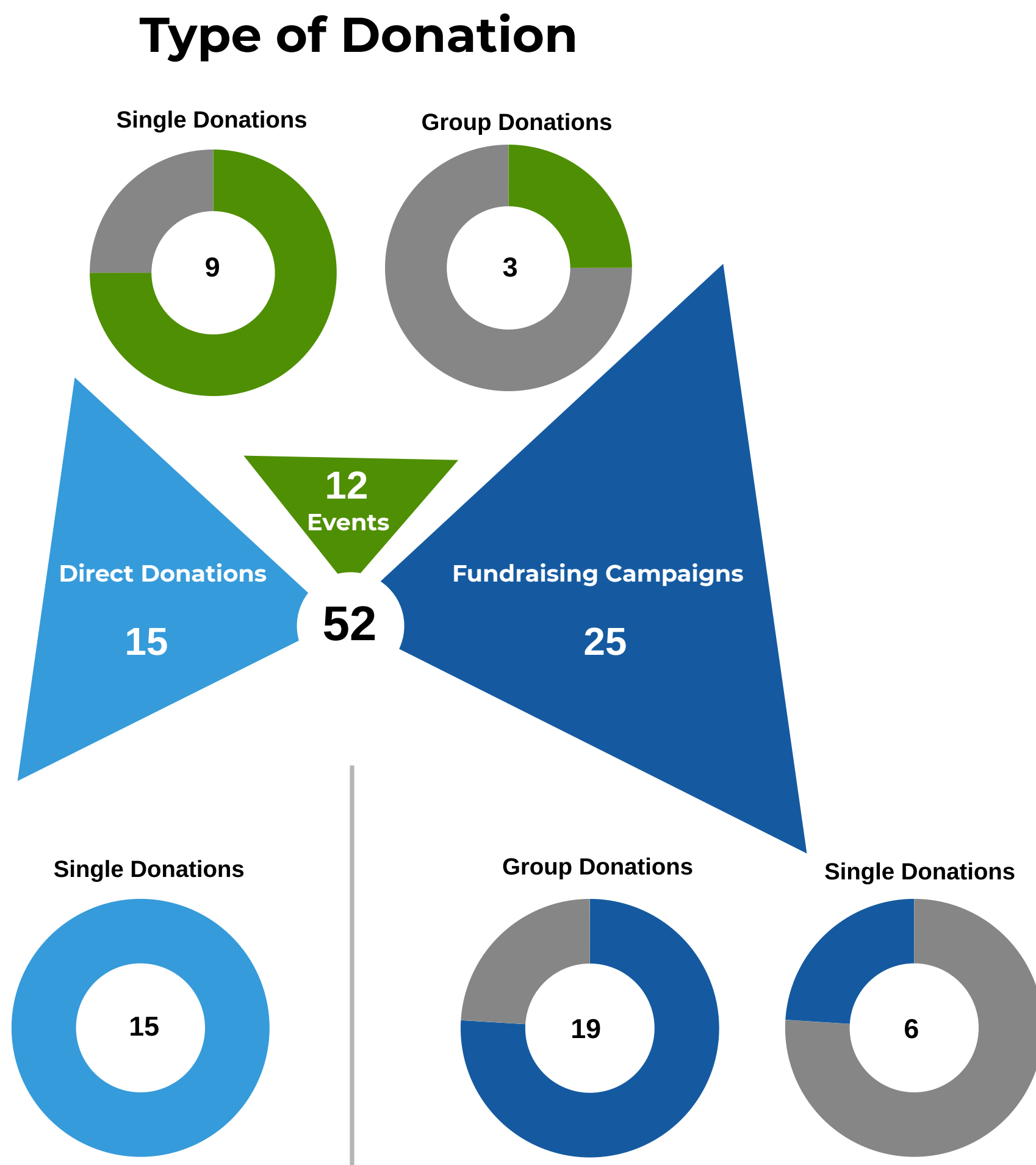
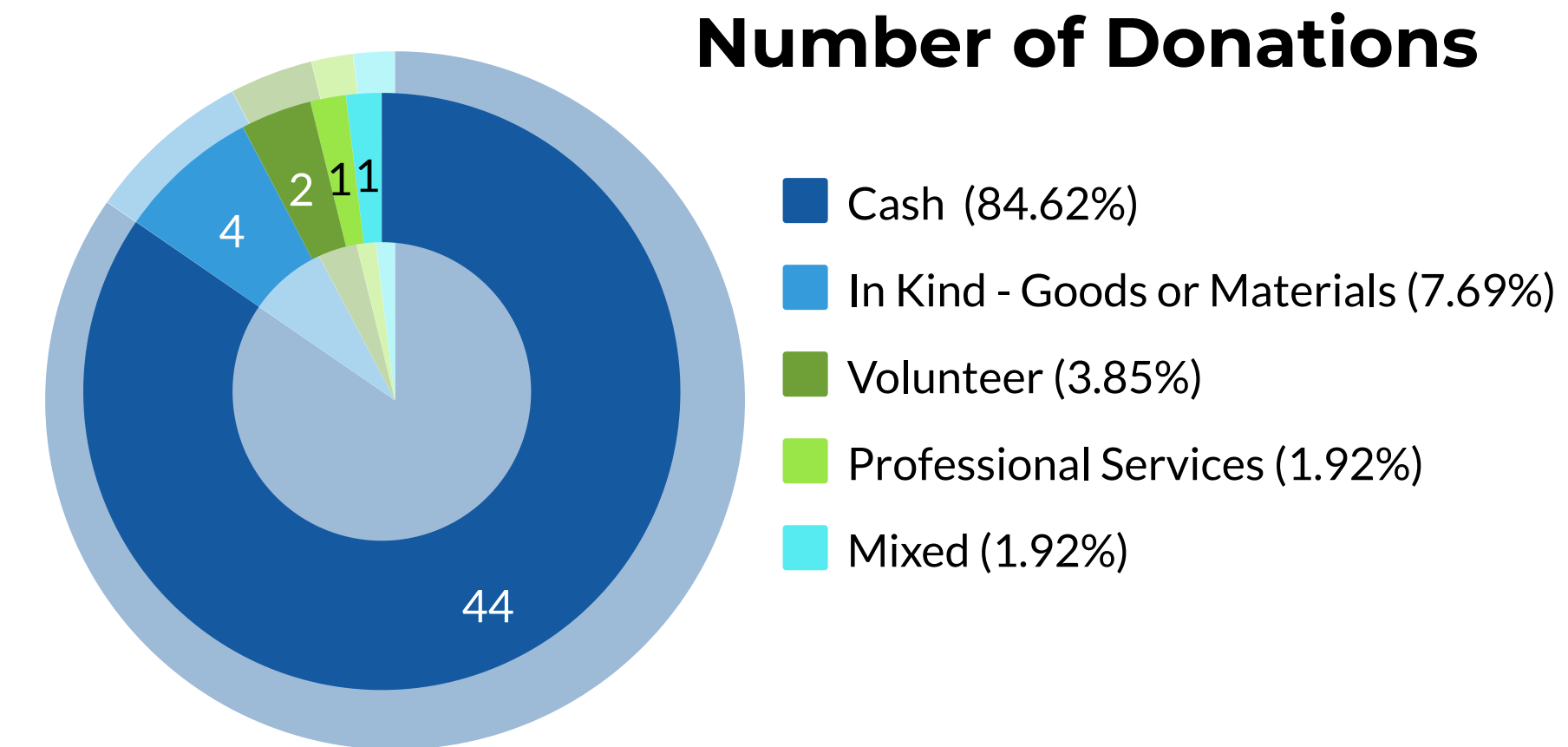
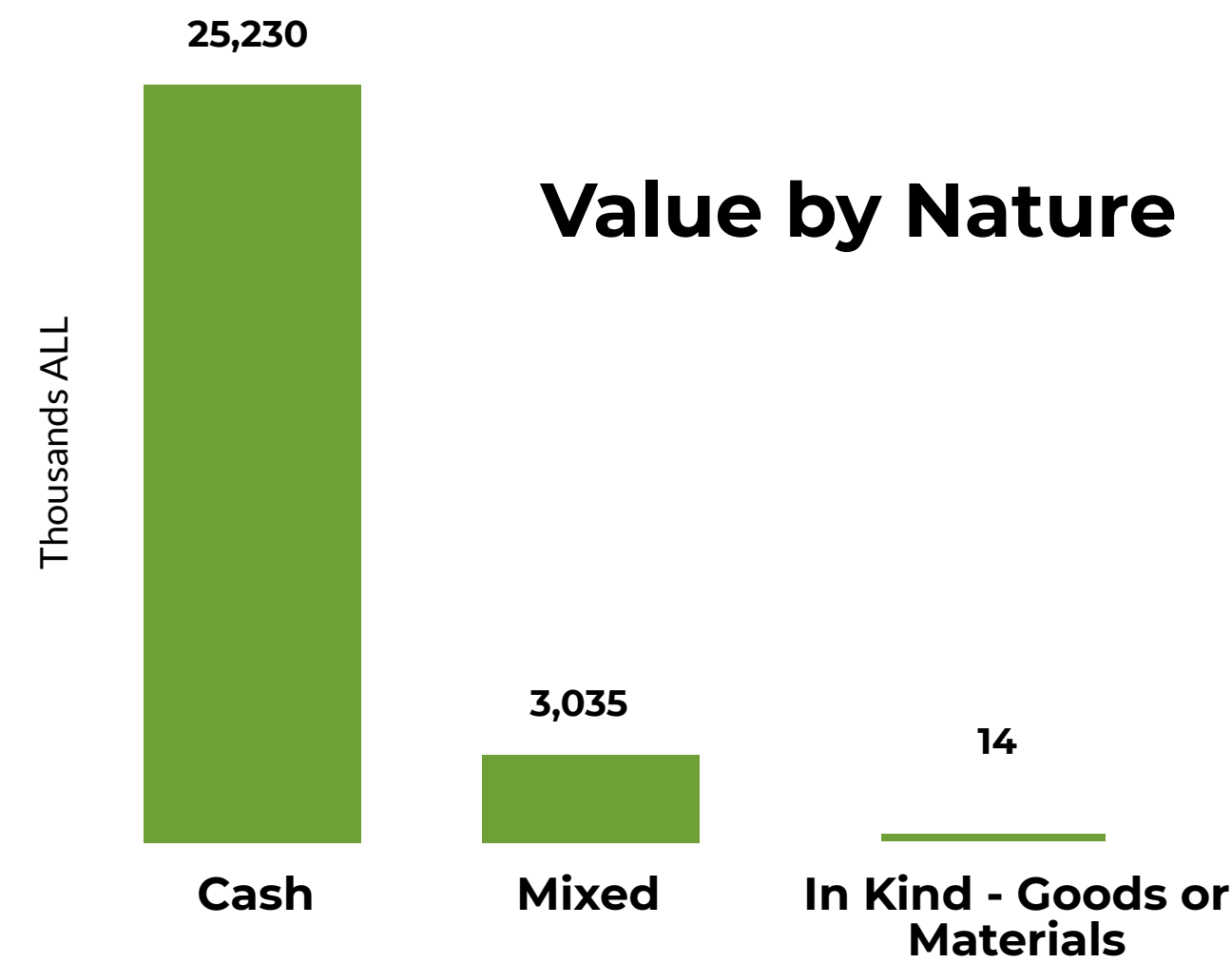


Data on Philanthropic Activity

tracked through online and media platforms

June 2021



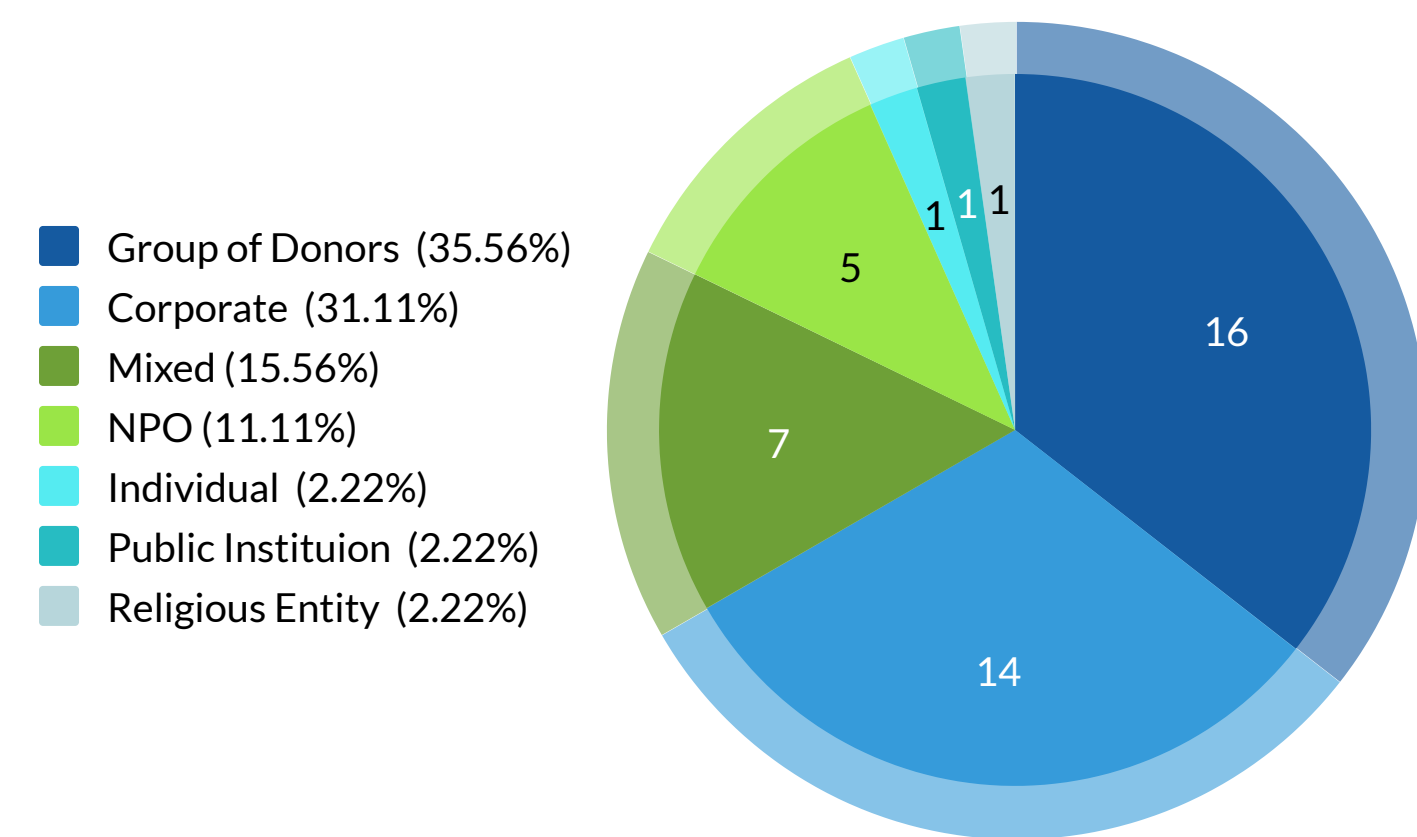
Fundraising Campaigns

- 5 Call for Donations
- 1 Social Media Campaigns
- 1 Visual Media Campaigns
- 8 Mega Campaigns
- 4 Online Crowdfunding Campaigns
- 6 Facebook Social Impact Platform

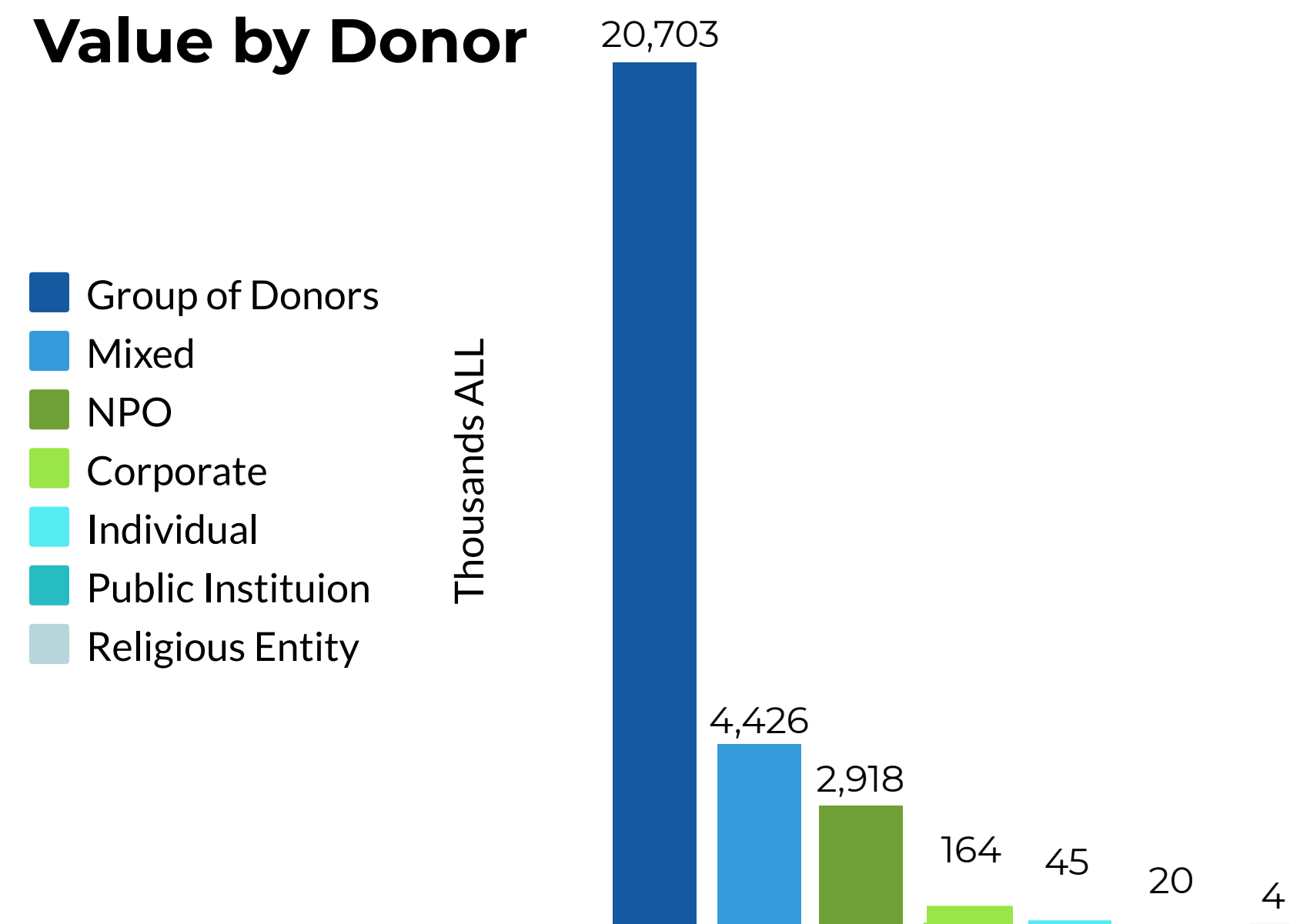
Events

12 Live Event

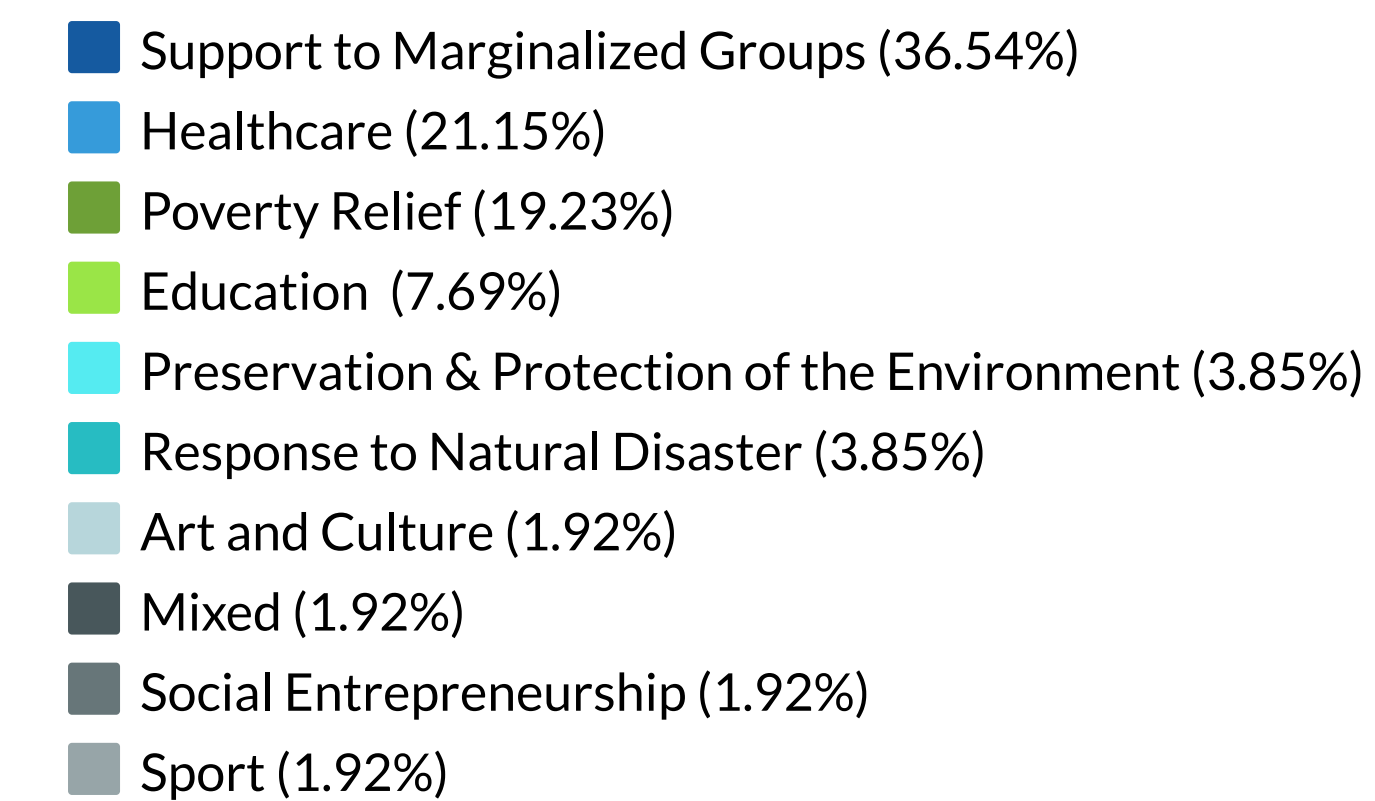
Number of Donors*



Value by Donor

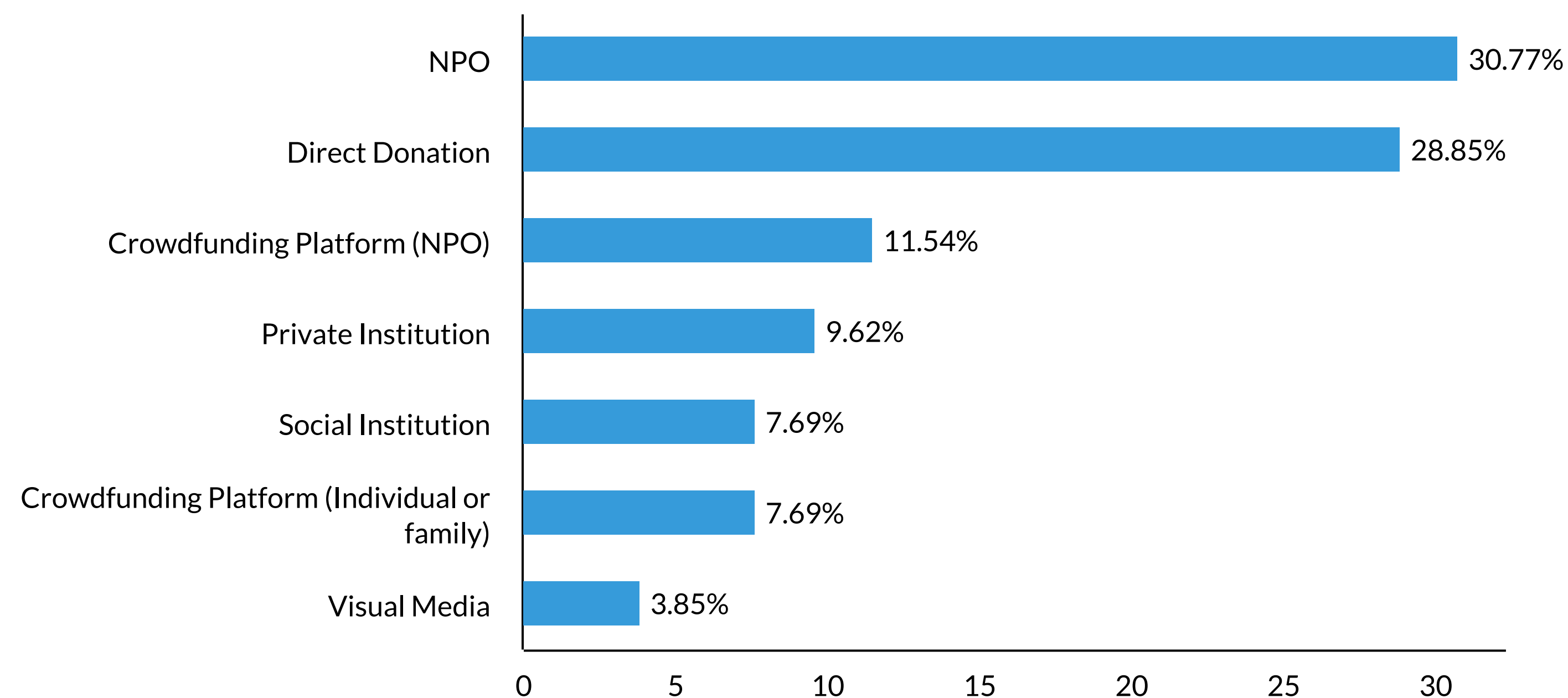


Purpose of Donation

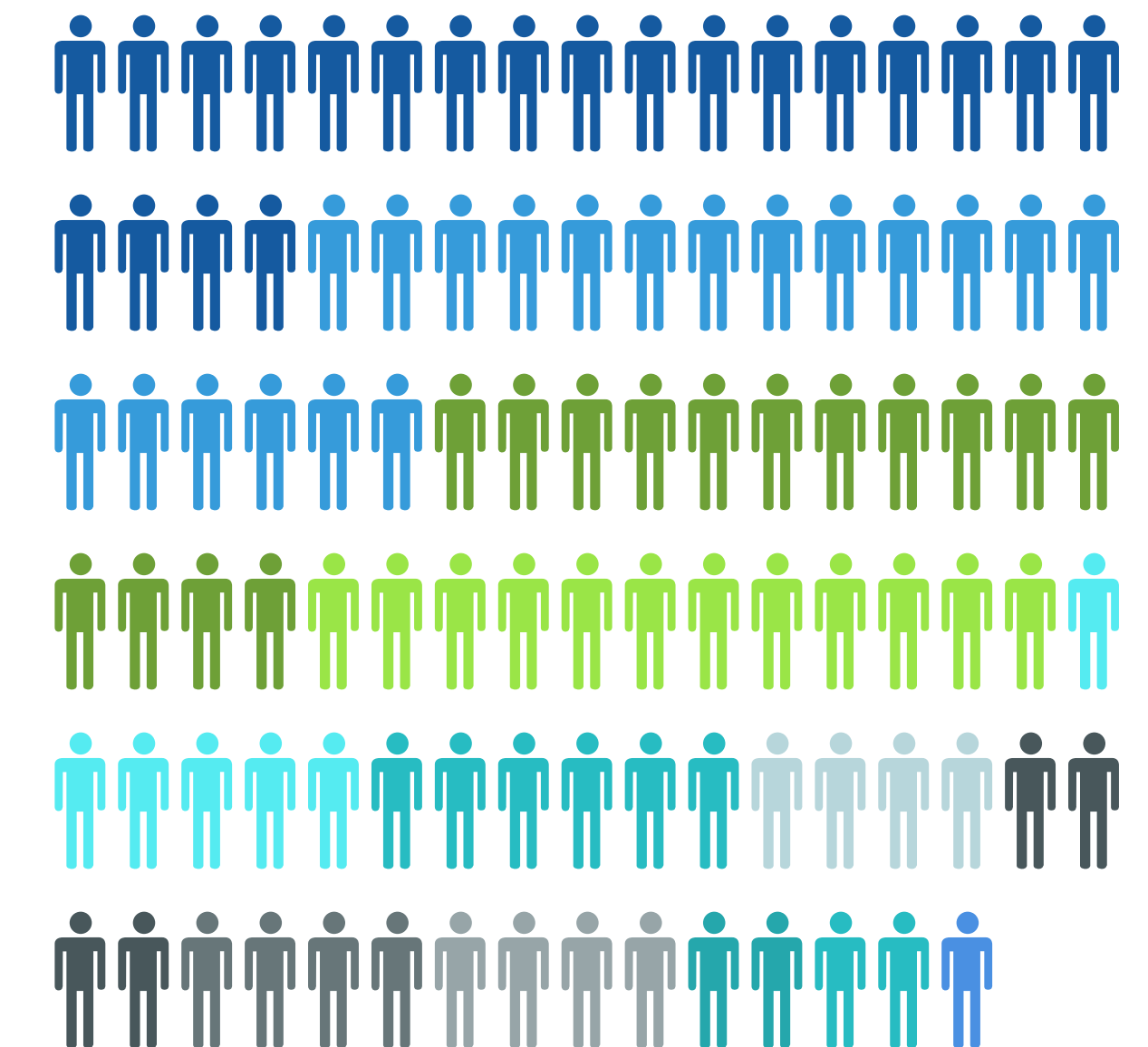
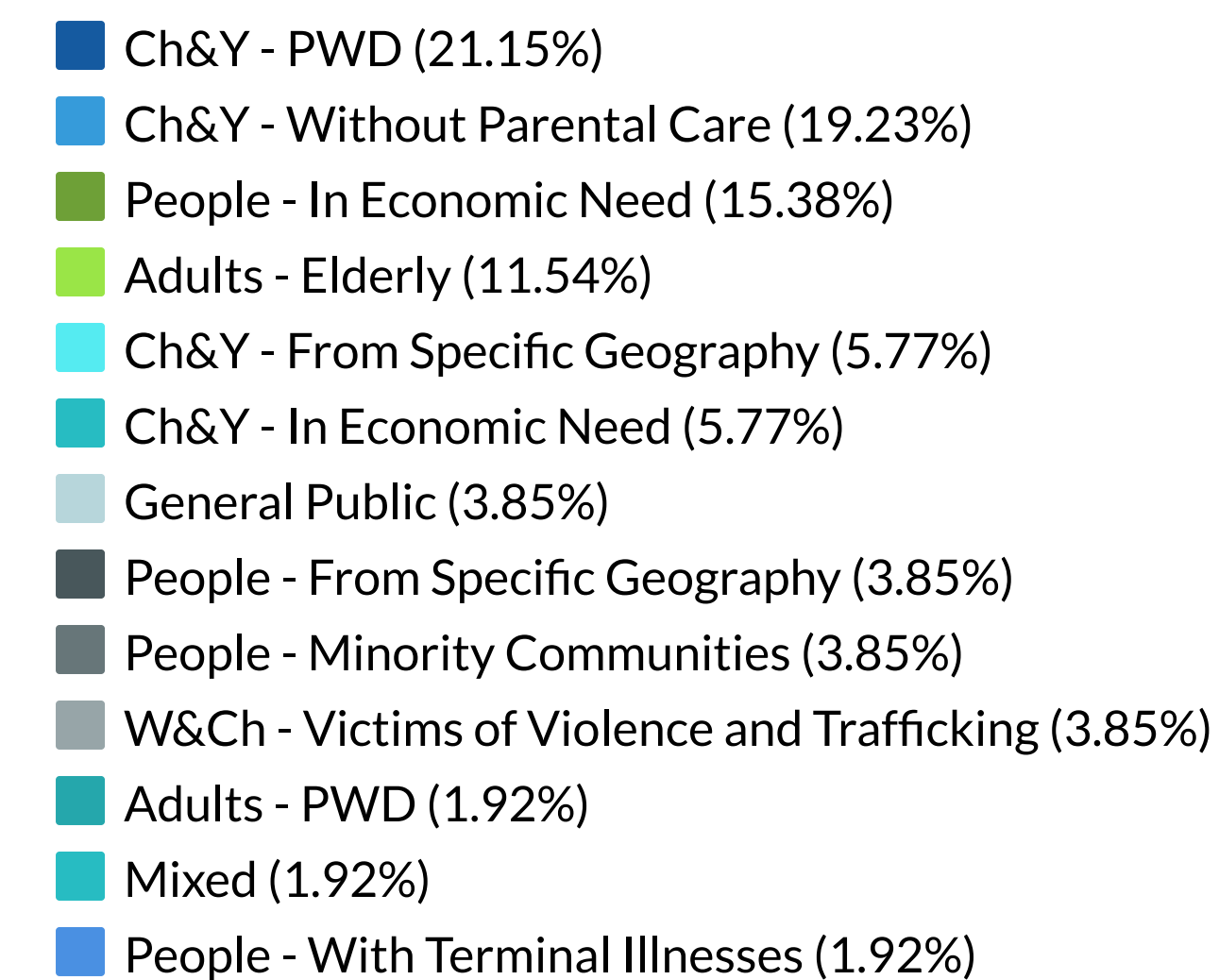


*In the framework of this analysis donors are calculated only once regardless of the number of donations carried out during all the monitoring process.

Channels of Donation



Final Beneficiaries



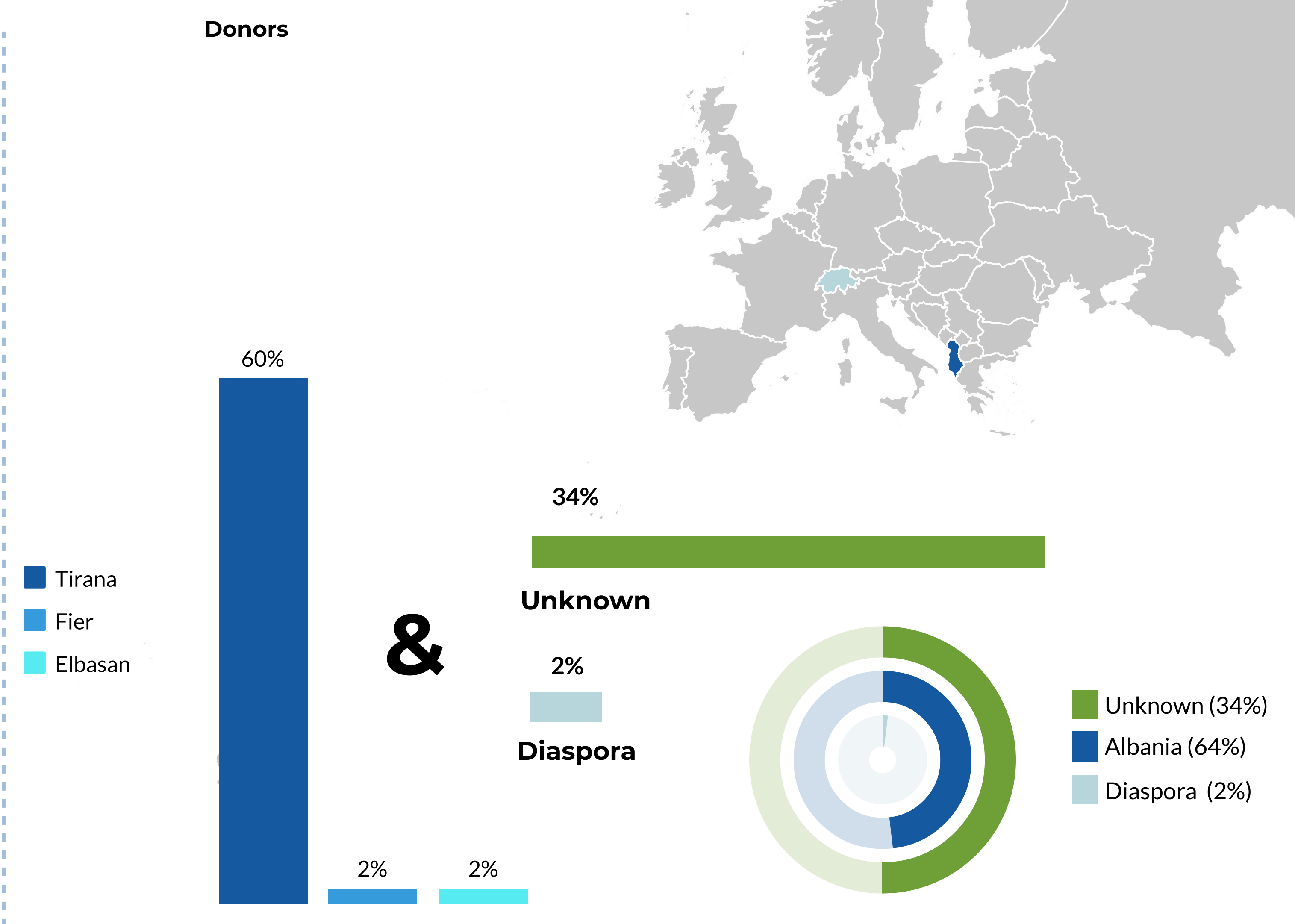
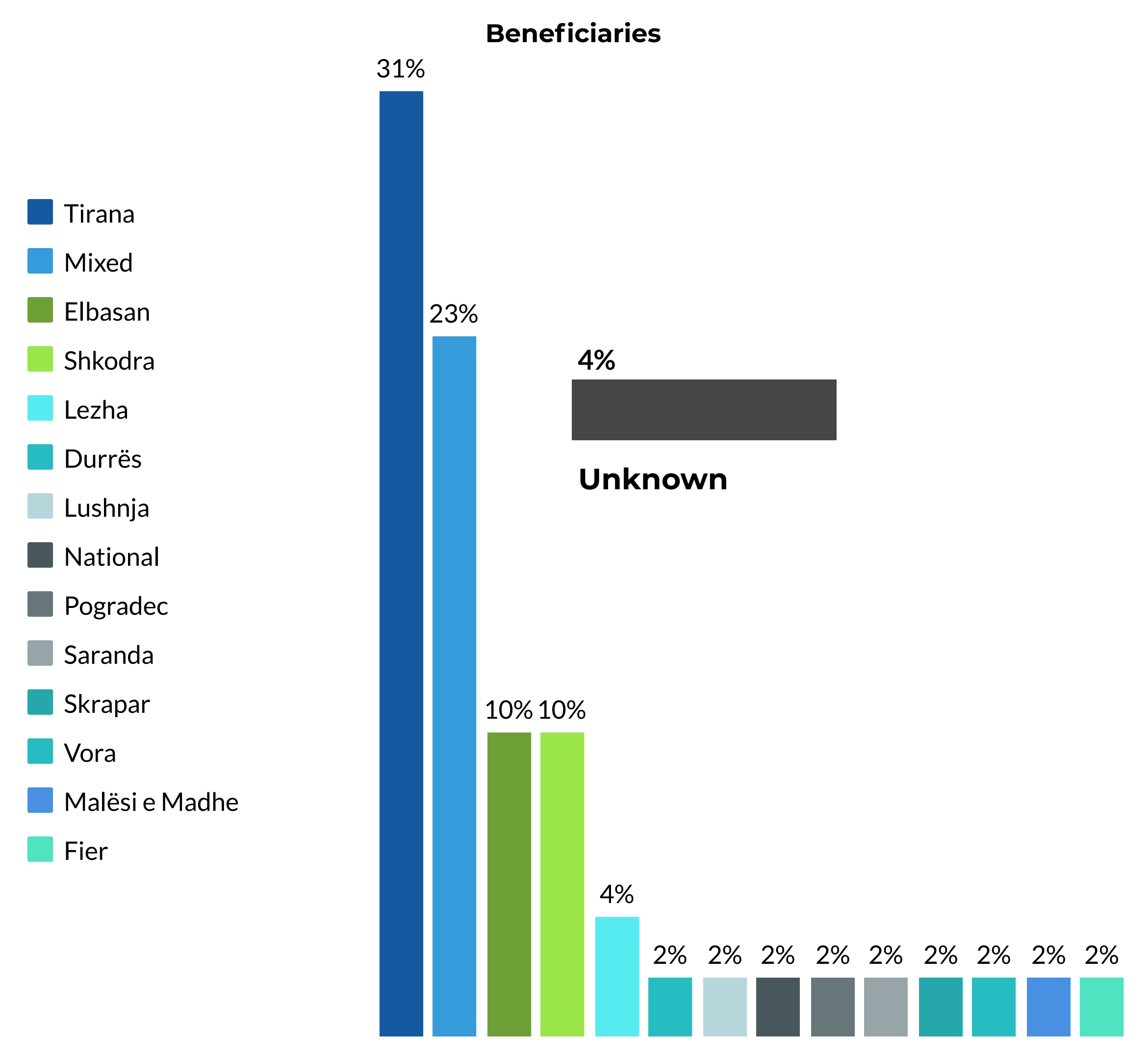
3 main DONORS by value

- #1 Group of Donors - 6,273,794 ALL**
Online crowdfunding campaign for 10 year old Nikol to help cover the costs of her treatment.
- #2 Group of Donors - 3,900,273 ALL**
Online crowdfunding campaign for people struggling with health issues of every kind in Albania.
- #3 Mixed - 3,035,150 ALL**
The live crowdfunding event "Giving Circle" which brought together numerous donors in support of the three initiatives presented.

Main DONORS by number

- #1 BALFIN Group**
- #2 Credins Bank**
- #3 "ALSAR" Foundation**
- #4 Karay Basket**
- #5 Hope for the World Foundation**
- #6 Hope for Albania Association**
- #7 Teoren shpk**

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

