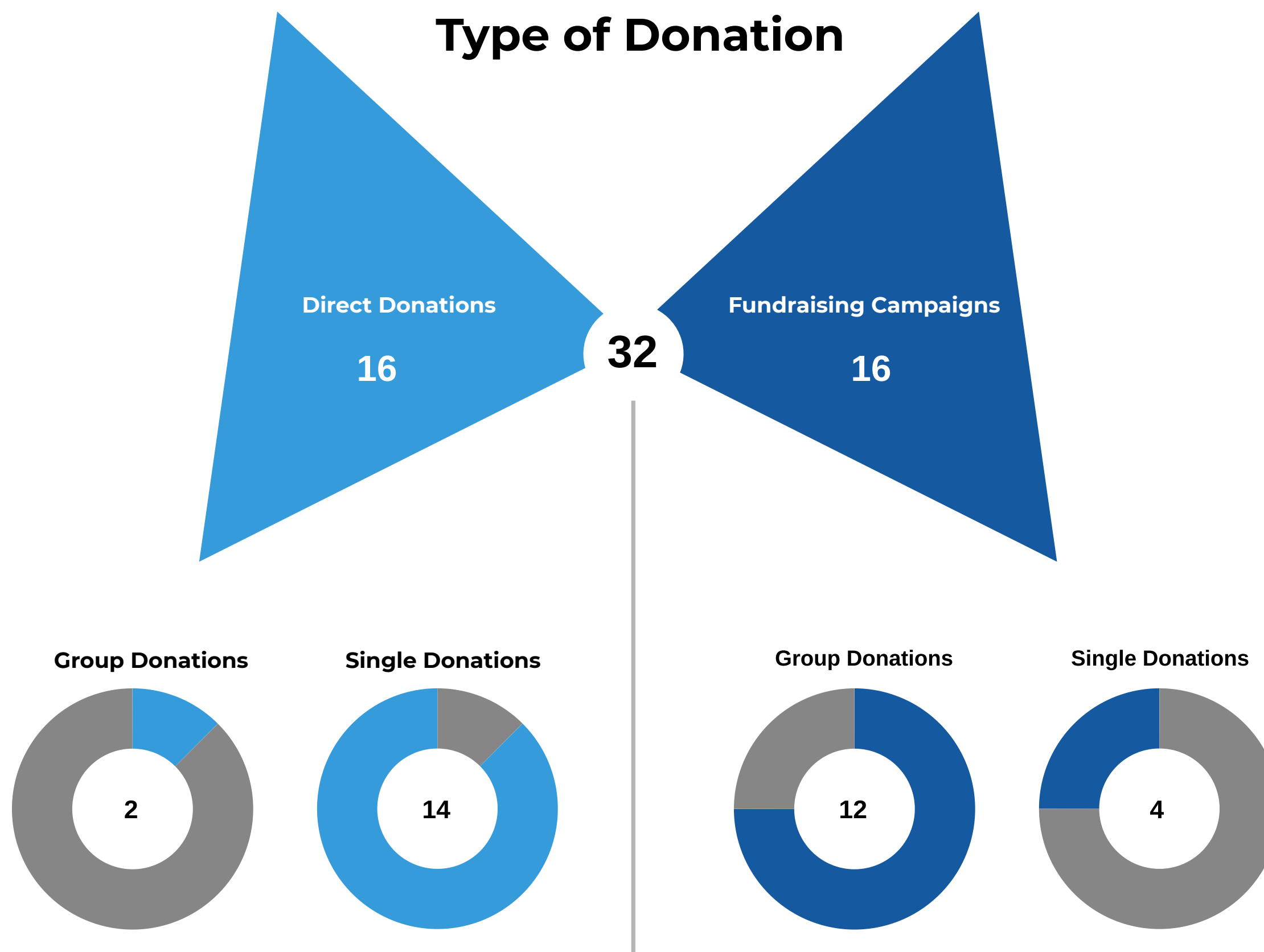
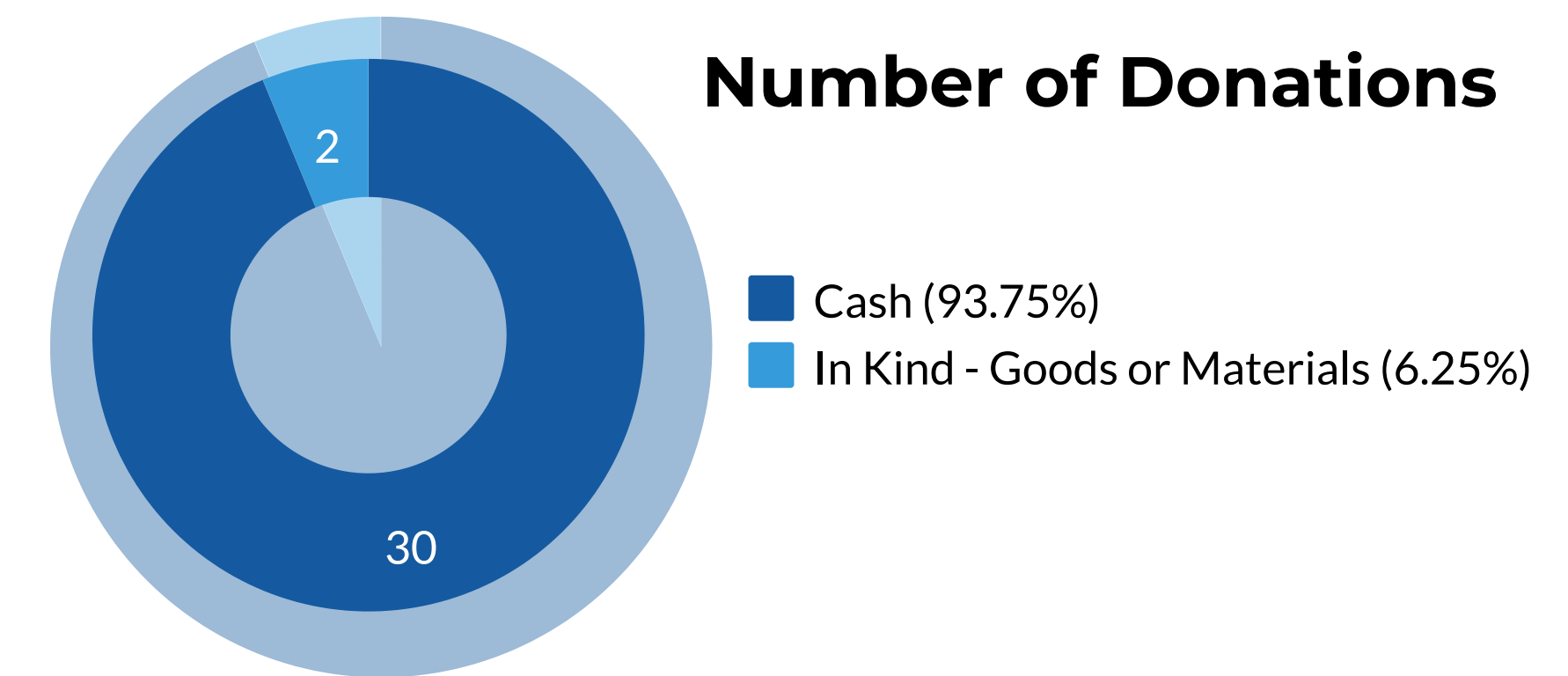
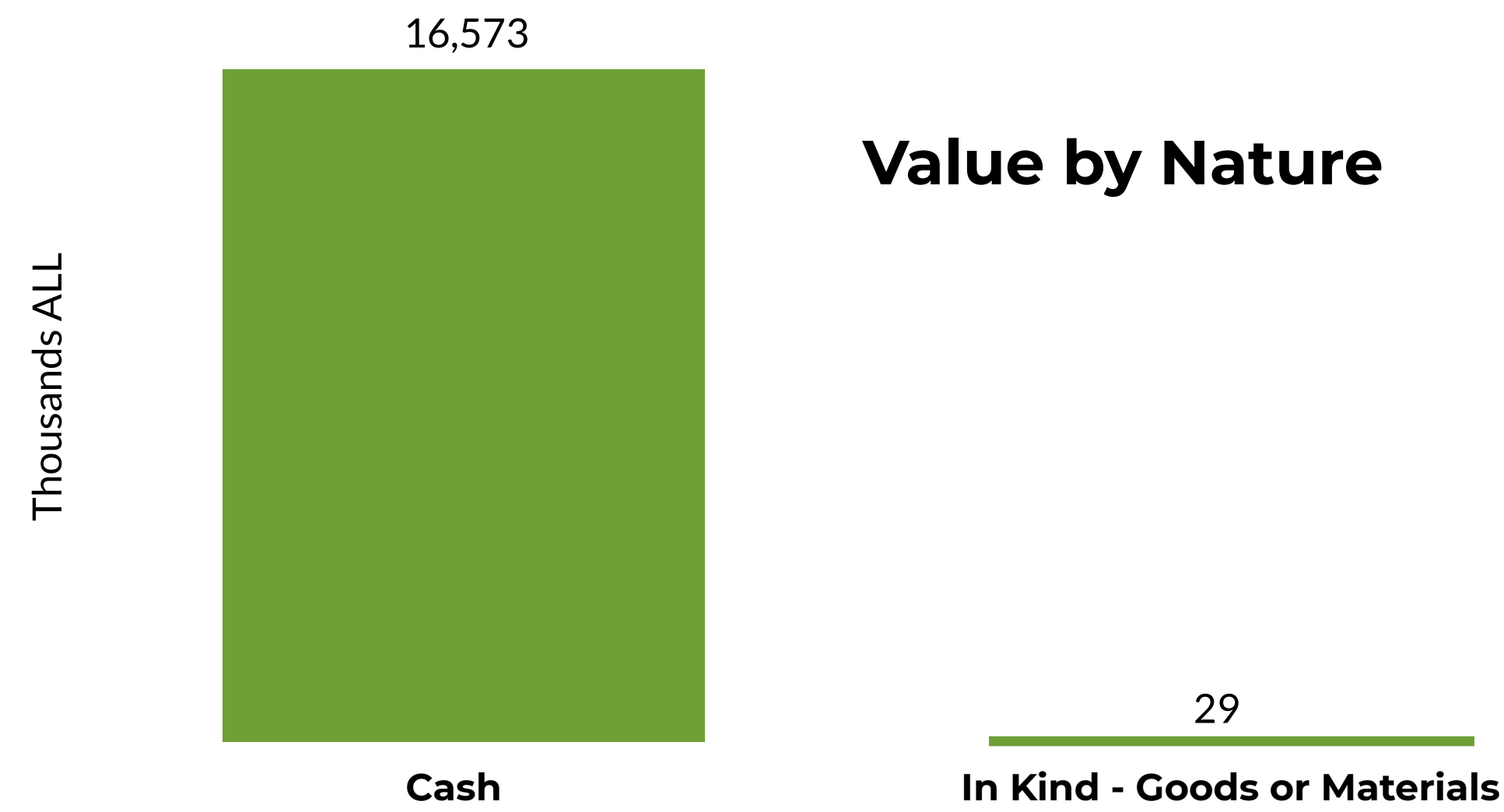


# Data on Philanthropic Activity

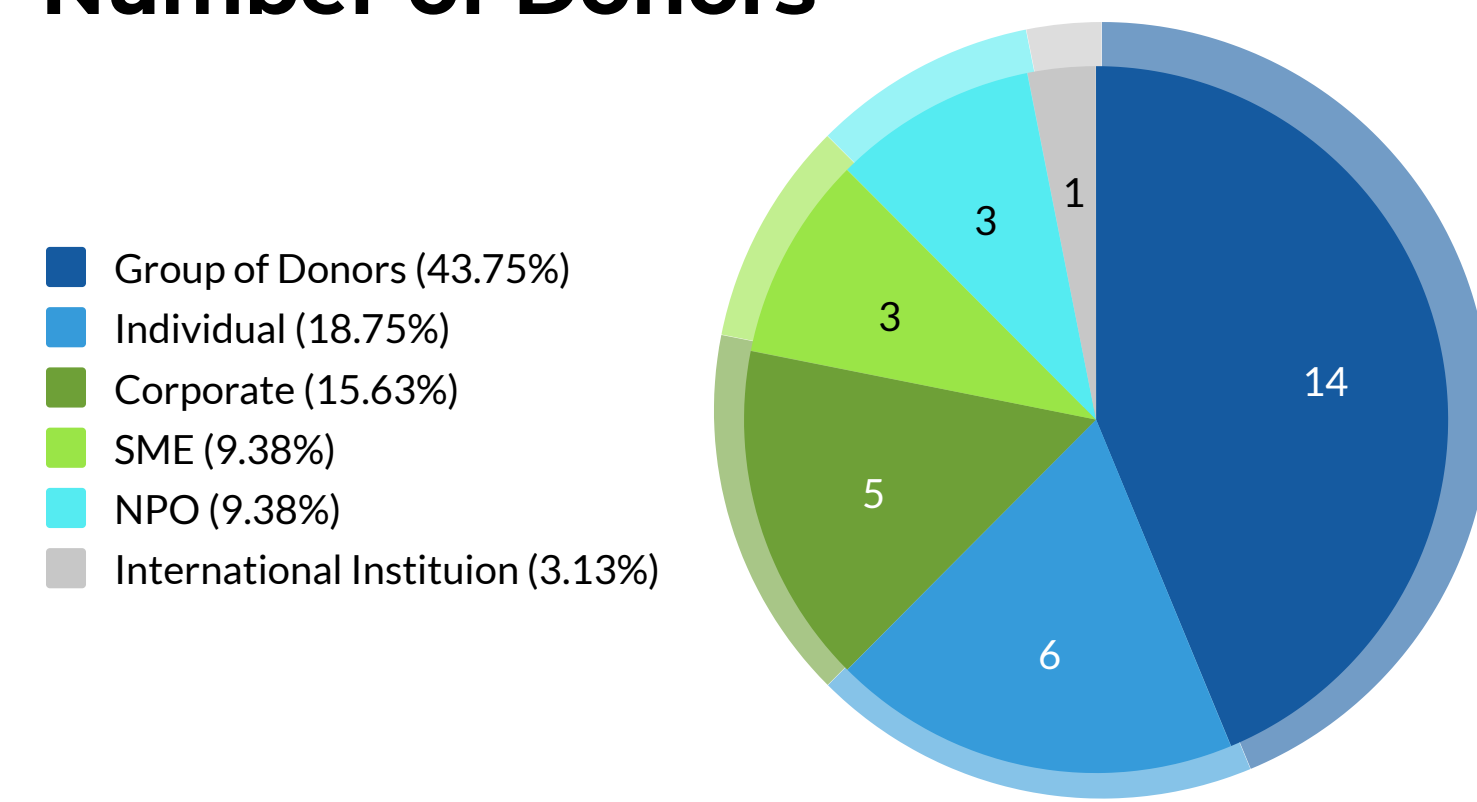
January 2021



### Fundraising Campaigns

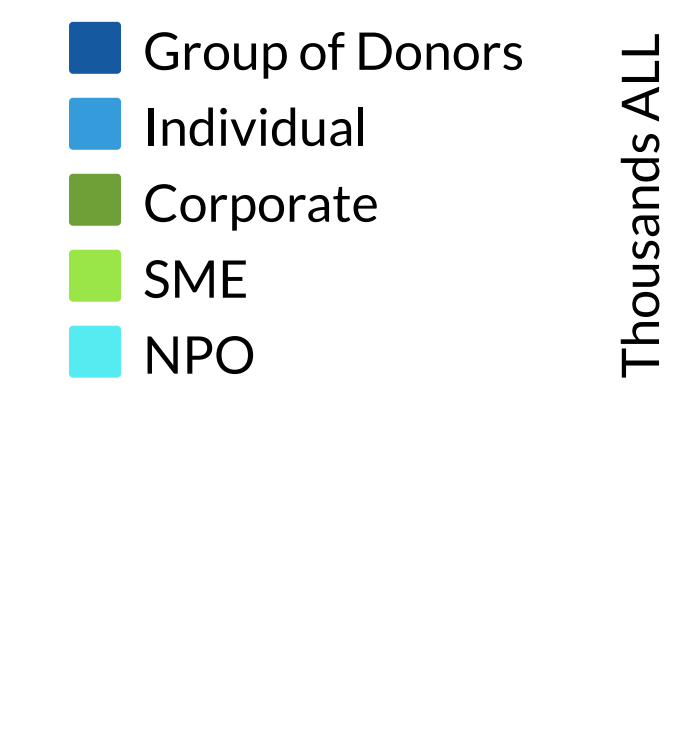
- 4 Call for Donations
- 2 Social Media Campaigns
- 8 Online Crowdfunding Campaigns
- 1 Visual Media Campaign
- 1 Social and Visual Media Campaign

## Number of Donors\*

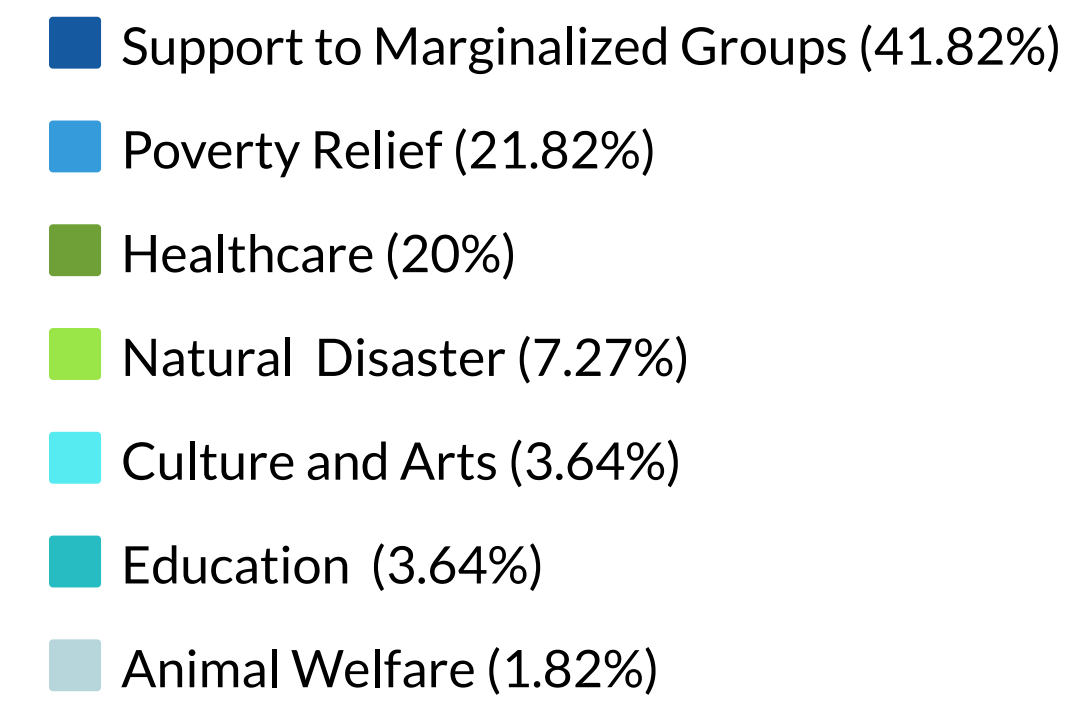


\*In the framework of this analysis donors are calculated only once regardless of the number of donations carried out during all the monitoring process.

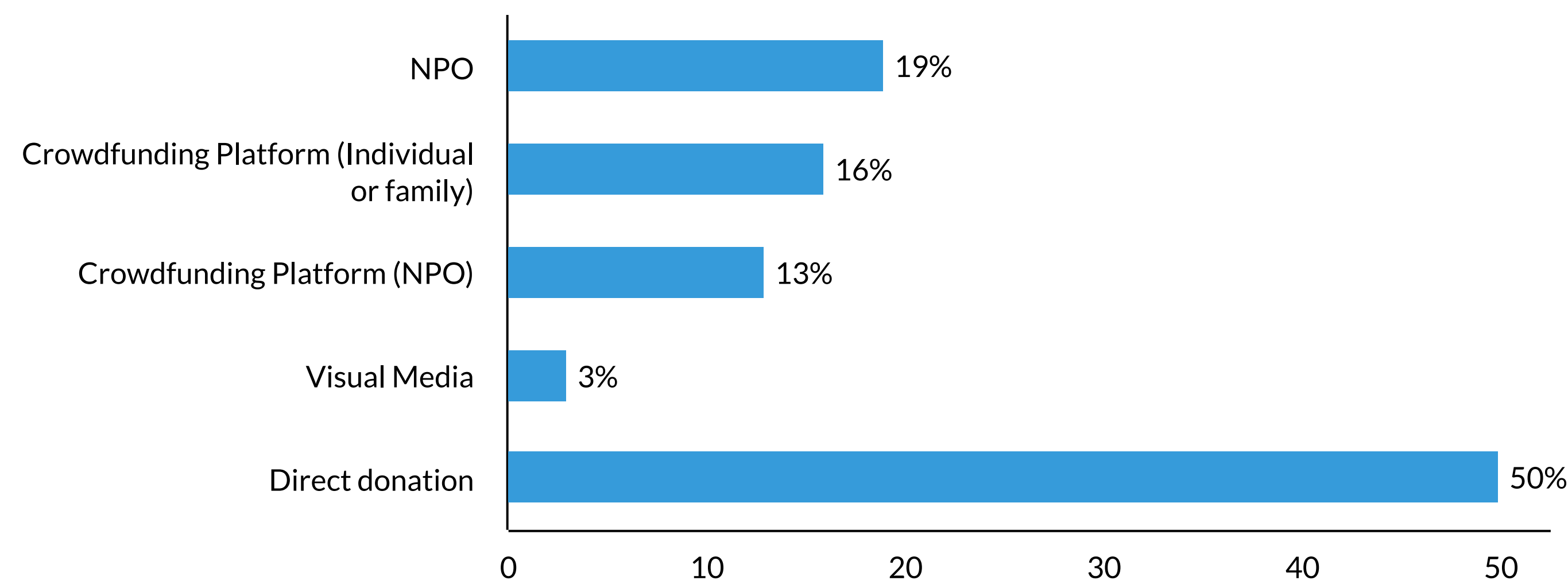
## Value by Donor



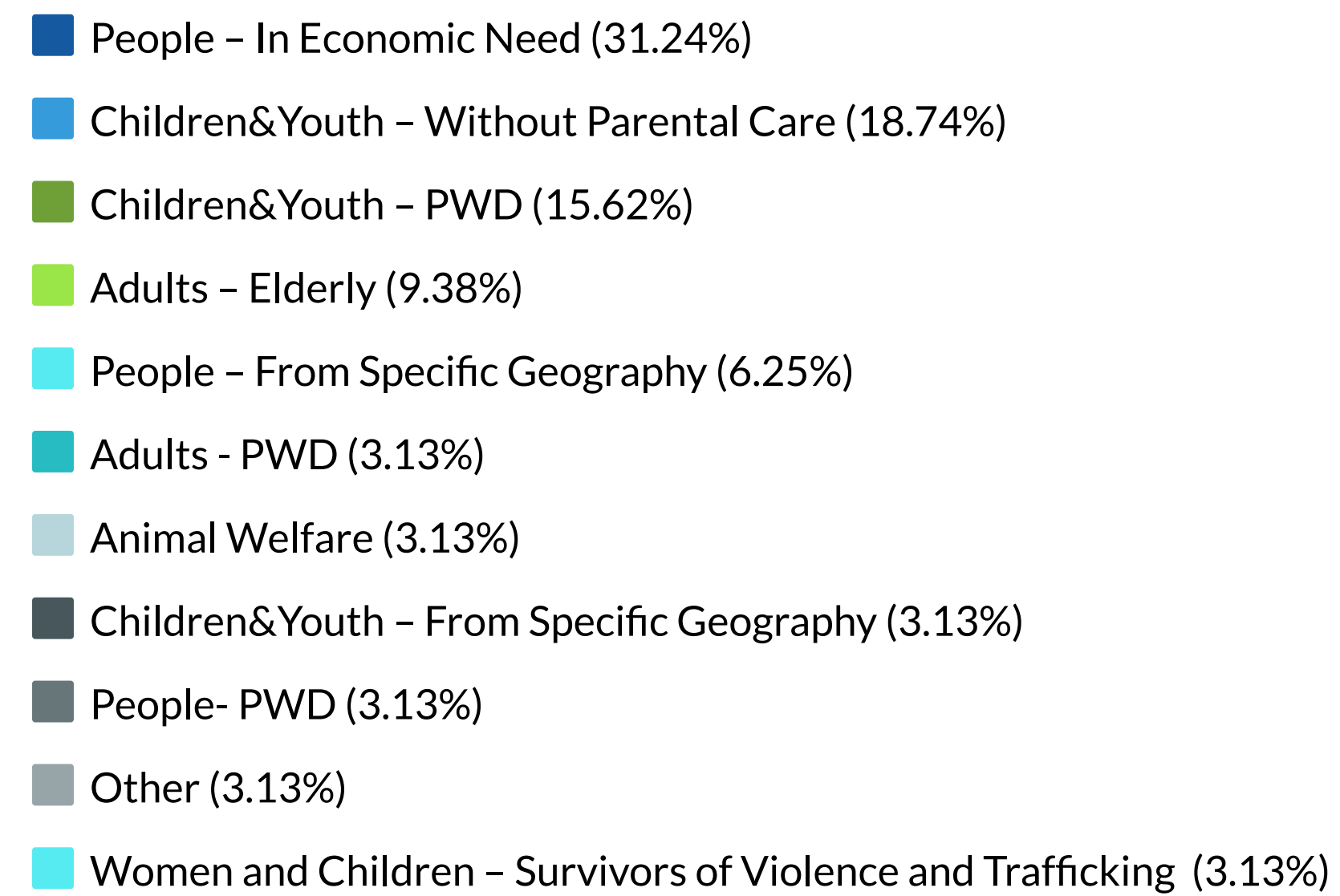
## Purpose of Donation



## Channels of Donation



## Final Beneficiaries



## 3 main DONORS by value

### #1 Group of Donors

Fundraising campaign for Joel, who was diagnosed with tumour

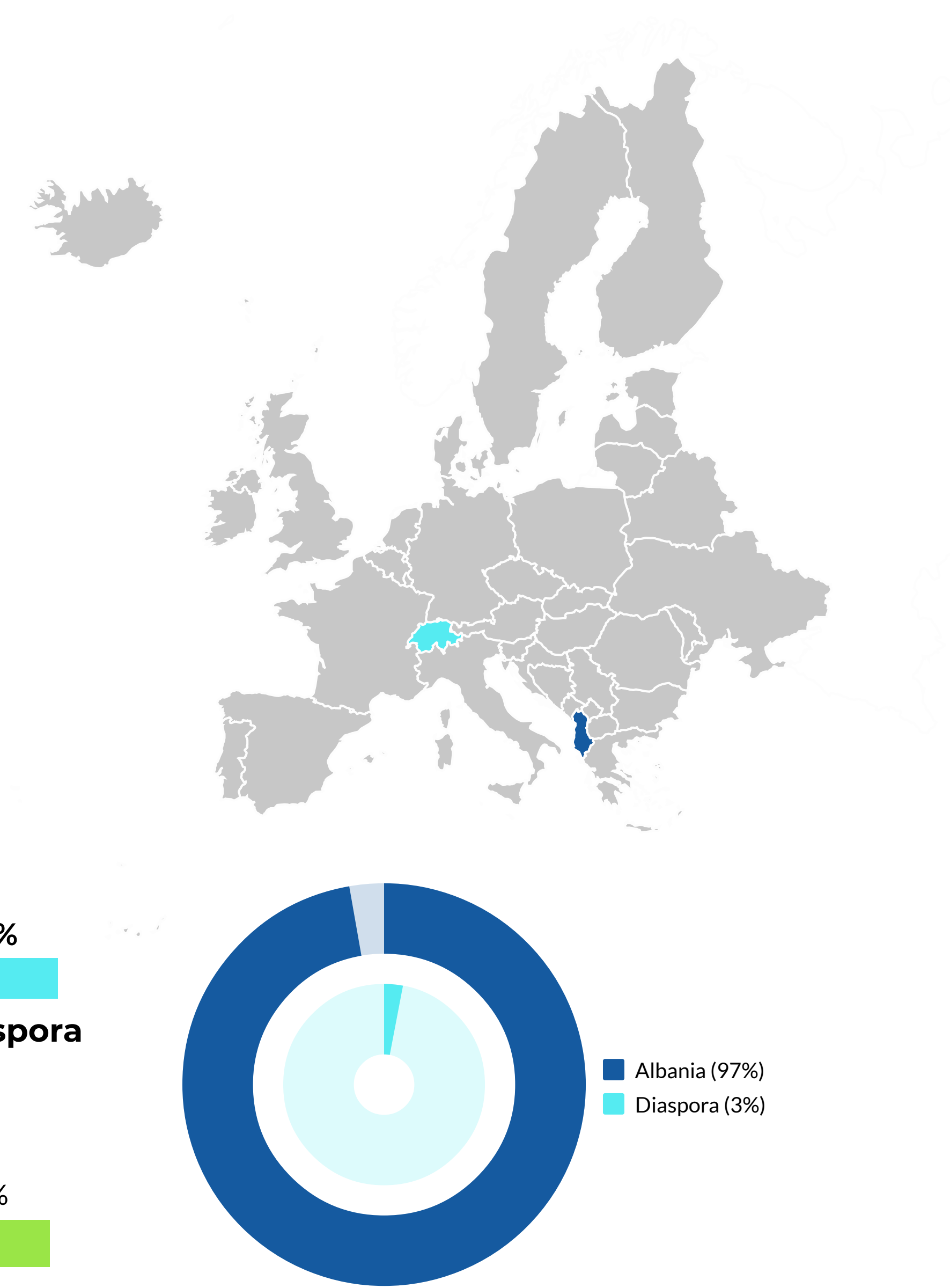
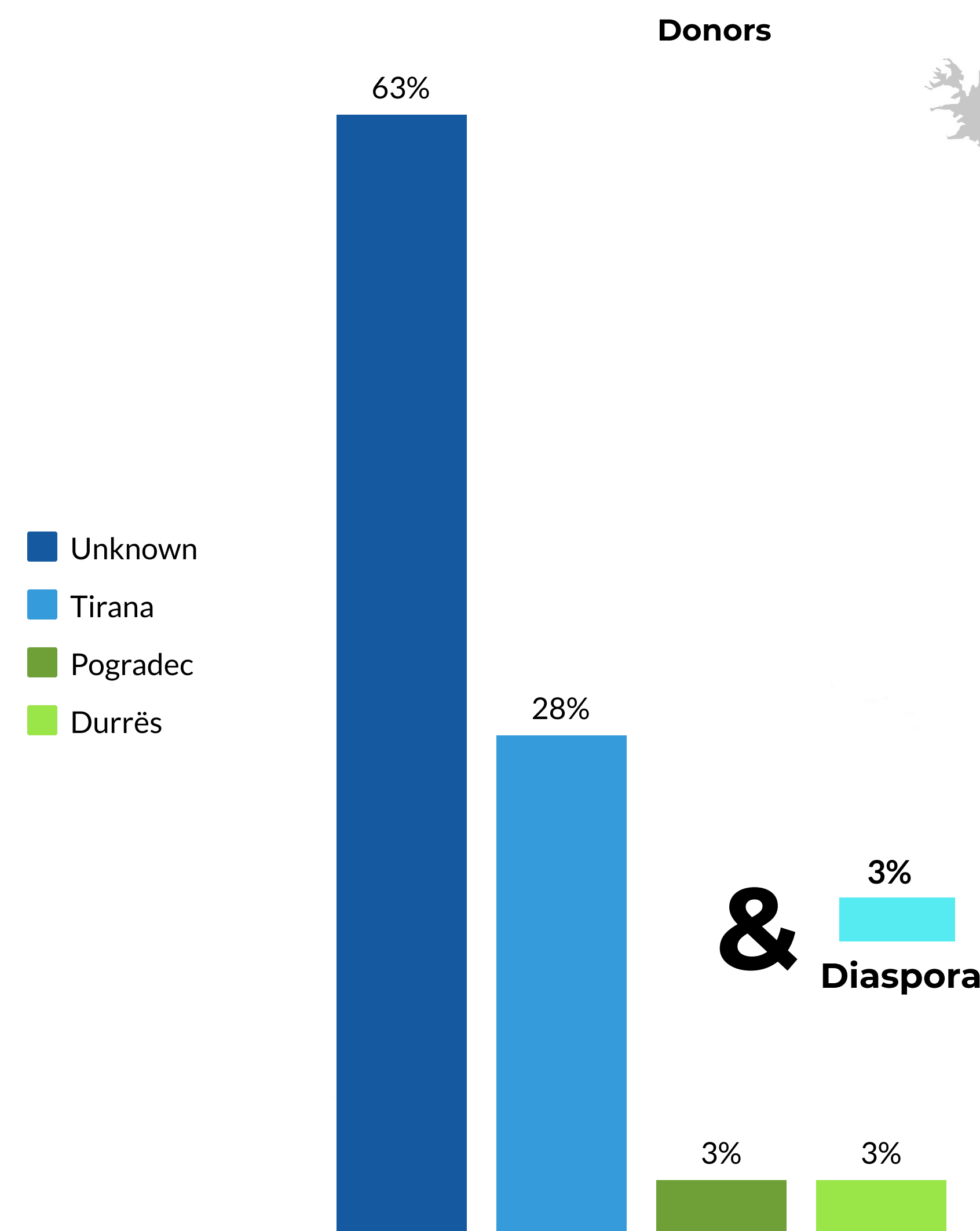
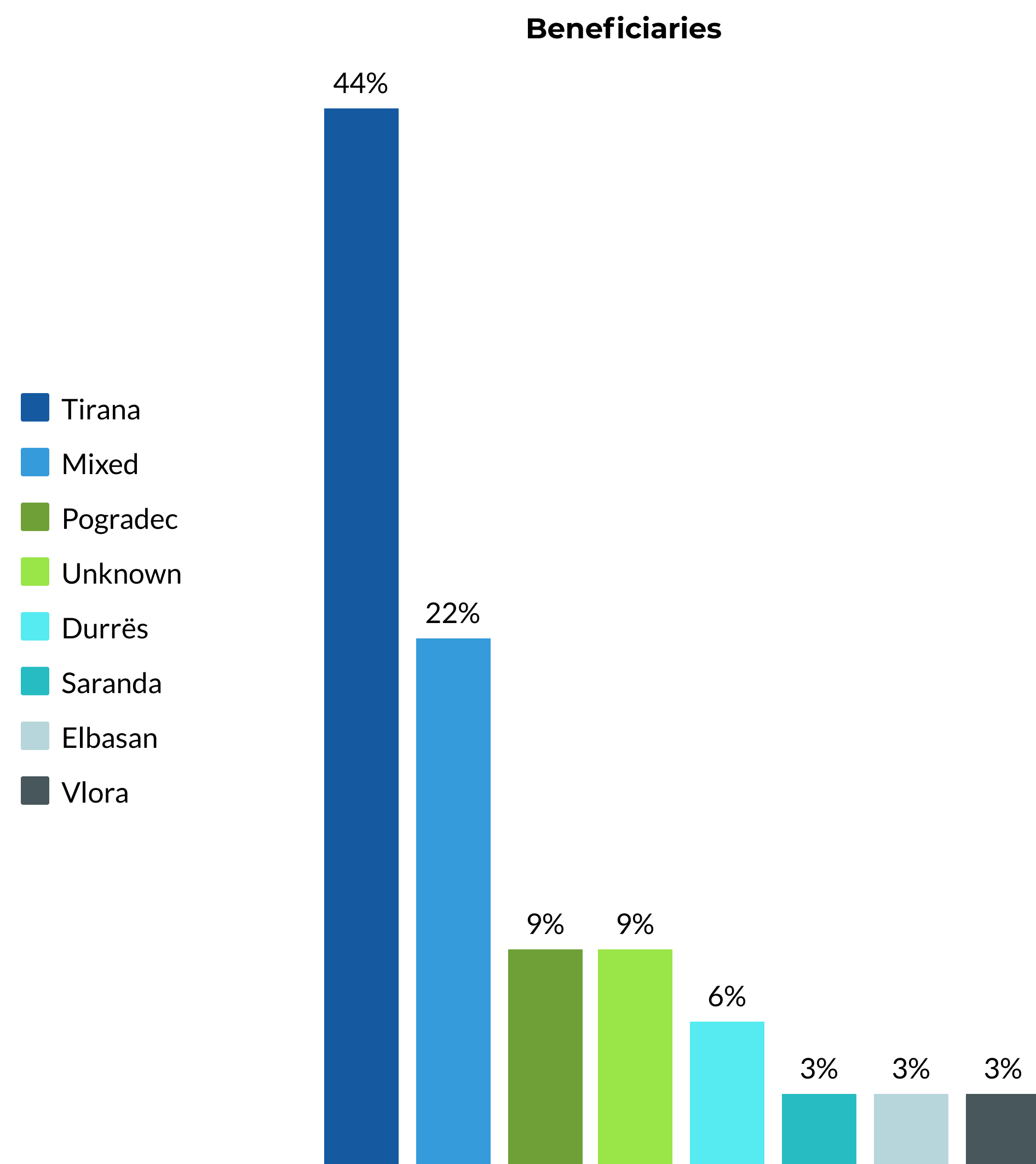
### #2 Group of Donors

Crowdfunding campaign for people who are suffering from health problems at national level

### #3 Group of Donors

Fundraising campaign for Leutrim, who was diagnosed with tumour

# Geographic Coverage of Donations



**Direct Donation** - Donation that is carried out directly from the donor to the recipient  
**Fundraising campaign** - Fundraising that occurs during a certain period of time for a particular social cause  
**Event** - is short-term fundraising effort organized to raise funds for a specific purpose  
**Poverty Relief** - Donations carried out with the aim to mitigate poverty for individuals or families living in economic difficulties or affected by previous natural disasters  
**Seasonal Giving** - Donations made during the holidays season  
**General Public**- Groups of people or individuals who were assisted through economic or material aid in cases of recovery from natural disasters, or living difficulties  
**PWD** - Persons with disabilities

**Group of Donors** - Large or small groups of individuals who donate  
**Mixed** - Donations which are combined by more than one category/municipality  
**SME** - Small and medium enterprises  
**Crowdfunding Platform (Individuals or families)** - donations that are channeled through online crowdfunding platforms created by individuals or families  
**Crowdfunding Platform (NPO)** - donations channeled through online crowdfunding platforms created by NPOs

