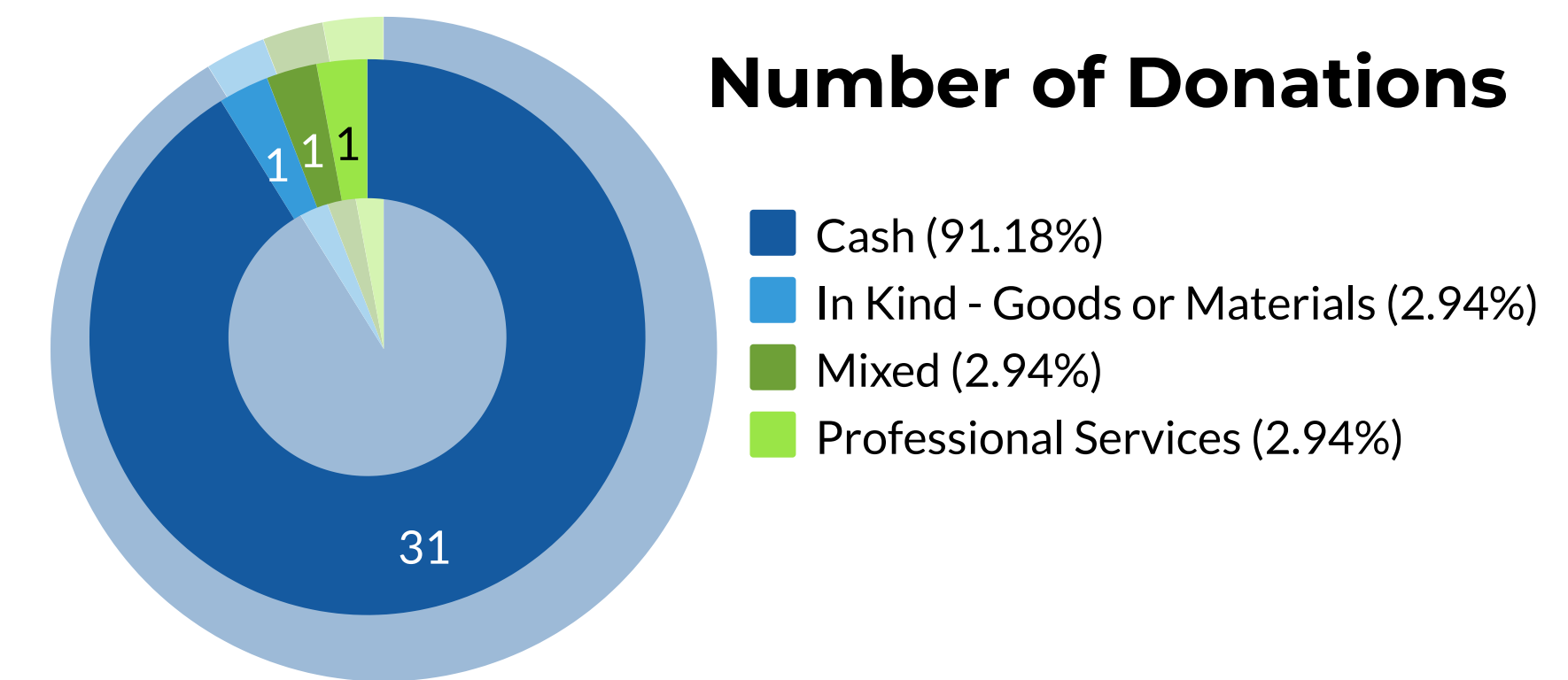
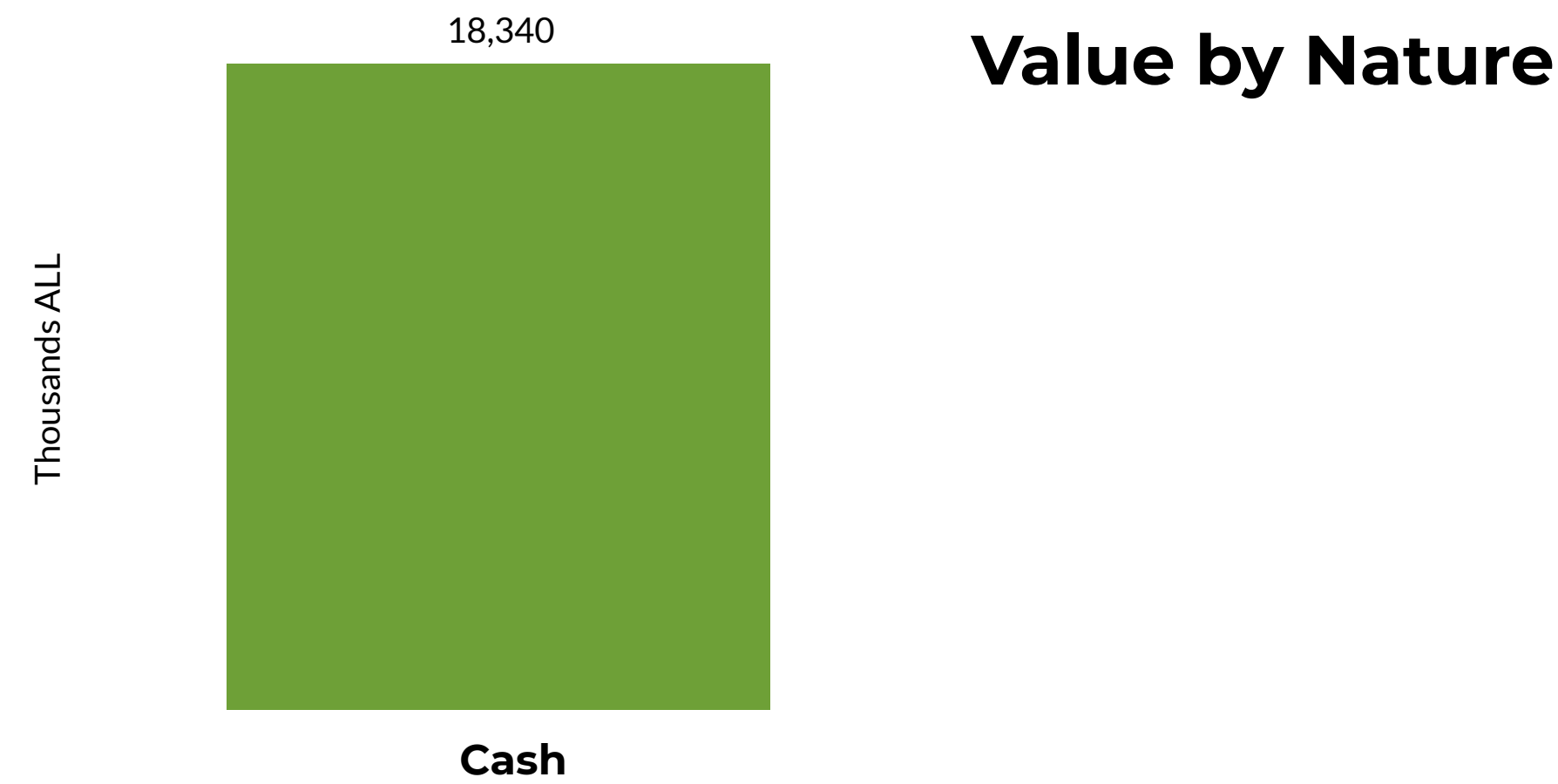


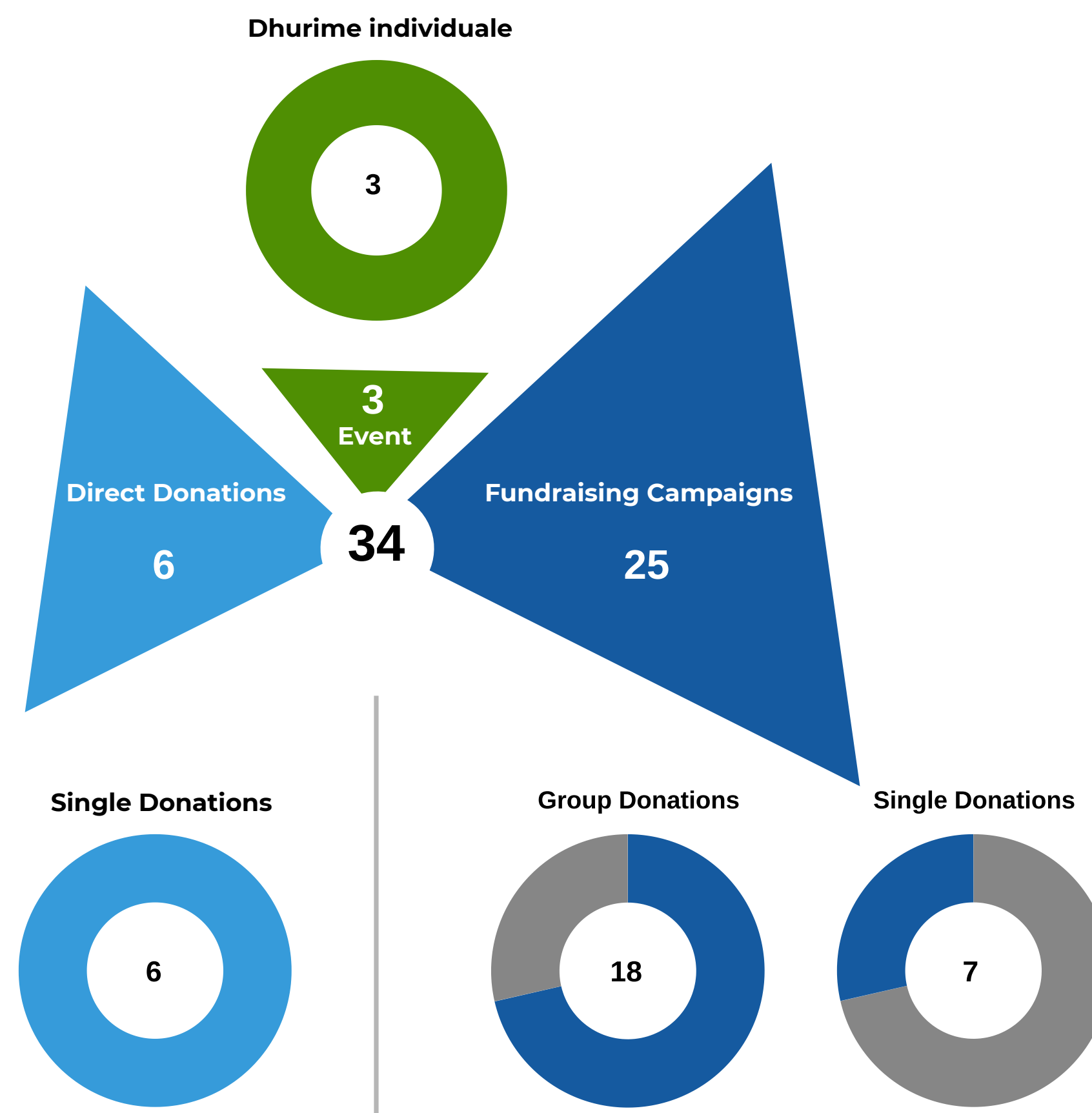
Data on Philanthropic Activity

tracked through online and media platforms

March 2021



Type of Donation



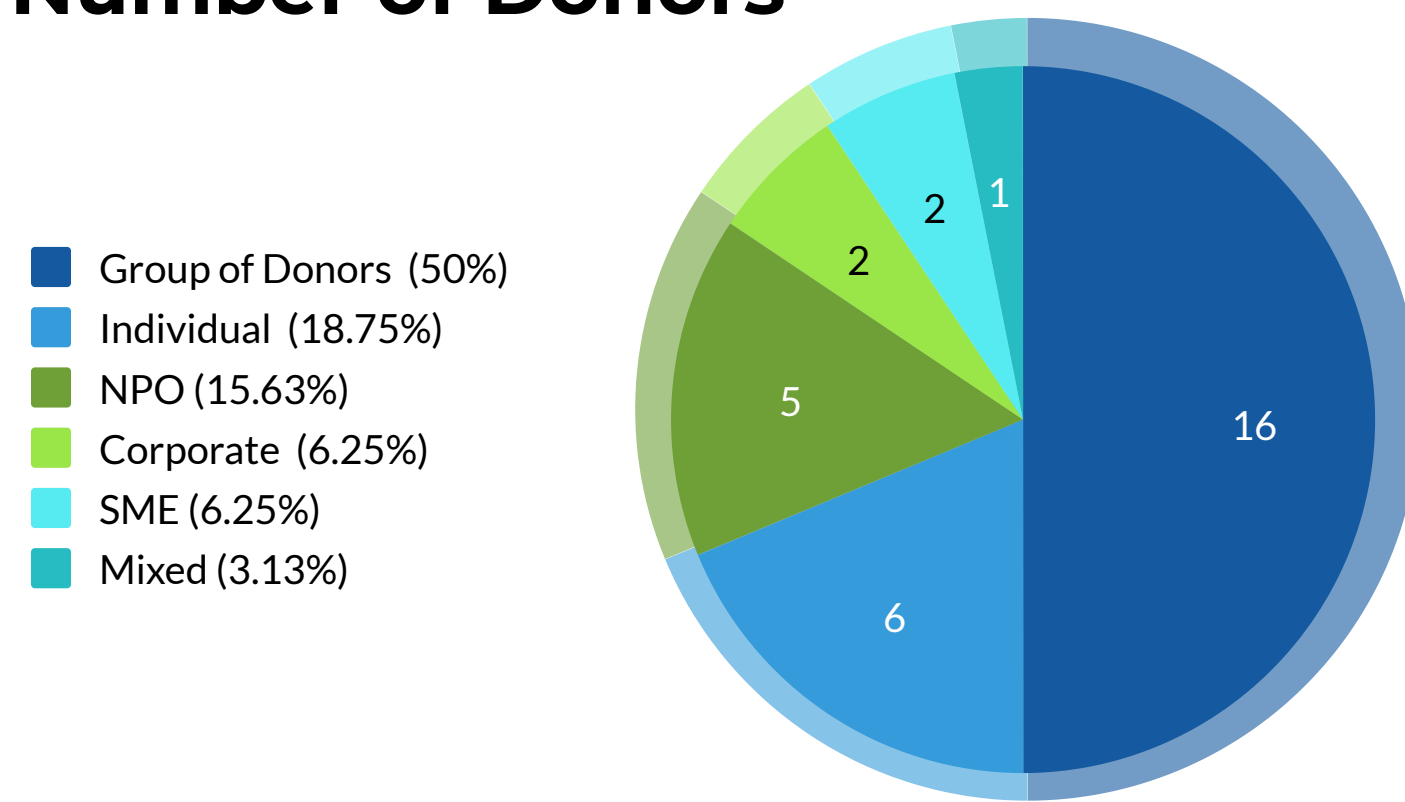
Fundraising Campaigns

- 6 Call for Donations
- 5 Mega Campaign
- 4 Visual Media Campaigns
- 8 Online Crowdfunding Campaigns
- 2 Social media & online crowdfunding campaigns

Events

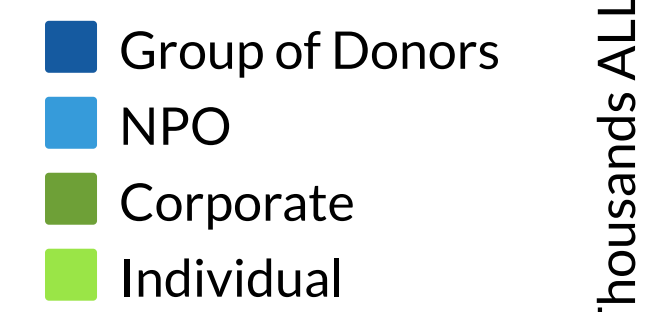
- 3 Live Event

Number of Donors*

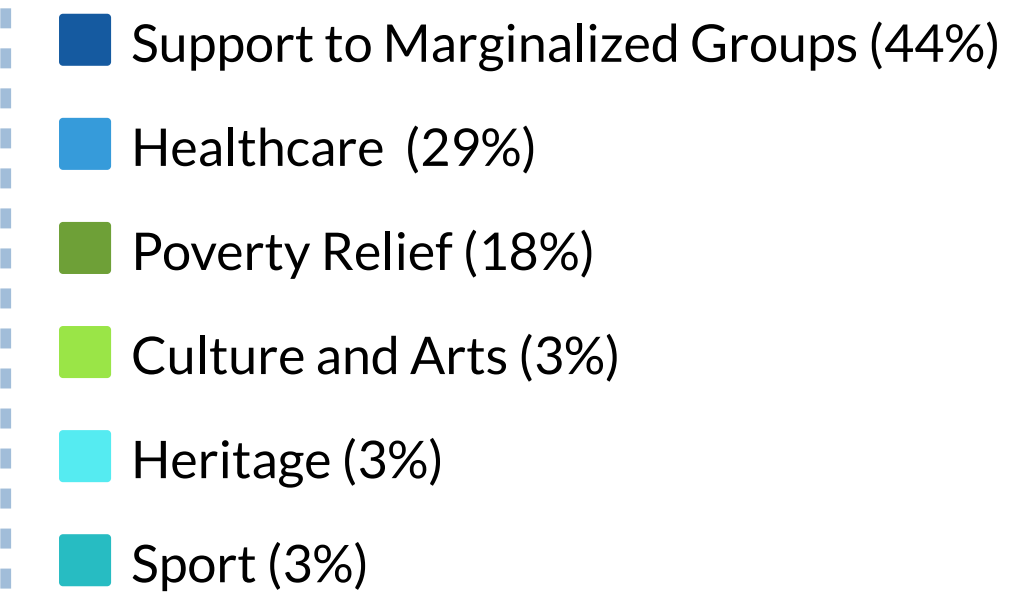


*In the framework of this analysis donors are calculated only once regardless of the number of donations carried out during all the monitoring process.

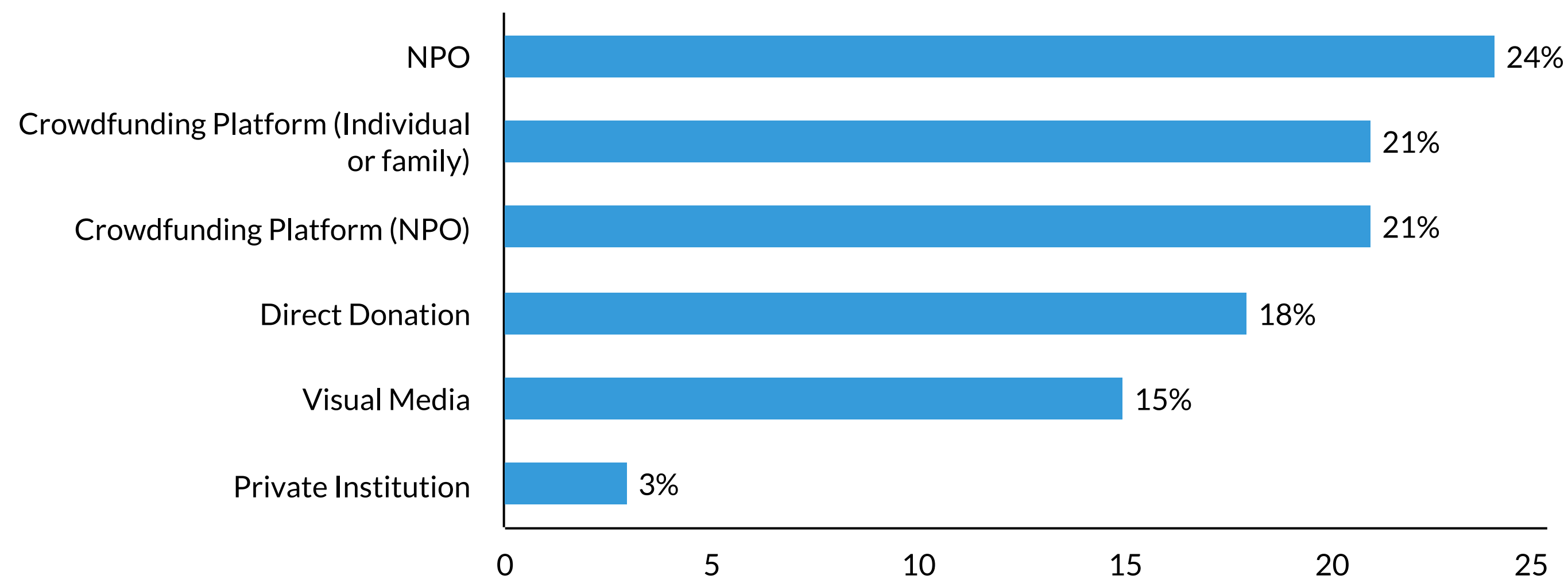
Value by Donor



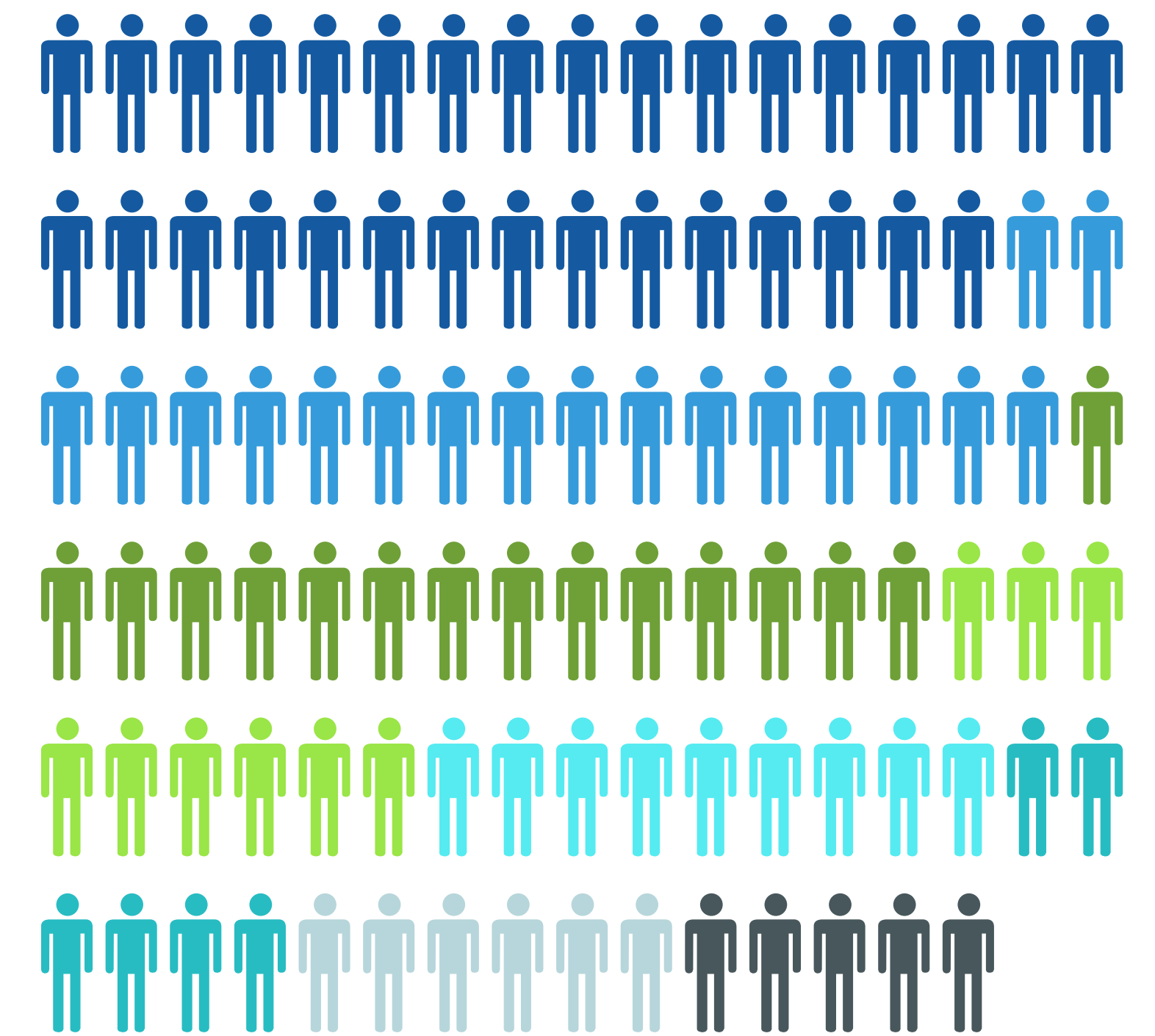
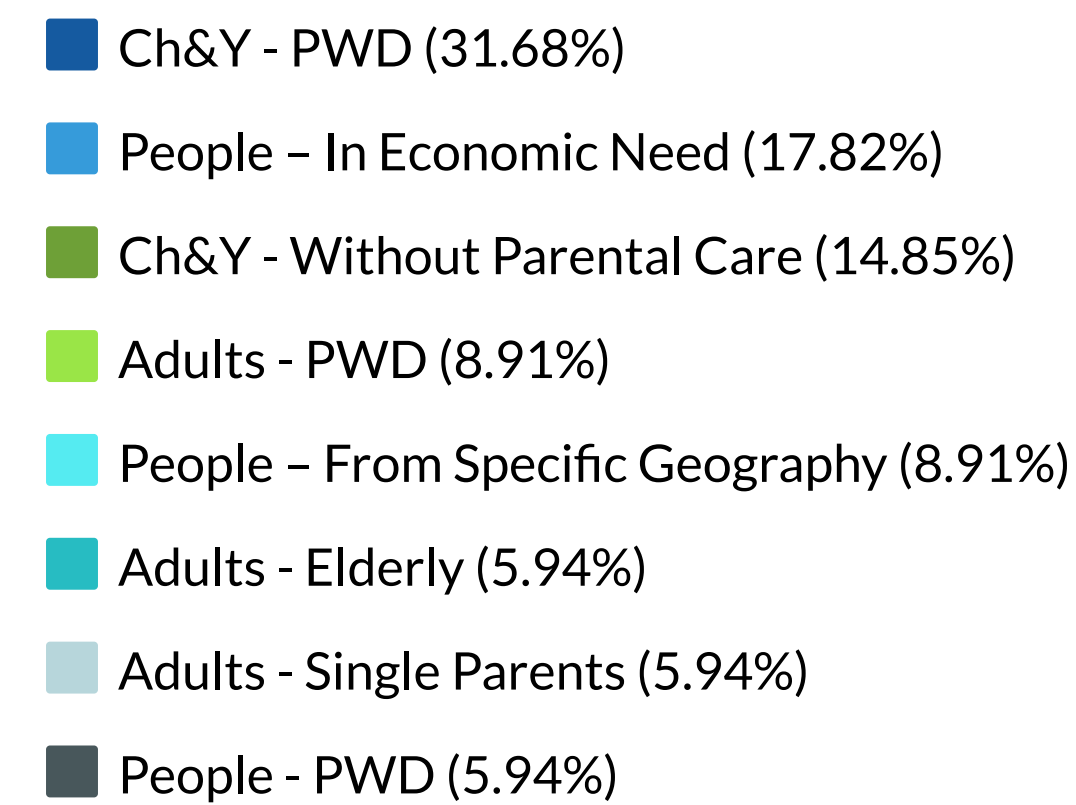
Purpose of Donation



Channels of Donation



Final Beneficiaries



3 main DONORS by value

#1 Group of Donors - 6,730,081 ALL

Online crowdfunding campaign "Support for Arjan Sala's family" aiming to raise funds for Arian's family, whom tragically lost his life while on duty in order to save his co-workers

#2 Group of Donors - 6,058,867 ALL

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

#3 Group of Donors - 1,545,781 ALL

Online crowdfunding campaign for building a house for a family in economic need in Shkoder

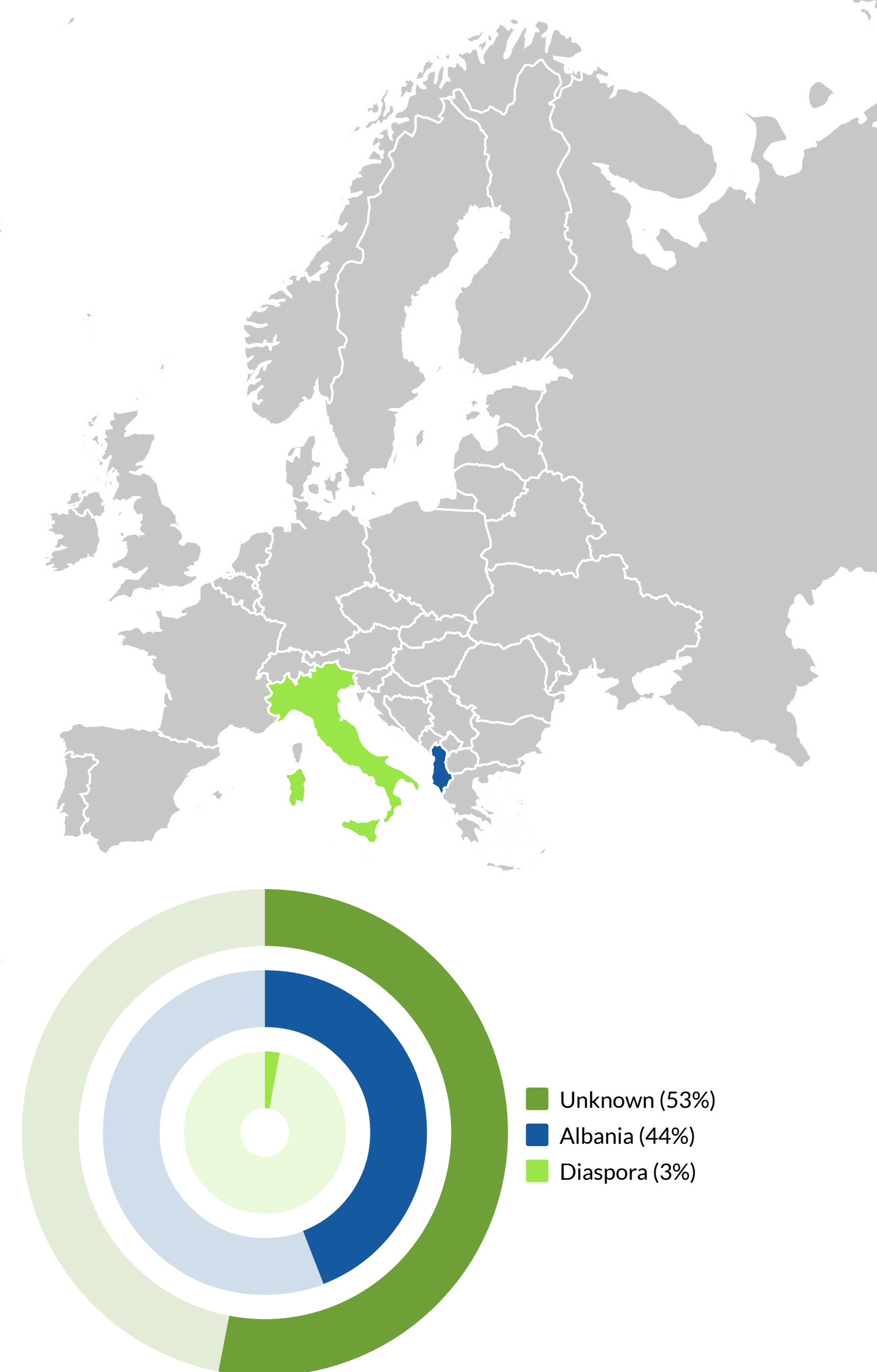
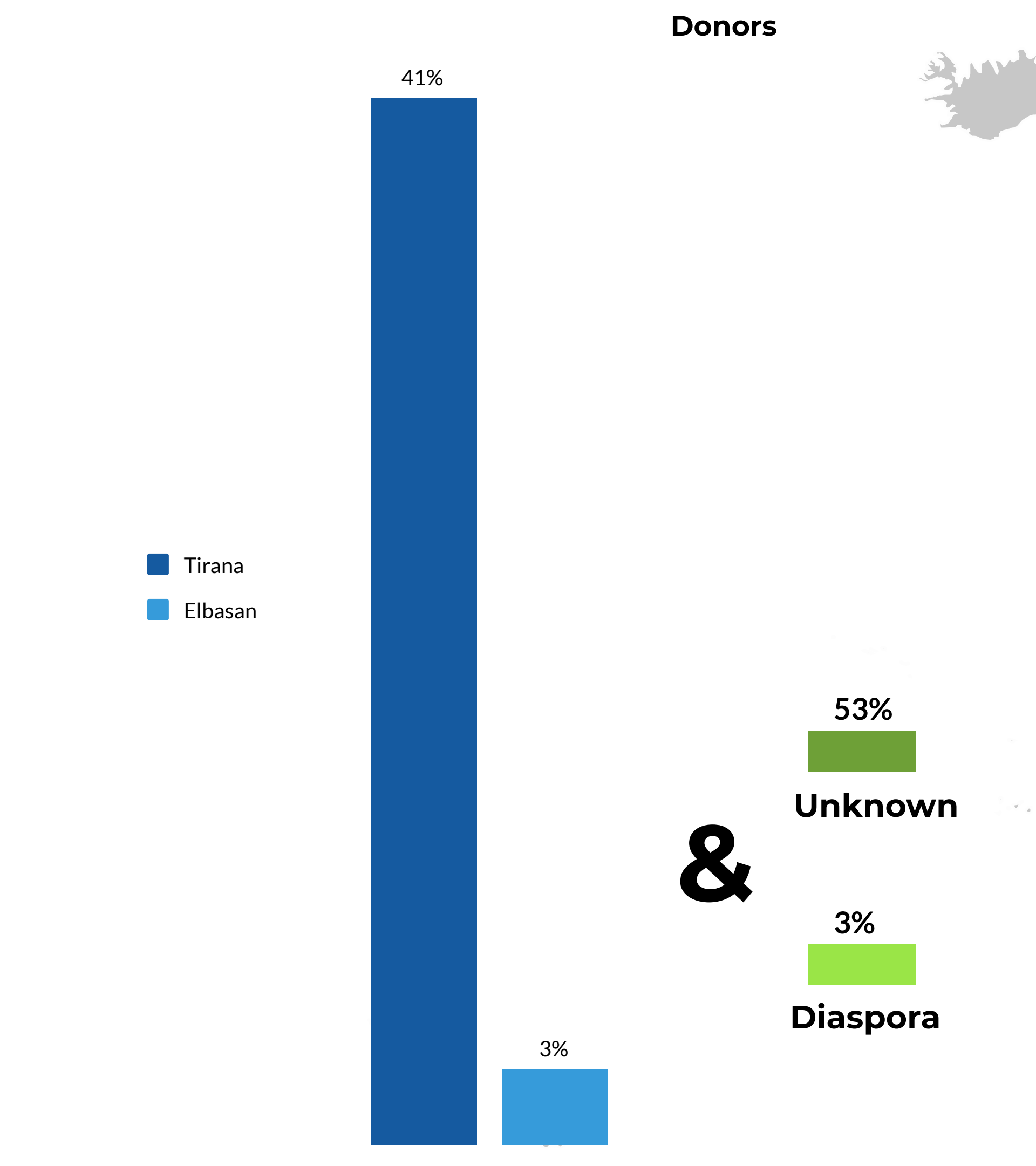
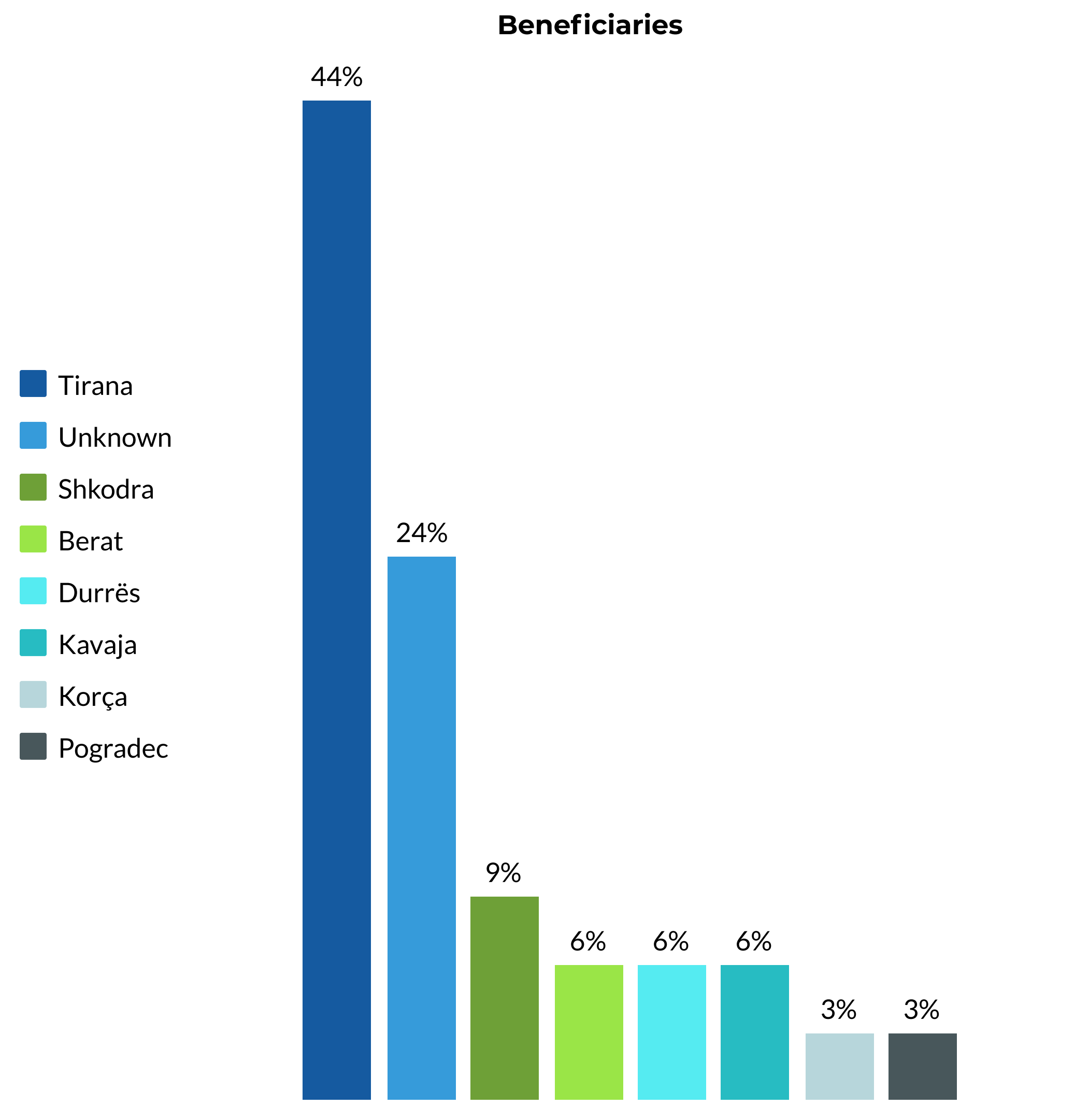
Main DONORS by number

#1 Group of Donors

#2 Credins Bank

#3 "Shpresë për Botën" Foundation

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
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

