

Quick Facts^{on} #PhilanthropicActivity

November 2019



The earthquake that struck the regions of Durrës and Tirana on 26th of November was one of the most powerful earthquakes ever recorded in our country. In the wake of this tragedy, solidarity has been absolute and immediate. Partners Albania through daily monitoring of the situation has been able to identify some dynamics regarding donations, channels of donation, donors and platforms used.

Albanians living in the region of the Balkans also showed impressive coordination and solidarity, particularly Kosovo Albanians were among the first to respond to the call for urgent help. Alongside funding, food and clothing, volunteers, rescue teams and experts were sent on the ground from countries such as Italy, Greece, Romania, Serbia, Switzerland, France and Israel. Albanian army forces, Special Forces, firefighters and civilian emergency units worked together and tried their best to find life among the ruins. Despite the difficult conditions, the unsung heroes worked relentlessly with the hope and desire to save as many lives as possible. Among the many rescue team members we can mention the Commander of the Fire Brigade, Mr. Nadir Kapaj, whose assistance was crucial to the rescue of Rame Lala, Mr. Luan Kapaj, a firefighter from Vlora, who showed a high level of humanism and professionalism in saving the many lives at risk.

Social networks, media portals and various platforms have played an important role in addressing assistance to vulnerable groups affected by the earthquake. The main and all-inclusive platform was the government portal: e-Albania. This portal made it possible for any citizen, volunteer or nonprofit organization to register by providing information for the services they offer, the timeframe and frequency, locations and exactly what type of support they could provide. Numerous campaigns have been carried out through Facebook and crowdfunding platforms such as GoFundMe, JustGiving, Go Get Funding, Giving Balkans, Fundly, etc.

1 e-Albania
Government Platform

2 GoFundMe
Crowdfunding Platform

3 Facebook

4 JustGiving
Crowdfunding Platform

5 Giving Balkans
Crowdfunding Platform

6 Go Get Funding
Crowdfunding Platform

5 Fundly
Crowdfunding Platform

Elisa Liberatori Finocchiaro, in charge of the GoFundMe crowdfunding platform for the South European area, explained in an interview with the New York Times that the platform is working with embassies and local authorities to make donations as accurate as possible. According to GoFundMe, the campaigns for this cause have been among the largest monetary campaigns that have ever been collected on this platform.

This natural disaster revealed a massive sense of solidarity and highlighted the facet of volunteering characteristic of Albanians and not only. Donor response to the hashtag **#ActforAlbania** was immediate between Europe, North America and Australia. Over 89% of donation campaigns were initiated by the Albanian Diaspora. Donations came from every corner of the globe, in particular Albanians living in the **United States of America**, followed by other countries such as the **United Kingdom, Canada, Italy, the Netherlands, Switzerland, Australia**, etc.

89% of the campaigns raised through crowdfunding platforms and facebook were started from Albanians Diaspora.

Campaigns

This tragedy seems to have united the Albanians more than ever. Among the many donation campaigns, the most prominent ones are those raised by family members of persons who have lost their loved ones. Thus, Paris Cara launched an online donation campaign for his relative Albert Cara, who lost his entire family as a result of the earthquake.

Another case is the campaign for painter Dena Karanxha's father, who tragically lost his daughter, wife and granddaughter. Funds raised through the campaign will be used to pay for funeral expenses and the provision of temporary accommodation.

A unique case is that of some 13-year-olds of Albanian origin from New York who regardless of their tender age launched a very successful donation campaign through the GoFundMe platform, whose proceeds will go to the Zgura family from Peza.

So far, based on the monitoring of the campaigns set up on the aforementioned platforms, around **754 million ALL** have been collected by **90,000 different donors**.

over
90,000
DONORS

Many of the organizers of these campaigns have stated that they will distribute the donations themselves to those affected by the earthquake, while some have chosen to channel them through non-profit organizations, such as: Red Cross, Caritas, Different Weekend, Firdeus Foundation, etc.

Different Weekend, Firdeus Foundation and Albanian Roots are the organizations that so far have managed to raise more than **\$ 2,000,000 each**.

The Aid collected will be allocated to the specific needs of individuals and areas affected by the earthquake. Mainly, the most urgent needs of the injured have been food, clothing and shelter.

Thanks to massive donations, so far, there is an almost total coverage of the needs for various medical, food, or clothing products. As for housing, the situation remains problematic. Most of these campaigns are aimed precisely at rebuilding destroyed homes, but this is a complex problem that requires time, budget and detailed planning.

In the days following the 26th of November, there was an activation of all state structures and not only. In addition to the admirable work of medics and rescue teams, everyone made their contribution depending on their area of coverage.

Nonprofit Organizations were engaged by collecting food, clothing, blankets, mattresses, hygiene materials and providing medical assistance. Also as part of a more coordinated intervention in cooperation with the government and donor institutions, NGOs provided psychological support services and organized recreational activities for children, women and the elderly at various accommodation centers.

The largest commercial banks facilitated the process of transferring money to bank accounts made available by the Ministry of Finance without applying a commission. The telecommunications sector also offered free services and was located near families living in tents. Telekom Albania provided services as well as free telephone equipment, while Vodafone Albania engaged volunteers in the field and distributed assistance in areas affected by the earthquake. Noteworthy is the emergency shelter provided by Tirana Business Park, which included 100 beds, social and recreational spaces for children, sanitary facilities, showers, cafeterias, and a dedicated bus line for the TBP-Tirana line. In addition to financial support, Tirana International Airport established the Volunteer Emergency Squadron, which was made available to all camps where assistance was needed. Also, some of the most powerful businesses in the country, such as Balfin Group, Kastrati Group, Ecolog International, Sigal Uniqe Group, all of which have donated significant sums of money, have engaged in numerous outdoor donations providing assistance with tools and food supplies.

Private hospitals like Salus, Hygeia and American 2 provided free health service and psychological help.

Also to be appreciated was the mobilization and commitment that the Alliance for the Protection of the Theater showed from its earliest moments by working intensively on voluntary basis, with a team of about 200 citizens, to collect and deliver humanitarian aid. There were also various events, the proceeds of which will go to help earthquake victims.

There has been an undisputed solidarity from the art world, especially Albanian artists living abroad such as Rita Ora, Bebe Rexha, Dua Lipa, etc., who in addition to personal donations deposited in various campaigns, have held artistic events and concerts, the profits of which will go to the cause of the earthquake. Also singers from Kosovo such as Tayna, Era Istrefi, Nora Istrefi have donated their concert profits to this cause. A special case is that of Italian singer Enzo Ghinazzi, known by his artistic name as Pupo, who will perform a concert in Italy whose earnings will go to earthquake victims.

Humanitarian events and charity concerts for earthquake-affected victims are expected to take place in the coming days, starting with this year's edition of 'Kënga Magjike' or the humanitarian evening 'Nesër'. The event is expected to bring together more than 50 artists from different fields of art, including the internationally acclaimed soprano Inva Mula, as well as other actors and performers such as Aurela Gace, Jonida Maliqi, Eva Golemi, Vikena Kamenica, Enada Hoxha, etc.

A tragedy of this magnitude has undoubtedly been a strong test for Albania, but empathy, solidarity and support has been abundant. This leads us to hope for a full recovery and a slow but certain healing of the wounds caused by this natural disaster.