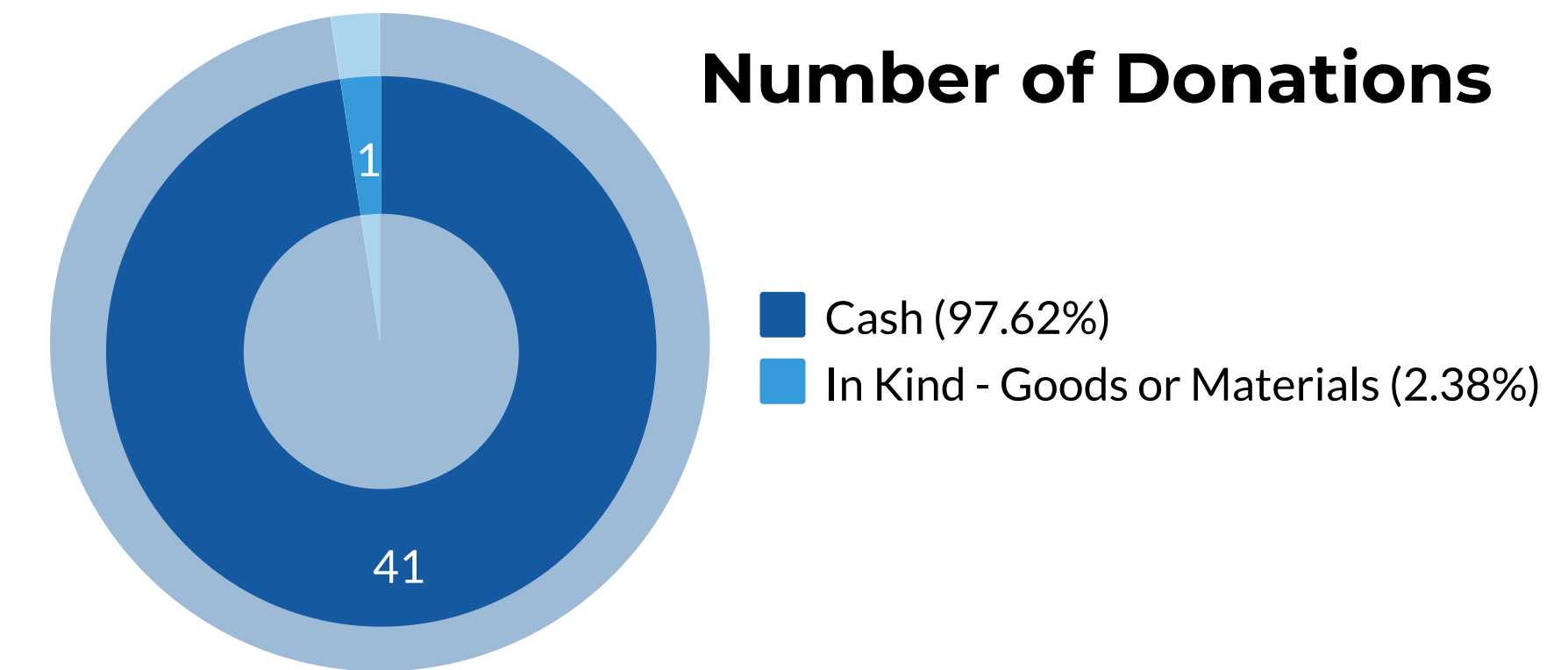
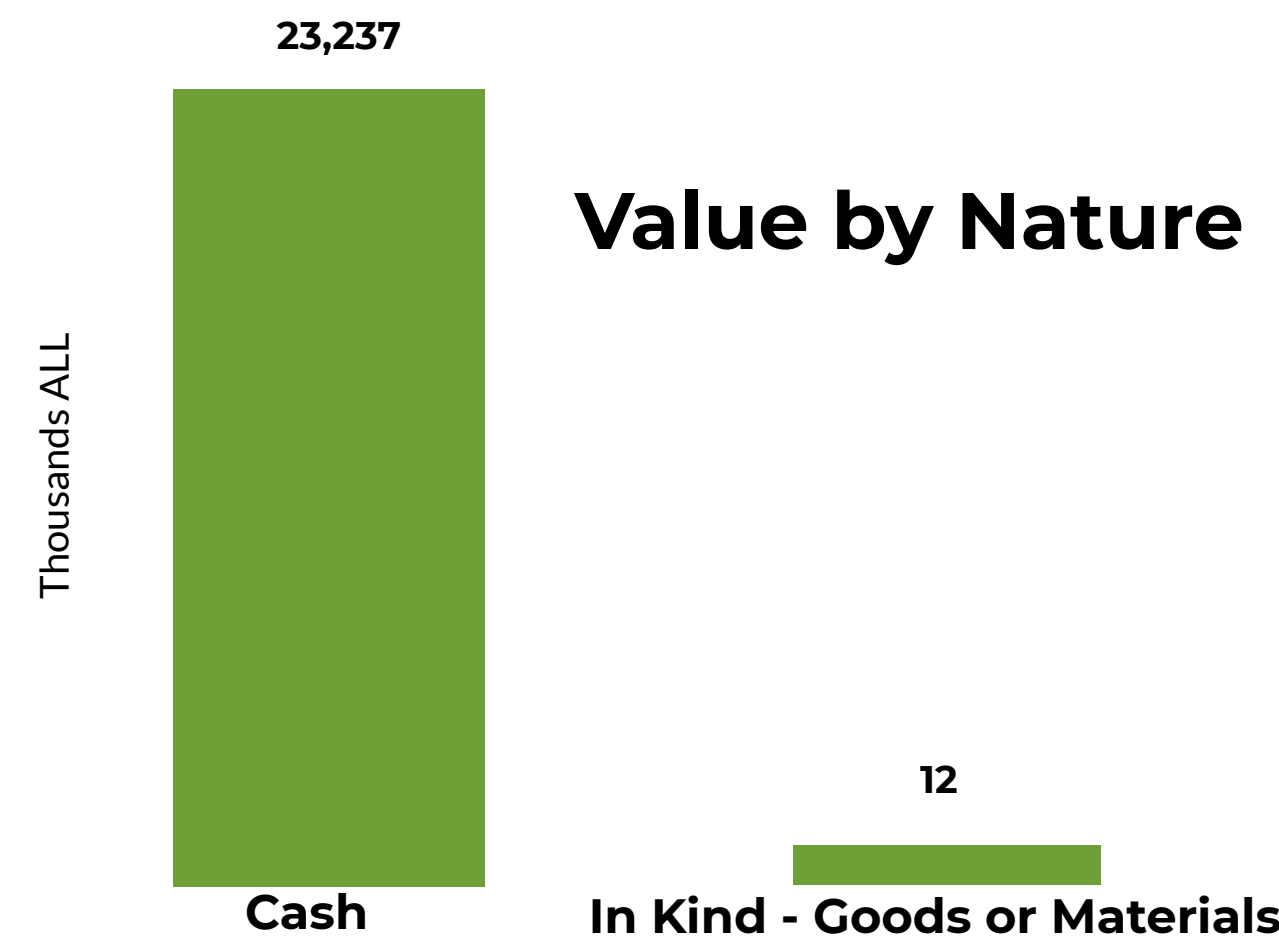


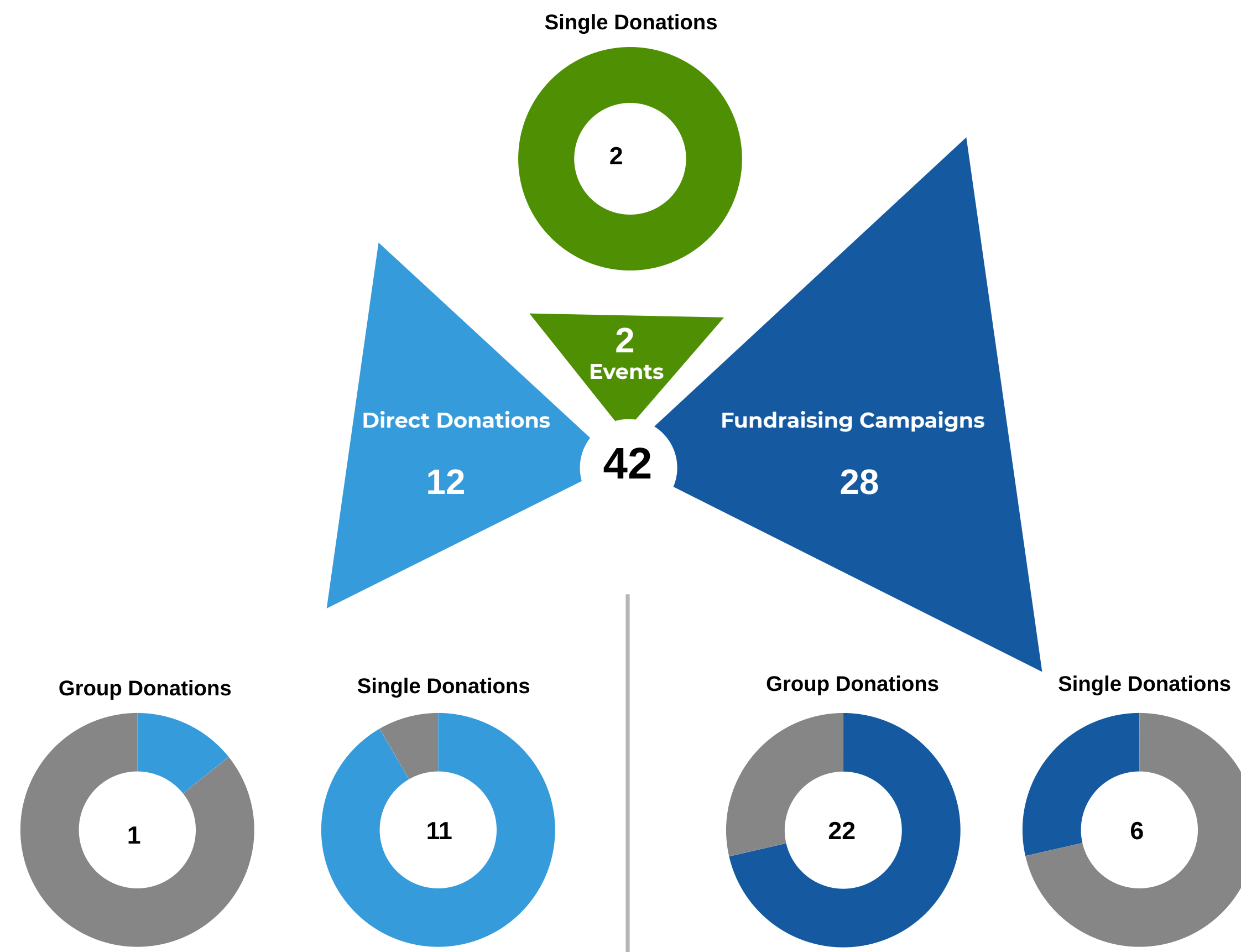
# Data on Philanthropic Activity

tracked through online and media platforms

April 2021



## Type of Donation



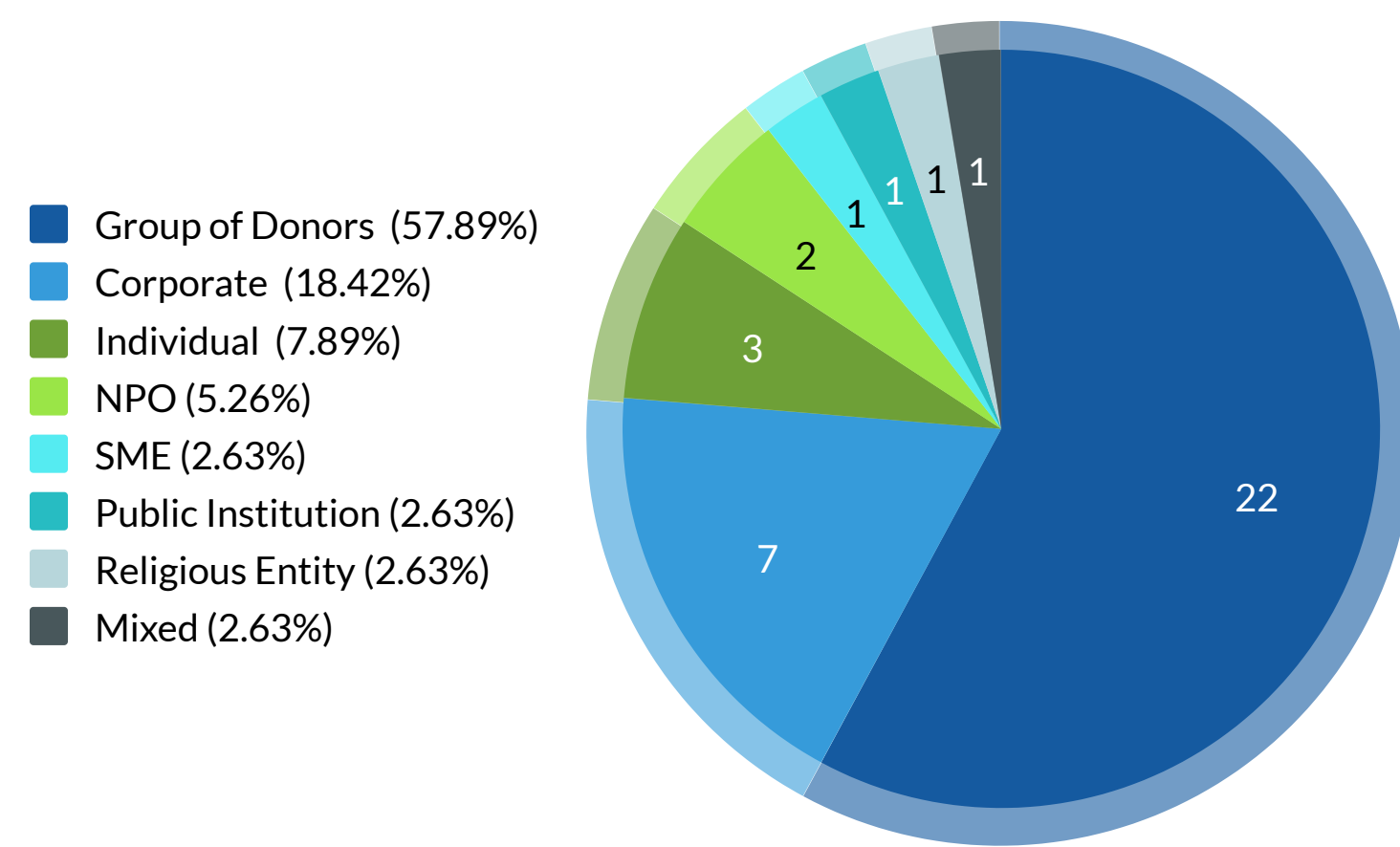
## Fundraising Campaigns

- 6 Call for Donations
- 7 Mega Campaigns
- 1 Visual Media Campaigns
- 12 Online Crowdfunding Campaigns
- 2 Social media & online crowdfunding campaigns

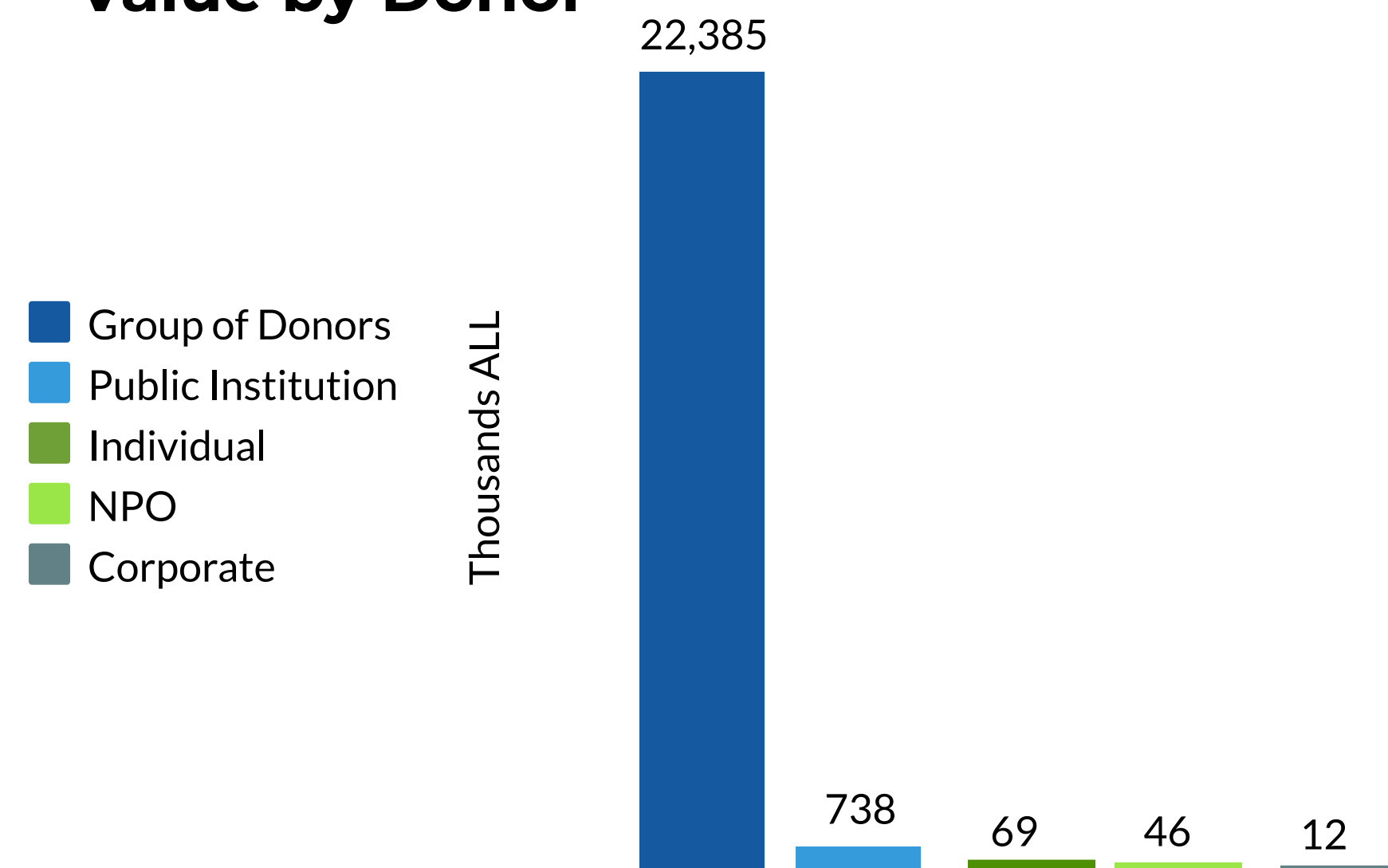
## Events

- 2 Live Event

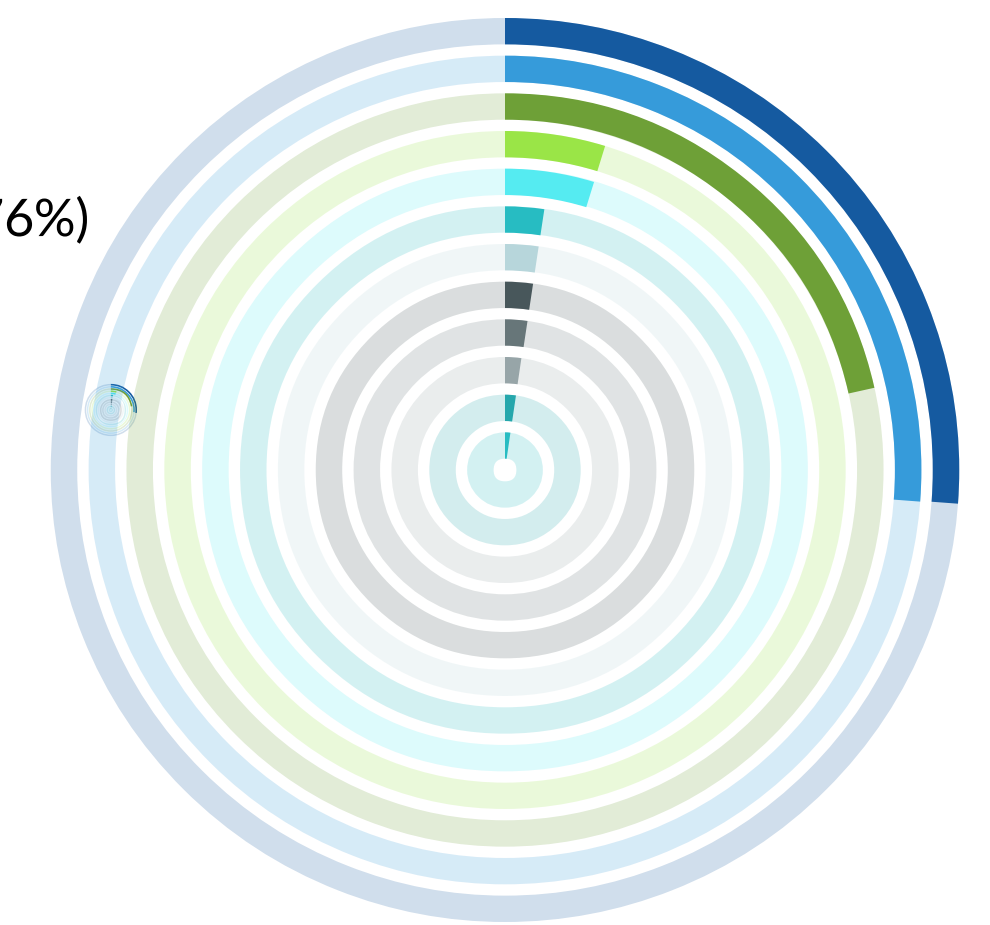
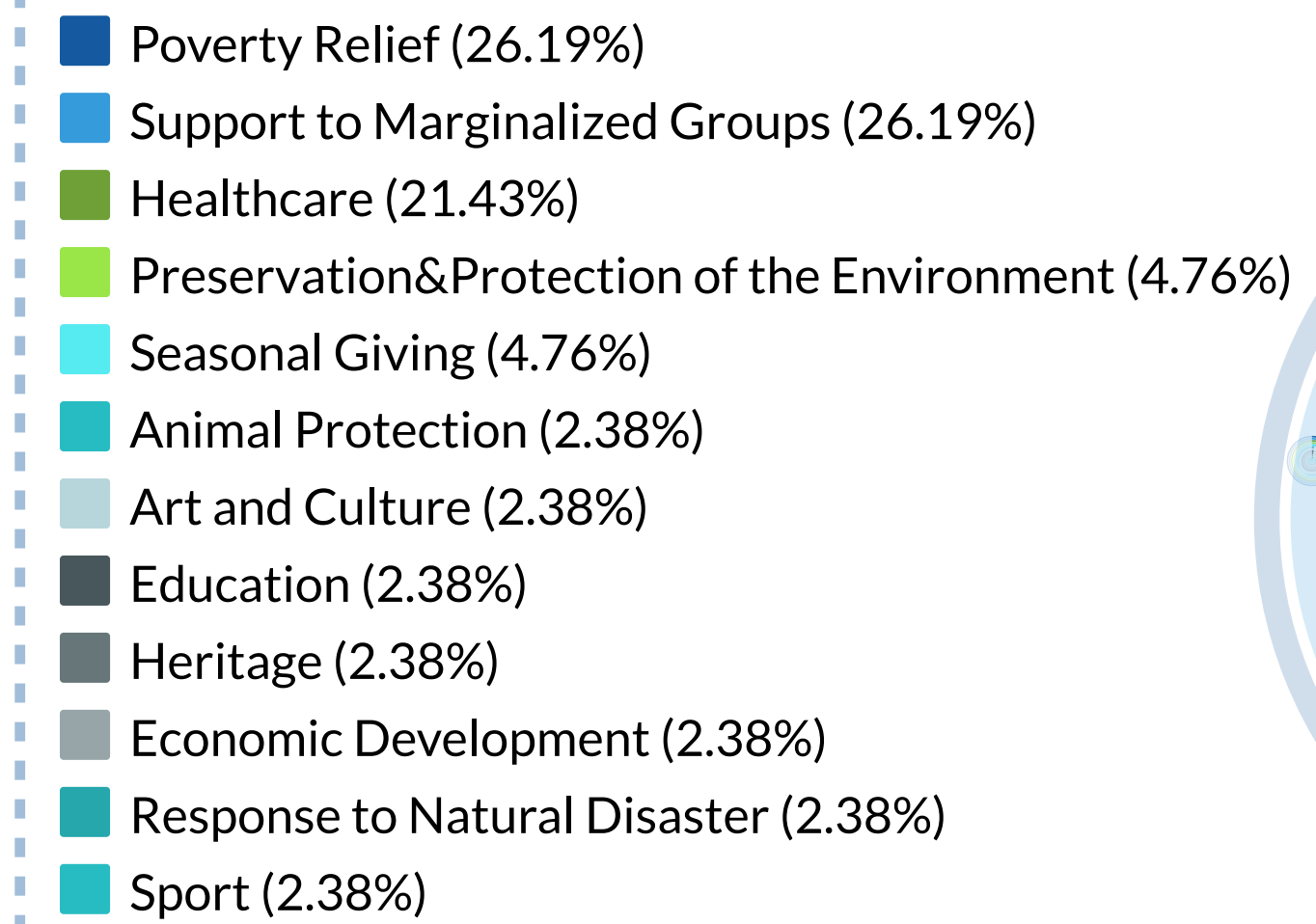
## Number of Donors\*



## Value by Donor

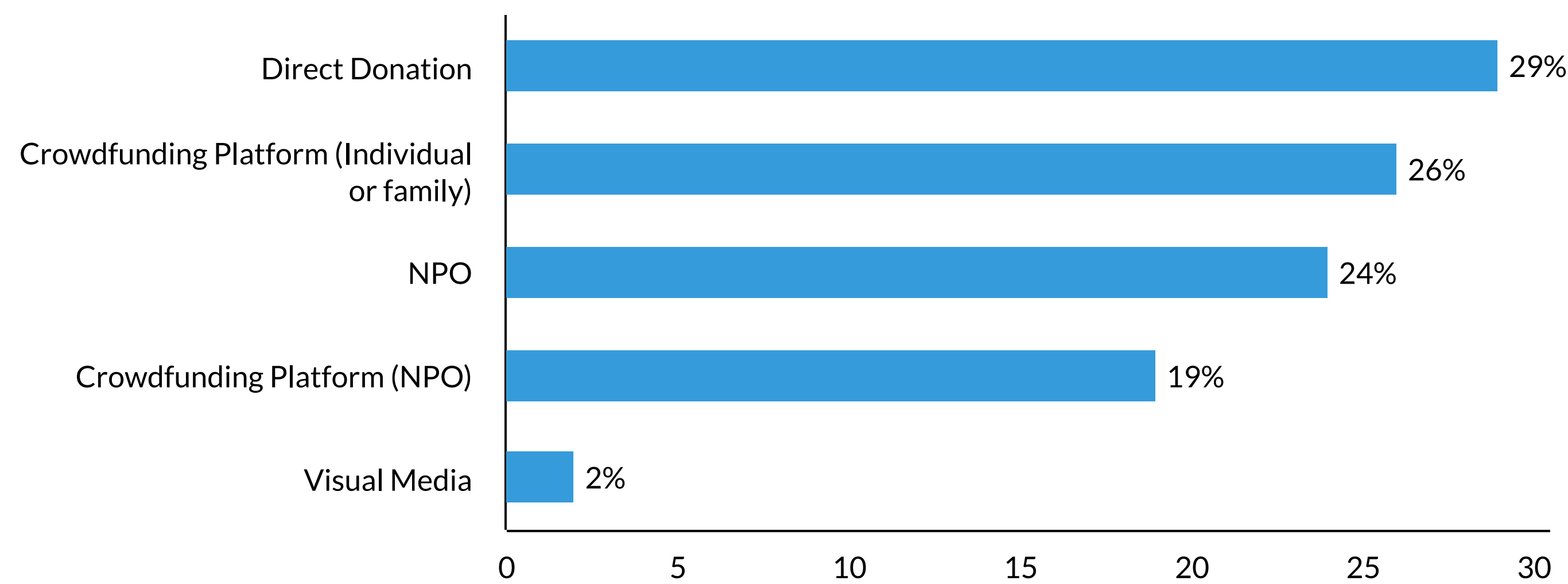


## Purpose of Donation

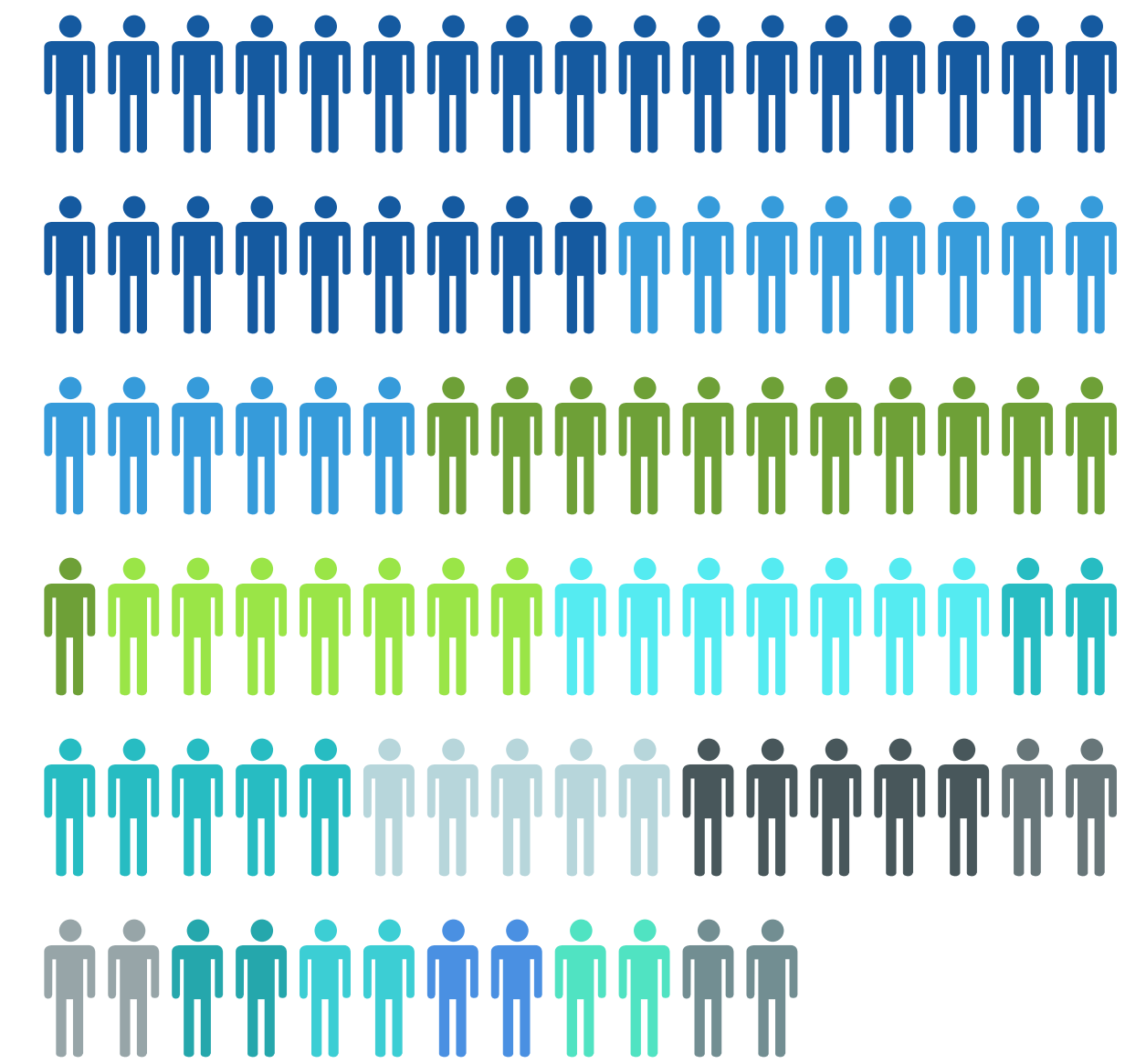
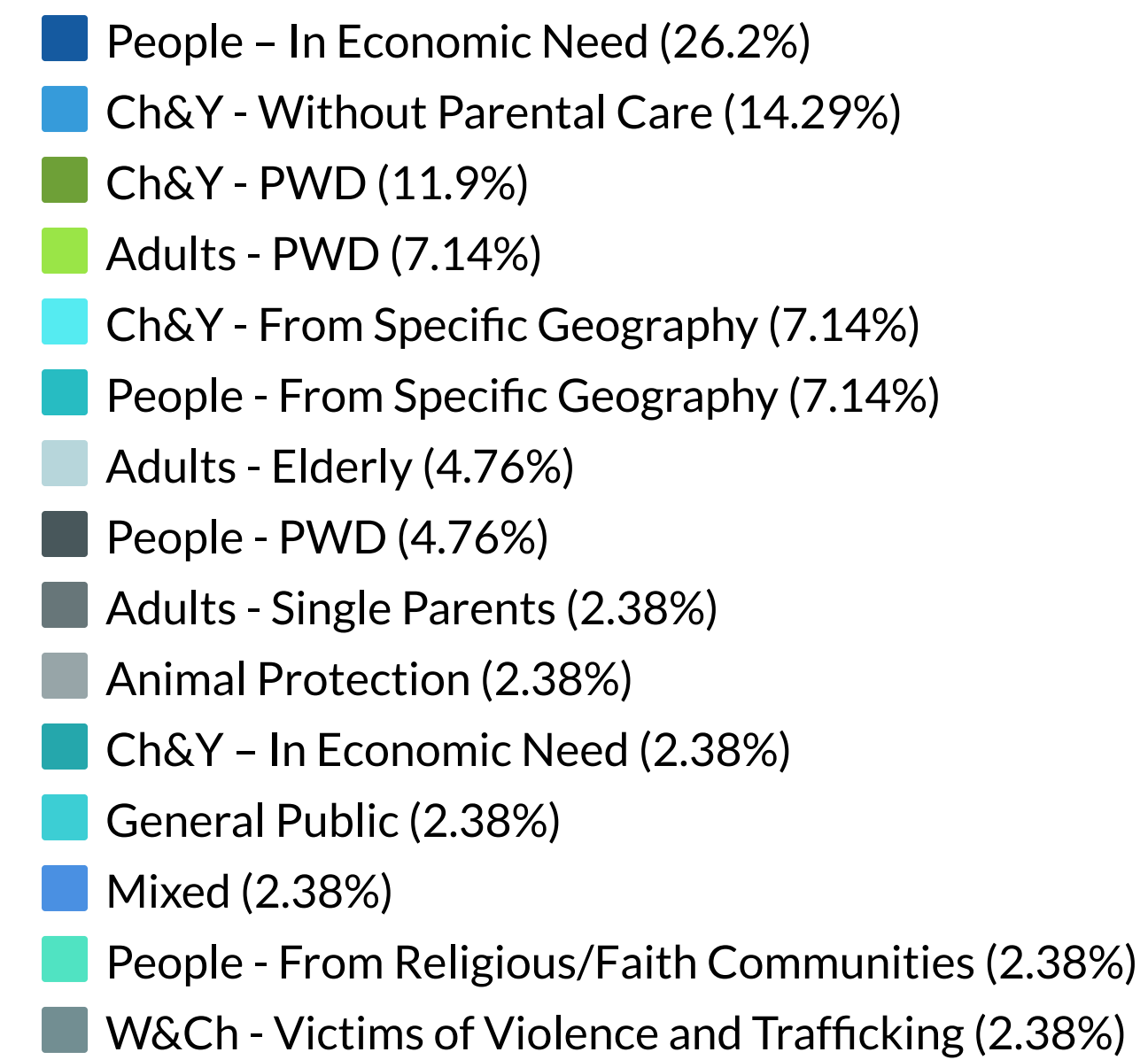


\*In the framework of this analysis donors are calculated only once regardless of the number of donations carried out during all the monitoring process.

## Channels of Donation



## Final Beneficiaries



## 3 main DONORS by value

### #1 Group of Donors - 7,967,798 ALL

Online crowdfunding campaign aiming to help people in a vulnerable situation of any kind in Albania.

### #2 Group of Donors - 6,240,763 ALL

Online crowdfunding campaign "Save Alea!" aiming to raise funds for 3-year-old Alea suffering from cancer.

### #3 Group of Donors - 2,090,830 ALL

A campaign which culminated with the reconstruction of a new home for the singer Luljeta Përbasha ! The campaign was publicized on both national and international media outlets and brought together numerous donors.

## Main DONORS by number

#1 Credins Bank

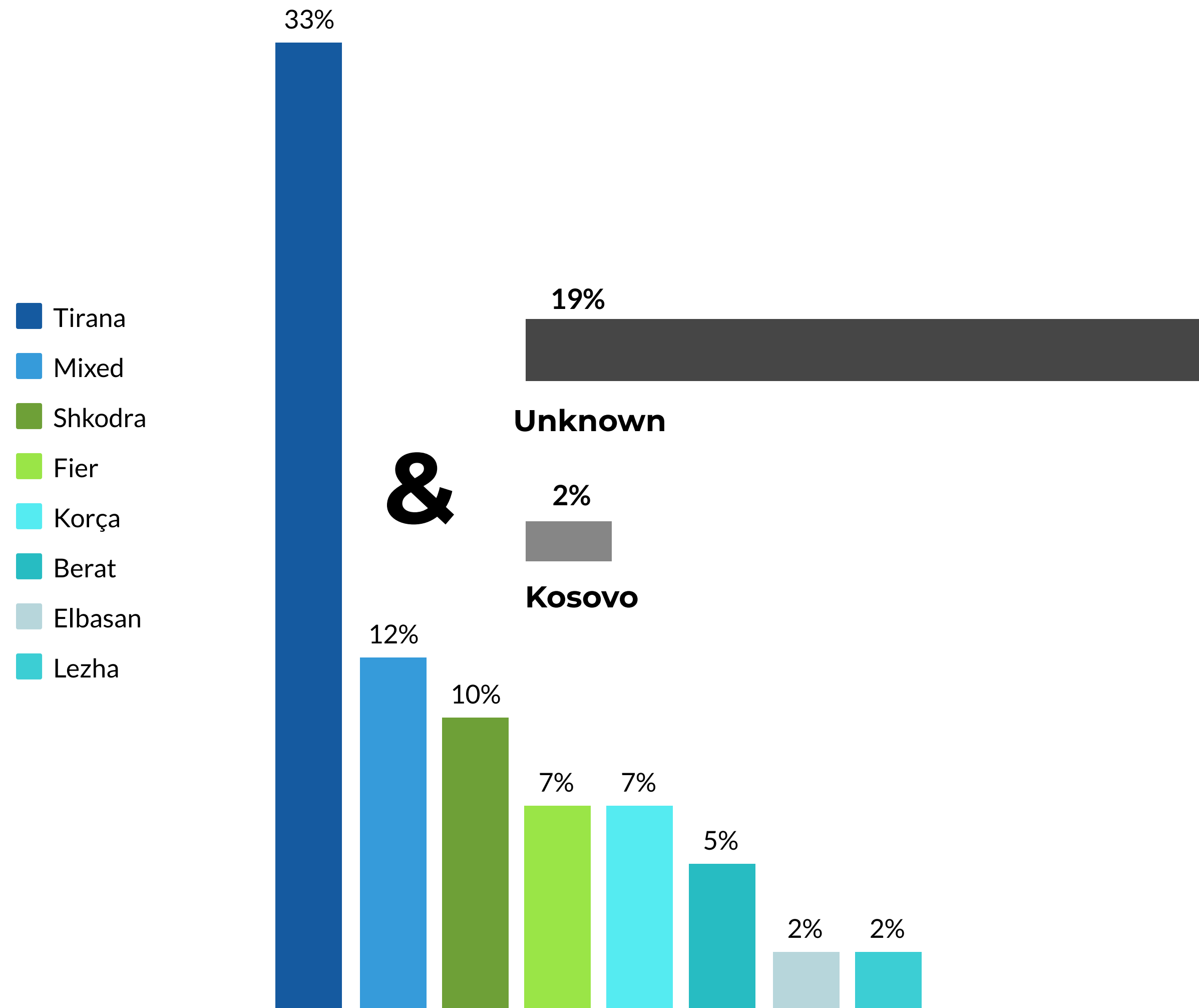
#2 Kelart Oehaj

#3 "Shpresë për Botën" Foundation

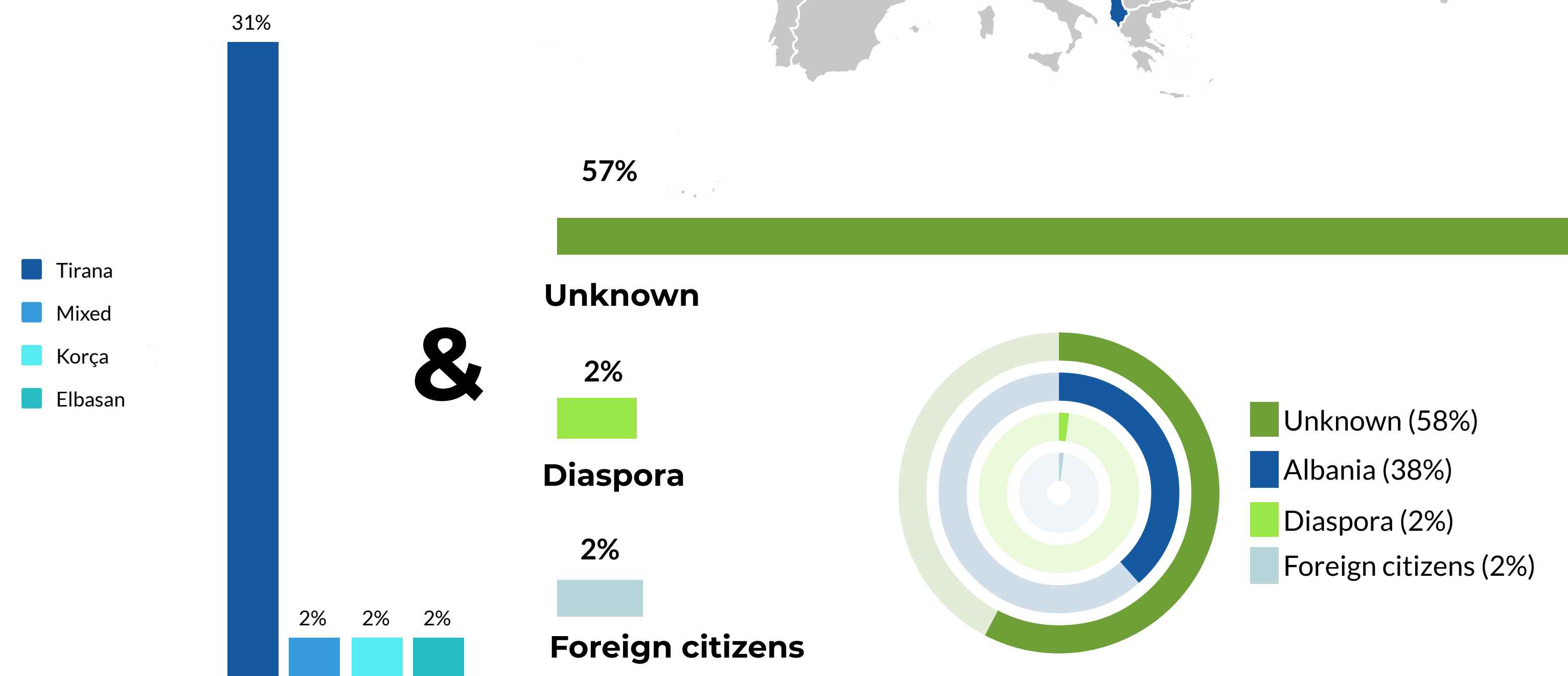
# Geographic Coverage of Donations



## Beneficiaries



## Donors



- 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
- Mega Campaign** - Campaigns promoted on many platforms simultaneously (crowdfunding, social media, visual media, etc.)
- 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

