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1st edition

dedicated hub for PHILANTHROPY
©PARTNERS ALBANIA FOR CHANGE AND DEVELOPMENT

TIRANA, ALBANIA

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PHILANTHROPY

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A novelty for Albania
Welcome to the first edition of Philanthropy magazine!

Philanthropy is the first magazine in Albania that will reflect developments regarding various initiatives and issues of philanthropic activity in the country. The magazine comes in continuation of a 10-years work of Partners Albania in promoting and developing this activity in the country by appreciating its importance for the advancement of society.

The magazine will be published online every six months, by bringing to the public the attention on data and facts from the monitoring of philanthropic activity in the country, interviews with business sector representatives and individuals who share their experiences on the undertaken initiatives; promotion of philanthropic cases, studies and reports conducted in this field; as well as a dedicated space for the community foundations, underlining their importance for the empowerment of local communities.

The magazine is a dedicated hub open for discussions and presentation on your philanthropic activity. So, if you might have any comments on the articles or if you are interested to be a part of the next edition, please write to kkeruti@partnersalbania.org

Enjoy!
The following data reflect the philanthropic activity in Albania during the second six months of 2020, presented in a synthesized form by Partners Albania, based on daily monitoring and regular monthly reporting. The methodology used is based on the data collected by daily media research, including social ones as well as public and non-public institutions during the June - December 2020 period.

The report analyzes the main sectors and issues that have been supported, the nature and value of the donations, geographical coverage as well as the nature of donors and beneficiaries. Through this monitoring, Partners Albania aims to increase public awareness regarding philanthropic activity in the country and inform all interested and involved stakeholders about its value and social impact.
**Number of Donations**

- **Cash (86.84%)**
- **In Kind - Goods or Materials (9.4%)**
- **Professional Services (2.26%)**
- **Mixed (1.13%)**
- **Volunteer (0.38%)**

**Value by Nature in ALL**

- **Cash**: 77,832
- **In Kind - Goods or Materials**: 3,811
- **Mixed**: 1,000

Thousands ALL
Donors based on Type of Donation

- Corporate
- Individual
- Mass Individual
- Mixed
- NPO
- Public Institution
- SME
- Unknown

Direct Donations

- 29
- 24
- 8
- 13
- 3
- 9
- 4

Fundraising Campaigns

- 55 Call for Donations
- 42 Social Media Campaigns
- 12 Visual Media Campaigns
- 5 Facebook Social Impact Platform
- 20 Online Crowdfunding Campaigns
- 2 Social and Media Campaigns

Events

- 14 Live Events
- 2 Online Events

*Donors are calculated only once regardless of the number of donations carried out in each category of "type of donation".

*Facebook's dedicated fundraising platform for social causes.
Total Number of Donors*

- Mass Individual (32.56%)
- Individual (18.6%)
- Corporate (17.67%)
- NPO (10.23%)
- Mixed (8.84%)
- SME (7.91%)
- Public Institution (2.33%)
- Unknown (1.86%)

Value by Donors

- Mass Individual 35,074
- Mixed 26,065
- Corporate 19,333
- NPO 1,460
- Individual 528
- SME 155
- Public Institution 28

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

3 MAIN DONORS by number

#1 Raiffeisen Bank Albania
#2 American Bank of Investments
#3 Credins Bank

3 MAIN DONORS by value

#1 Mixed
Fundraising campaign for Reinaldin, who is diagnosed with leukaemia

#2 Sigal Uniqa Group

#3 Mixed
Fundraising campaign for Teuta, who is diagnosed with rare form of anemia
Final Beneficiaries

- Children & Youth - PWD (24.06%)
- People – In Economic Need (23.68%)
- Children & Youth – Without Parental Care (21.05%)
- Women & Children - Victims of violence and trafficking (6.77%)
- People – From Specific Geography (5.26%)
- Children & Youth – From Specific Geography (4.14%)
- Adults – Without Parental Care (4.14%)
- Children & Youth (3.01%)
- General Public (2.26%)
- Adults – Elderly (2.26%)
- Mixed (1.5%)
- Animal Protection (0.38%)
- People - Minority Communities (0.38%)
- Adults – Homeless (0.38%)
- Adults – Single Parents (0.38%)
- Children & Youth – In Economic Need (0.38%)
Geographical Distribution of Beneficiaries

- Tirana: 50.8%
- Mixed: 12.4%
- Elbasan: 7.5%
- National: 3.8%
- Shkodër: 3.4%
- Lushnje: 3.4%
- Durrës: 2.6%
- Pogradec: 2.3%
- Dibër: 2.3%
- Unknown: 1.9%
- Korça: 1.5%
- Kruja: 1.1%
- Lezha: 0.8%
- Saranda: 0.8%
- Fier: 0.8%
- Këlcyra: 0.8%
- Vlora: 0.8%
- Berat: 0.8%
- Mat: 0.8%
- Kukës: 0.4%
- Malësi e Madhe: 0.4%
- Përmet: 0.4%
- Kolonja: 0.4%
- Kavaja: 0.4%

Geographical Distribution of Donors

- Tirana: 50.4%
- Unknown: 34.2%
- Mixed: 1.9%
- Pogradec: 1.9%
- Elbasan: 1.9%
- Durrës: 1.1%
- Korça: 0.8%
- Berat: 0.8%
- Lushnje: 0.8%
- Kruja: 0.4%
- Fier: 0.4%
- Other: 5.6%
Diaspora 4.5%
Foreign citizens 1.1%
Albania 94%
5%
1%
Fields of Donation

- Seasonal Giving (25.56%)
- Support to Marginalized Groups (24.06%)
- Poverty Relief (19.92%)
- Healthcare (15.41%)
- Natural Disaster (6.39%)
- Culture and Arts (3.76%)
- Education (2.26%)
- Preservation & Protection of the Environment (0.75%)
- Social Entrepreneurship (0.75%)
- Animal Protection (0.38%)
- Science (0.38%)
- Sport (0.38%)
Glossary

**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

**Mass Individual** - 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 channelled through online crowdfunding platforms, created by individuals or families

**Crowdfunding Platform (NPO)** - Donations channelled through online crowdfunding platforms, created by NPOs

Channels of Donations

- **NPO**: 46.2%
- **Institution - Social**: 28.9%
- **Individual or Family**: 13.2%
- **Local/National Government**: 4.9%
- **Mixed**: 2.6%
- **Institution - Education**: 1.9%
- **Institution – Culture**: 1.5%
- **Institution – Health**: 0.8%
PHILANTHROPY WEEK
make it the way to... #bringChange
On November 9 - 13, 2020, Partners Albania organized for the first time the "Philanthropy Week" event. This event will be an annual activity which will contribute to raising awareness, promotion and public debate enhancement on issues regarding philanthropic activity in the country.

The event is consist on a series of activities with a special attention on individual's solidarity, civil society, public institutions and businesses in helping communities in need.
During the philanthropy week, several discussion forums were organized on the importance and promotion of philanthropic activity in the country, with the participation of several academic institutions, business sector and civil society organizations.

The Mediterranean University of Albania, Faculty of Social Sciences, Faculty of Economics, senior representative of Sigal Uniqa Group Austria, Credins Bank, Alpha Bank Albania shared their experiences and success stories on "Development trends of philanthropic activity in the country, in response to the pandemic situation".

Participants were introduced to some of the initiatives undertaken by the academic institutions themselves, Sigal Uniqa Group Austria, Credins Bank, Alpha Bank Albania and Partners Albania. It was highlighted by all representatives that regardless of the Covid-19 pandemic situation, the contribution towards vulnerable groups remains very important in addressing community needs.

During the forums were presented several practices of support by businesses to NPOs working in the field of social services such as: Jonathan Center and Down Syndrome Albania. Mrs. Kita, Executive Director of Jonathan Center stressed the importance of this cooperation in support of their targeted communities.
The difficult situation of the global pandemic faced by the societies fed the spirit of solidarity. Mrs. Kostandina Këruti, program manager at Partners Albania, presented at "Wake Up" show on Top Channel, the Philanthropy Week scope and activities emphasising: “In this first event of the Philanthropy Week, a series of activities will be organized to bring philanthropy to public attention and promote models and best practices in the country. In recent years we have been noticed development trend of philanthropic donations by individuals, breaking down the myth that philanthropy is practiced only by wealthy families. We aim to organize this event annually, encouraging public discussion among stakeholders, academia and youngsters, to increase their attention in philanthropic activities and initiatives.”
Another campaign organized during Philanthropy Week, which contributed to the increase of public information and gratitude for individuals who are no longer among us but who have made a valuable contribution to the development of education, health, sports, and other areas. Through a quiz organized on social media, Partners Albania promoted two prominent figures such as Mr. Vangjel Zhapa and Mr. Hamza Rama.

Meet the pioneers of philanthropy

Meet the pioneers of philanthropy was the most well known pharmacist and philanthropist in Lezha who contributed throughout his life to poverty relief and improving the health conditions of individuals and families in need in the city of Lezha and beyond.

Z. Ram

Z. Zhapa

has given his valuable contribution in the fields of education, culture and sport among which, the financing of the first Albanian ABC book of Naum Veqilharxhi, and the contribution in spreading the Albanian language, the construction of 135 schools in south of the country and the construction of several public goods in Albania and abroad.
The last two years marked a difficult period for Albanian citizens affected by the consequences of the earthquake and pandemic of COVID-19. As difficult as significant years in the encouragement and strengthening of solidarity and support for people in need. In this regard, the campaign promoted cases of philanthropic activity undertaken by individuals, businesses and civil society organizations in support of communities in need in Albania. Six individuals and businesses shared their experienced during this campaign.

Click [here](#) to view the campaign.
INTERVIEWS WITH THE REPRESENTATIVES OF PHILANTHROPIC INITIATIVES IN THE COUNTRY
The donations and various forms of support for the categories in need during the pandemic of COVID-19 pandemic have been numerous. Support was offered from public institutions, businesses, civil society organizations and individuals. In this edition, are promoted two initiatives, as follows:
The FaceShieldMask initiative started in March 2020, when the first cases of COVID-19 began to appear in Albania and Kosovo, and parallel measures were taken for the lockdown. Knowing the great pressure that the health sector would face as well as the need for equipment, we started thinking about how we could contribute to alleviate the situation. My father, who is a professor of mechanical engineering at the University of Pristina, managed to get a prototype of a second level protective shield mask, produced by the University of Valencia. The masks were produced via a 3D printer. They had a relatively low cost and offered complete facial protection. These masks are very necessary for front-line doctors who have direct contact with people affected by COVID - 19. Inspired by many movements, which were taking place around the world where different professionals used their skills for the conception and production of various equipment to assist medical staff and fill the needs of the health sector, we decided to start production in Kosovo and Albania.
After testing the first prototype and consulted it with Dr. Arben Gjata, he confirmed its validation and effectiveness. After that we started contacting colleagues, professionals, and persons that had 3D printers to start the mass production. Everything was done voluntarily and many people joined us to push forward this initiative. In Kosovo at one time there were about 20 different individuals and companies who joined the initiative to produce masks, while in Albania there were about 5 groups who printed.

An interesting fact is that since there were fewer people in Albania who had 3D printers, we asked help and donations to purchase printers and other materials. These donations came from individual donors.

**Which was your target group, areas of intervention?**

Our main target group were doctors in the front-line, and doctors in the regional hospitals. In Kosovo, the initiative has managed to produce about 2000 masks, which were first distributed in the hospital of Pristina and polyclinics of the city, and then in all the other cities and regional hospitals such as Prizren, Gjakova, Mitrovica, Ferizaj, etc. A similar process took place in Albania, where initially the University Hospital Center "Mother Teresa" (QSUT) and the hospital "Shefqet Ndroqi" were supported. Latter the support was expanded in the regional hospitals of Durrës, Shkodra, Lezha, Kruja, Fier, Korca, etc. In both cases we followed an institutional approach, so we did not go directly to the hospital to hand over the masks, but coordinated with the central units. For example, in Albania we have always been in contact with the health service operators, who informed us about the needs and the hospitals where the masks were needed. Being in constant coordination with the institutions we achieved our goal.
Over 3500 masks produced.
What has been the impact achieved so far by the initiative?

As I mentioned before, over 2000 masks have been produced in Kosovo while 1500 masks have been produced in Albania. Since they are reusable, they can be disinfected and then reused by doctors or nurses. I think this has been a great achievement. Also, both in Kosovo and Albania, the assistance was mainly concentrated in the main centers of Pristina and Tirana, and then assistance was provided to the regional hospitals. I believe it has given a great contribution to the medical staff in these hospitals so they could have a more appropriate protection. We also applied to an international program organized by 3D Hubs, which supported hospitals around the world, and benefited 1000 masks from it, also printed with 3D printers, which were distributed in Albania and Kosovo.

The whole process has been very inspiring and hopeful. From the messages received, many people have been inspired by this initiative and have begun to think about how they can contribute in support to this cause. So even though we are not doctors, we still have an opportunity to alleviate this situation. Also, it was a good opportunity to open a new window in the interconnection of technology with different fields. Extensive use of 3D printers has inspired and still inspiring many young people.

What are your future plans?

Following the initiative in Tirana, we applied for a project at LëvizAlbania. The project was awarded and we are already in the implementation phase. Through this project we are also producing masks, with a slightly more advanced design than the initial one. Also, we have created a prototype and are producing door openers, which are placed on door knobs and enable opening without touching, by using the elbow. This accessory can be placed in schools and in medical centers to reduce the risk of infection. Through the project financed by LëvizAlbania we will produce 1000 masks and 500 door openers. Also, through this project we organized a competition for young designers, which was attended by 7 participants with very interesting projects.

So this is the short-term future of our initiative. In the long run, the experience launched with FaceShield definitely has been very inspiring and has opened new horizons. Modelling and providing 3D products is a very interesting field which I believe I will continue to invest. It is a good opportunity to establish a center in Albania to support talented young people offering an alternative to explore the field of innovation.
BALFIN Group has always paid special attention and space to social investments for the benefit of society and communities. For this reason, BALFIN Group has developed its strategy in terms of orientation, approach and ways how to contribute to the communities it serves. In line with this strategy, each company of BALFIN Group develops its annual program of social responsibility. The Communication Department at the BALFIN Group conducts planning, evaluation, coordination and harmonization of all initiatives.

The year 2020 has not been an easy one. From the very first months of the year, while we were still recovering from the effects of the 2019 earthquake, we were effected by the pandemic situation which brought a lot of uncertainties. The whole society was exposed to constant threat and fear for their lives, while the economic and social effects from Covid-19 impacted more the rural areas, which were already vulnerable.
Facing the unprecedented challenges we had never faced before, all projects of BALFIN Group were redesigned to meet the new needs. However, the projects for the families affected by the November 2019 earthquake were not interrupted. On this regards, Mr. Samir Mane, president of BALFIN Group, donated about 1.2 million euros.

During the pandemic situation, every project was redesigned and implemented under "emergency" measures. Although it has not been easy in terms of management, we have been able to make a significant contribution in order to minimize the consequences caused by Covid-19. Beyond these initiatives we have also responded promptly and appropriately to calls for assistance in Albania, Kosovo, Northern Macedonia and other countries in the Western Balkans region where BALFIN Group operates.

**Which are your recent initiatives of the last year?**

As I previously mentioned, 2020 has been focused on the pandemic effects, but not paying less attention to the earthquake of the previous year. The requests for support and needs have been numerous. In the first days of the pandemic, when we still did not know what shape and dimensions it would take, the focus provision of foods, masks and gloves as the country was on lockdown.

Our attention was particular on communities that were mostly affected in the suburb of Tirana, Kamza, Burrel, Bulqiza, Elbasan, etc., and to the front-line professionals, such as police officers and doctors. Later, when the crisis was more manageable and the restrictive measures a bit more lenient, we started our second phase focusing on the improvement the infrastructure for the well-functioning of public service for citizens. In collaboration with public institutions, we were the first to enable the provision of students in Tirana with tablets to attend online lessons. Even children with Down syndrome were able to attend educational programs and online therapy thanks to the laptops provided by our group.

And yet, despite the impact and the new life style, we did not stop awarding scholarships in order to support and encourage excellent students. Another project that has had a major impact on the community is the furnishing of the nursery of Bulqiza, which is attended daily by dozens of children, who now enjoy more comfortable premises.
Beyond the pandemic I want to add that BALFIN Group pays special attention to children and their healthy and safe growth. Supporting the awareness campaign "In the Labyrinth" to stop violence against children was a serious commitment of ours in this regard.

Other projects with an impact on communities were: a annual support of a social center in Tirana, providing food products; donating clothes for families in need "Donate with Spar" campaign; the initiative to collect food for families in extreme poverty; supporting the "Tungjetjata" campaign by contributing to the provision of services to hundreds of children with disabilities, etc. We are very proud that despite the difficulties and risks that BALFIN Group was exposed, the attention, contribution and support to the communities in need never stopped.

What has been the impact of your contribution to the improvement of communities?

We believe that a business growth and development should be in line with the socio-economic growth and developments of the community where it operates. We ensure that BALFIN Group businesses contribute in the field of infrastructure, health care, education and culture. For 2020 we have not yet made an analysis of all social investments but I can say that during 2019 BALFIN Group has contributed about 1 million euros in education, child welfare, health, environment protection and families in needs.

BALFIN Group companies' contribution is not limited only on employment opportunities or improvement of economic climate, but it goes beyond. These companies are part of communities and support the improvement of living conditions of communities through social investments. The employees themselves share the same values, and are active participants in social initiatives by contributing voluntarily to various causes. For several years now, BALFIN Group has approached the United Nations Sustainable Development Goals by being a very active promoter and contributor.
FUNDRAISING CAMPAIGNS FOR PEOPLE IN NEED
**Campaigns**

Some of the campaigns carried out during June - December 2020.

#1

As part of “International Elderly Day” on October 1, volunteers of the Albanian Red Cross branches carried out various activities in assistance and support of the elderly.

The Tirana branch visited elderly people and distributed packages of food for some families in need. Meanwhile, the Skrapar branch visited a nursing home in the town of Poliçan, thanks to the support of the donor Mr. Albert Zaimi. On this day our volunteers appealed for more attention, care and love for the elderly people. Under the motto “Elderly without loneliness” they invited the community to contribute in support of the elderly.

#2

The soloists and the TKOB Orchestra brought during July 2020, a TV program completely “red and black”. The program broadcasted pieces by Albanian composers, Prenk Jakova, Feim Ibrahimi and Tonin Harapi. This activity was realized thanks to the support of the American Bank of Investments, which is also the general sponsor of TKOBAP.
"Red for Kids" campaign, launched by the “Vodafone Albania Foundation” continued the mission to enable children of families in need from all over Albania access to the online learning system.

During October 2020, Vodafone Foundation organized in the premises of "Kus" school in Kashar, Tirana the event "Digitalization, for more access to education", where the donation of 10,000 smart equipment was presented with the intention so that no one is left behind to the learning process. So far Vodafone through #RedforKids has contributed 15,000 smart devices, one of the most important donations for the education system in these difficult times for our country.

Present at this event were the Minister of Education, Sports and Youth Mrs. Evis Kushi, General Director of Vodafone Albania, Mr. Achilleas Kanaris and the Director of AKSH, Mrs. Mirlinda Karçanaj, as a representative and supporter of this digitalization process in the education system in Albania. The General Director of Vodafone Albania, Mr. Achilleas Kanaris stated that the initiative provides equal access to education and information.

During October, Enkelejda Bregu Lopari presented the exhibition “At first sight”. The exhibition was dedicated to raise awareness for Down Syndrome. A portion of the incomes from the sales of the paintings was donated to Down Syndrome Albania Foundation to support the children's therapeutic services.
Program Manager, Partners Albania, and International Fellow 2020, Graduate Center, City University New York (CUNY), Center on Philanthropy and Civil Society, Kostandina Këruti, describes the rationale for Partners Albania to specifically address the development of community foundations in Albania. She points to evidence of empowerment of civil society, enhanced trust, and increase in philanthropy, which has led Partners Albania to take this on as a strategic priority.

Worldwide, community foundations are being recognized as important organizations that respond to immediate and long-term issues of and within communities. They embody the very essence of "leave no one behind". Community Foundations are capable to utilize local assets, human resources, and maximize local capital; and contribute to understanding of communities they serve and increased networking among individuals, public and private institutions to enhance community development.

Even though community foundations are not yet developed, Albania is evidencing an empowerment of civil society. Institutionally, they have increased their capacities in terms of management, leadership role, fundraising campaigns and in the last four years, local organizations have coordinated and managed the sub-granting schemes by becoming supportive to community led–actions. On the exterior, the civil sector, and civil society organizations are not only increasing in numbers, but also are shaping and influencing local policies that respond to community needs and priorities, and by increasing their public trust and impact in the society.

Based on the annual monitoring report of philanthropic activity in the country conducted by Partners Albania since 2015, there is evidence of a growing trend of philanthropic activity in the country. The last year, due to the emergency situation by an earthquake that struck Albania, saw an increase of proximately 50% of calls for donations or campaigns organized by individuals and institutions.
These are driving reasons why Partners Albania through its agenda aims to contribute to a wider awareness and education of the public on the concept and model of community foundations. If promoted and properly organized, community foundations could play an important role in supporting community initiatives and non-profit organizations in the country through funds generated by local donations.

Partners Albania will focus in the next 3 years on two main pillars:

1. **Raising awareness and public interest in the economic and social values of philanthropic activity through information, research and promoting public debate about it;**

2. **Introduce and provide the necessary support in the development of innovative platforms that enable and facilitate interaction between actors for the development of philanthropic activity with a focus on on-line crowdfunding platforms and community foundations.**

Specifically, in relation to community foundations, Partners Albania will:

- work to deploy public awareness and education tools for increasing awareness and understanding of community foundations;
- undertake research to better understand the characteristics of community foundations;
- generate dialogue and build bridges among sectors for boosting the development of community foundations in the country.