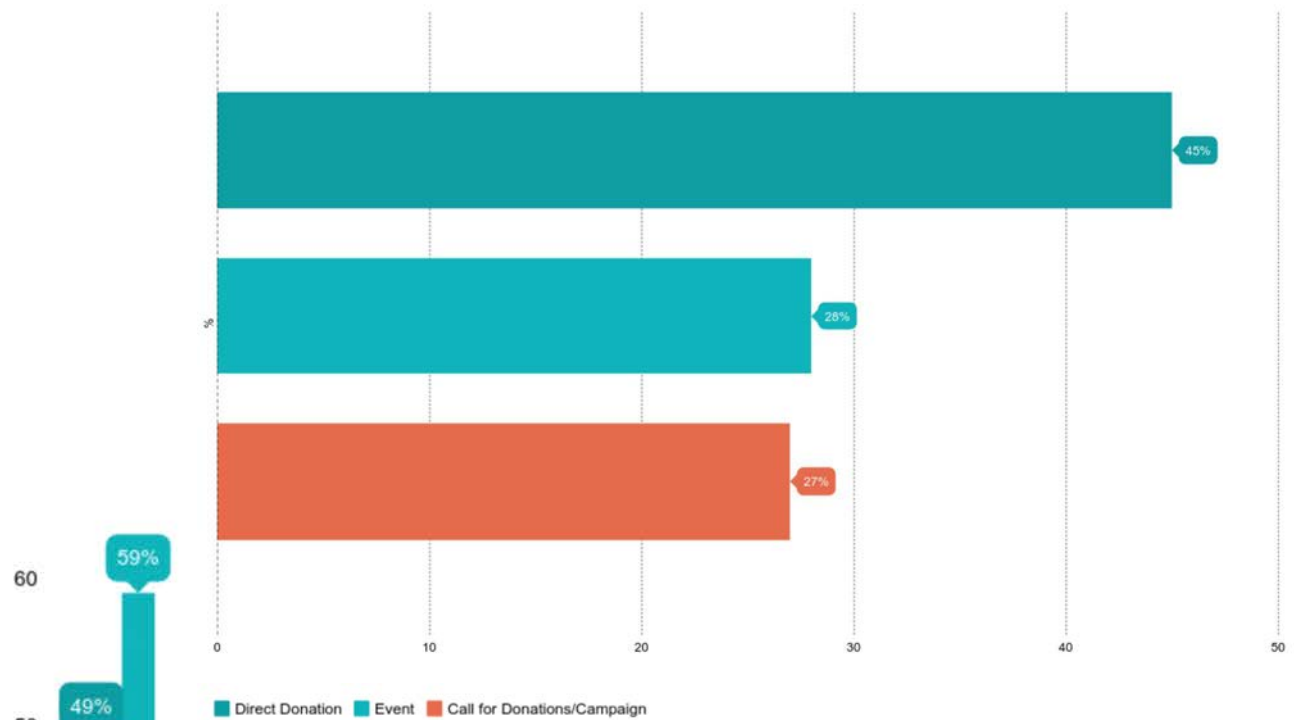


Value by Donors



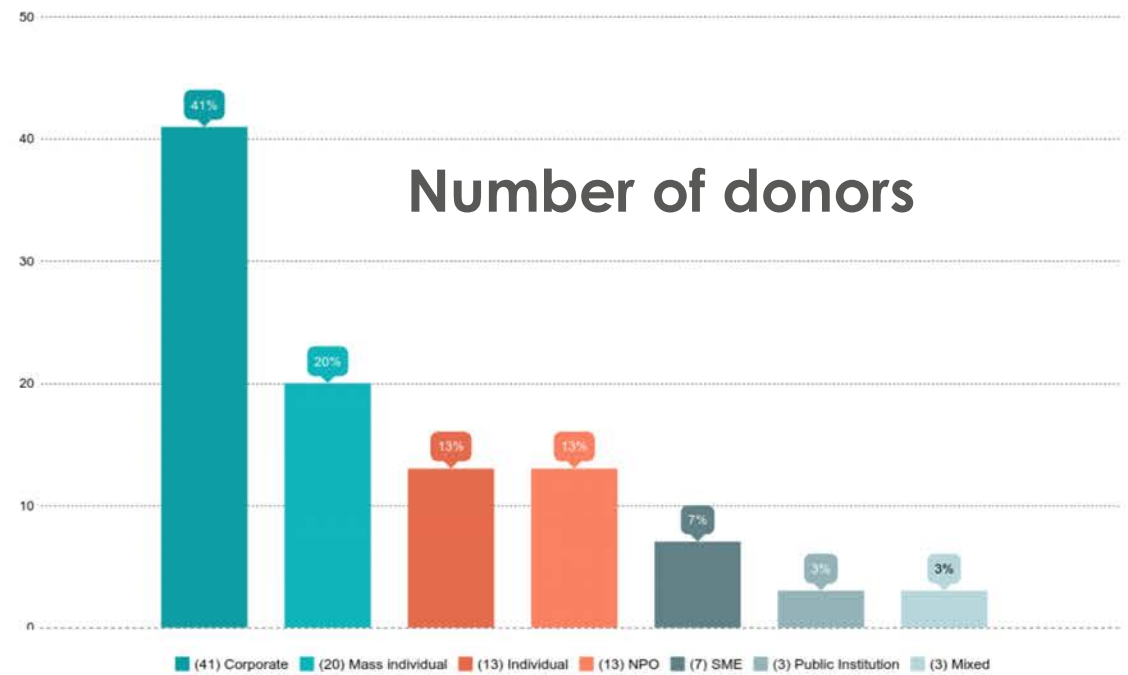
Channels of Donation



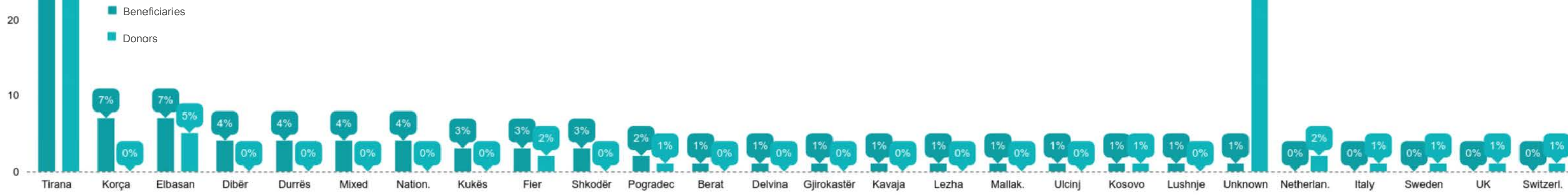


Category

The main donors for this period is **Corporate** and their main areas of support are support to marginalized groups and art/culture. These two areas although not similar to one another are nevertheless complimentary as they serve to both make people happier and help the vulnerable by offering them support in different forms like supplies or even medical treatments and procedures. Some poignant examples would be: Playground nr.45, the support provided by different corporates to Down Syndrome Albania and the different cultural events they have sponsored such as 2B Jazz!, "Maratona e Këngës 2019, "Muzika Internacionale në Korçë", ect .



In 45% of the cases the preferred type of donation is has been **direct donation**. The reason might be the fact that there is no need for intermediates and the donors carry out their donation precisely to the cause that speaks the most to them. Some important examples are the donation Raiffeisen Invest, which donated for "Eqrem Çabej" University in Gjirokaster, providing a whole new IT laboratory or DigitAlb which inaugurated the new public playground in July.



- Ch&Y**—Children and Youth
- Mass Individual** – A small or large group of people
- Mixed** - Donations combined of more than one category / town.
- Specific Geography**—Specific Geography Area
- 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 where 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 economical difficulties or during natural disasters
- W&Ch**—Women and Children

Telekom Albania

supports **ZÂ Fest**



Telekom Albania was one of the supporters of the third edition of ZÂ Fest through the Electronic Beats package.

The festival, which started from the idea of simply protecting and preserving the environment in the Theth area, brought together artists such as Vlashent Sata, Elina Duni, English-Italian artist Piers Faccini, animator Bob Berky and renowned Albanian actor Arben Bajraktari who performed for the public free of charge.

The purpose of this festival was to reunite people through art, offering activities such as summer cinema, recitation of fairy tales, stories, legends and old tales.

#madeinprison

Made in Prison is a website that sells handmade products by female inmates the 325th prison in Tirana.

This project is an initiative of the Albanian local NGO 'Orchid', which is working to improve the rights of women and youth in Albania, and to empower them.

All profits from product sales go to the personal bank accounts of the respective creator of each product.

The Orchidea Association currently pays for product materials, but participants have expressed a desire to cover some of these costs in the future as a way to turn the initiative into a sustainable business model.

Taking inspiration from the latest models and under the guidance of a professional designer, a range of products have been created. Made in Prison hopes to provide them with a range of professional skills that can help these women succeed and get involved with the outside world.



Source: exit.al | emerging-europe.com | madeinprison.al

The Inauguration of Center PRO PAK



The Down Syndrome Albania Foundation inaugurated the newest center for the provision of services for children and adults with disabilities, PRO PAK Center. Some of the donors that contributed to the launching of this center were Alpha Bank and Union Bank.

The center will provide services to 100 children and adults with disabilities. PRO PAK will offer various services such as individual and group therapy, physical therapy, art and music therapy or writing and reading courses.

Source: dsalbania.org | [facebook.com](https://www.facebook.com)

DigitAlb

presents a Public Playground



On the occasion of its 15th anniversary, the media company DigitAlb in cooperation with the Municipality of Tirana donated a playground and new spaces for children and residents of neighborhood no. 9. The park was inaugurated in July, with Tirana Mayor Erjon Veliaj and DigitAlb representative Erjona Kokona present.

Mrs. Kokona said it was important to provide as many fun activities as possible for children and that residents already have greenery, benches, and assistive infrastructure besides the playground for their little ones.

Source: gazetakombi.com | digital.al | tiranapost.al

The Global Landscape of Philanthropy

The Global Landscape of Philanthropy

This report presents a comprehensive overview of current trends and challenges worldwide, including the various forms of donations. From individual donations to community donations, structured and institutional donations

It also raises some critical questions and issues essential to the development of philanthropy - such as the impact of new technology and the shrinking of civic space regarding the dynamics of power within the practice and concepts of philanthropy, it also speaks to the evolutionary role and form of philanthropic infrastructure. Last but not least, the report shows that the models that dominate North America and Europe - often used as a point of reference, to be opposed, personalized or assimilated by others - are in fact only a part of a bigger picture.

KEY FINDINGS:

- Individual giving is greater than institutional giving in terms of amount given almost everywhere, though much of it is unseen.
- New methods of giving opened up by technological advance – online giving, giving by SMS and crowdfunding – are growing in importance but they are still of limited significance in most places.
- The number of foundations is generally increasing, especially in Europe and in some countries of the global south. Two key reasons for this are growing wealth and government encouragement of philanthropy to help supplement their budgets. At the same time, there is a trend for the wealthy to give without setting up a traditional foundation.
- Community foundations are found almost everywhere and they are playing a wide variety of roles, from creating community to offering donor services but also a great deal of community-based philanthropy is happening informally.
- Foundations are increasingly exploring new ways of using their assets, in the form of venture philanthropy, impact investing and socially responsible investing, and/or by using non-monetary assets such as expertise, reputation and convening power.
- While governments are keen to encourage civil society and philanthropy when they are doing work they approve of, they are increasingly taking steps to curtail NGO activities in more politically sensitive areas, either by formal restriction or by informal harassment.



Link: <https://wings.issuelab.org/resources/29534/29534.pdf>



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