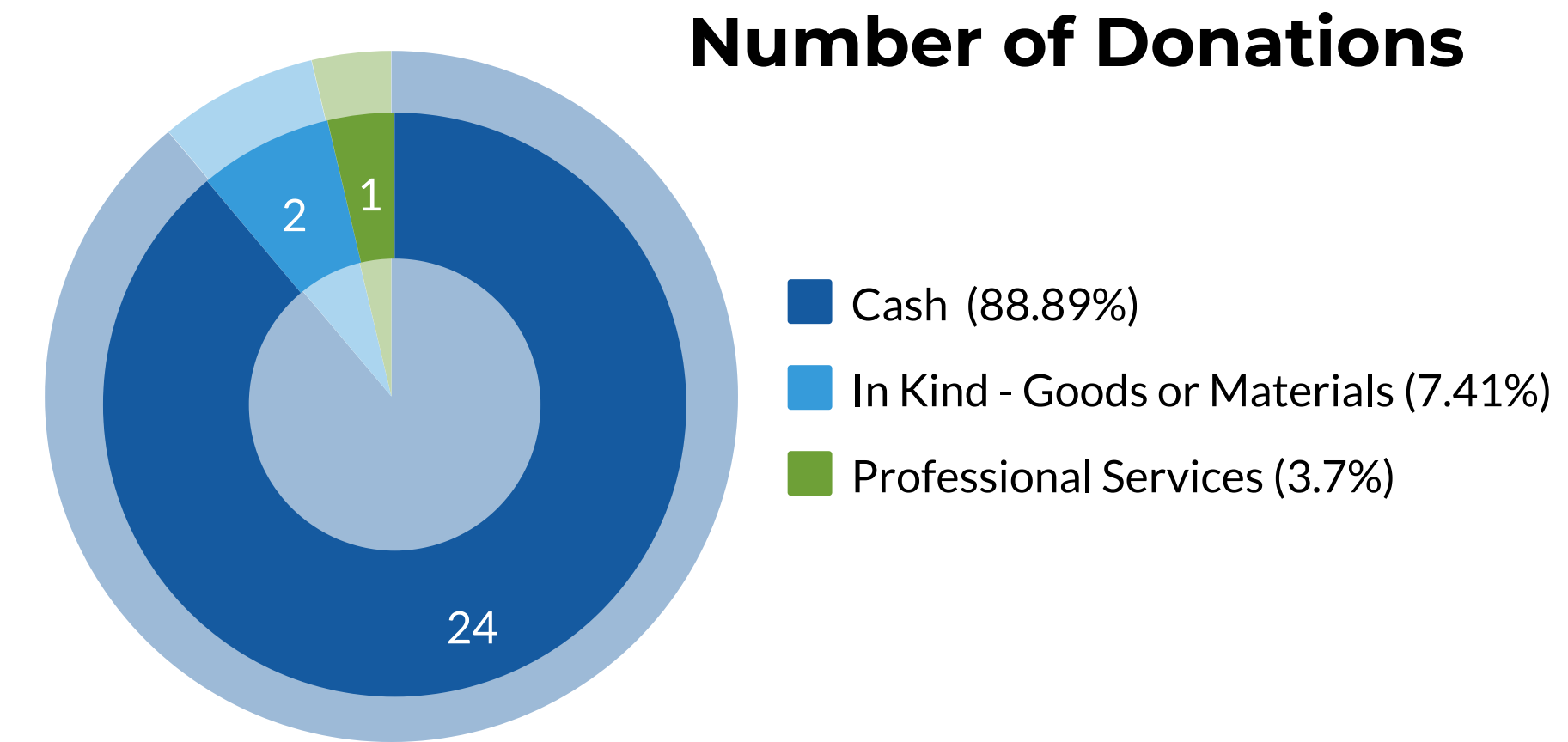
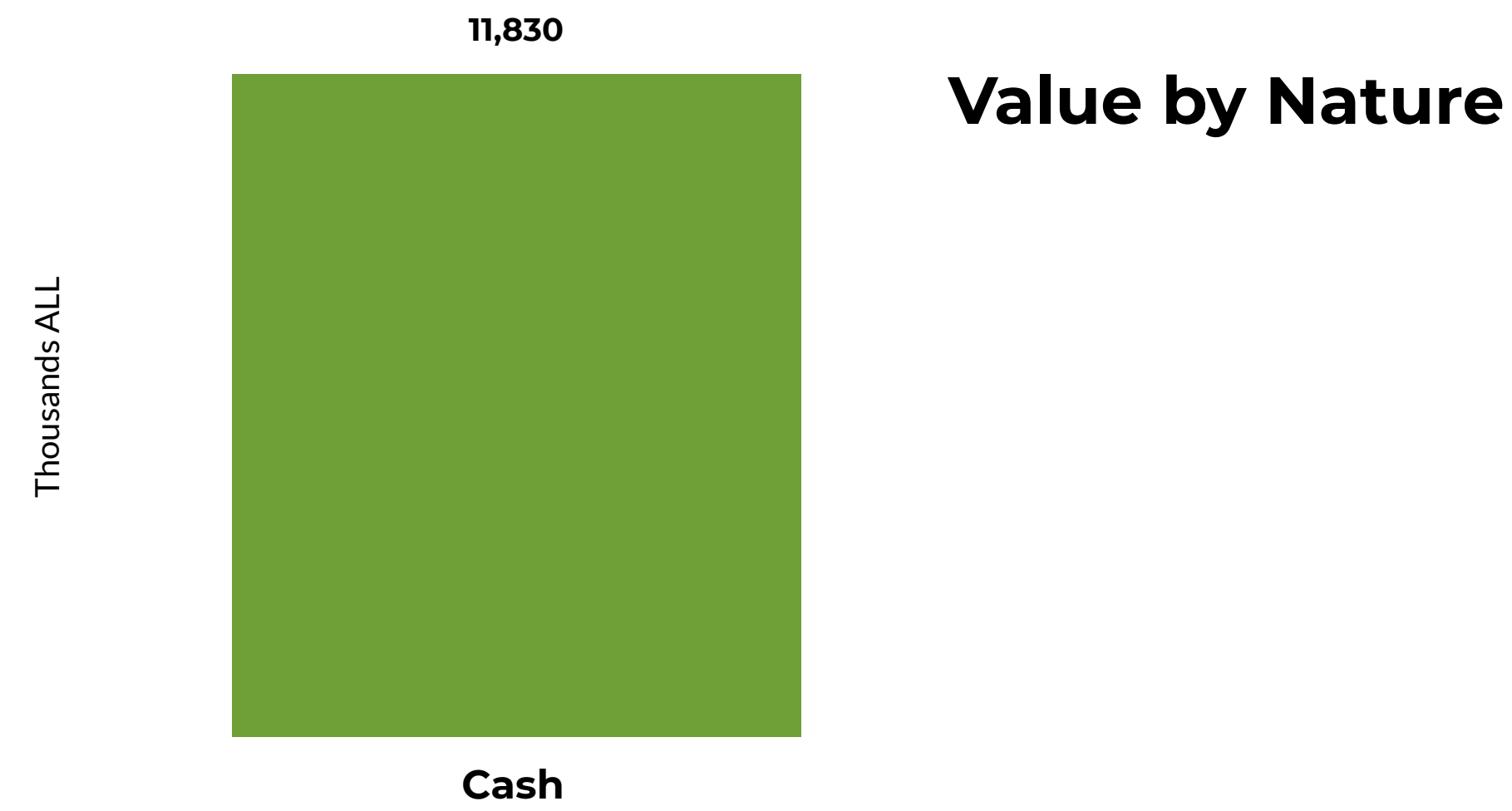


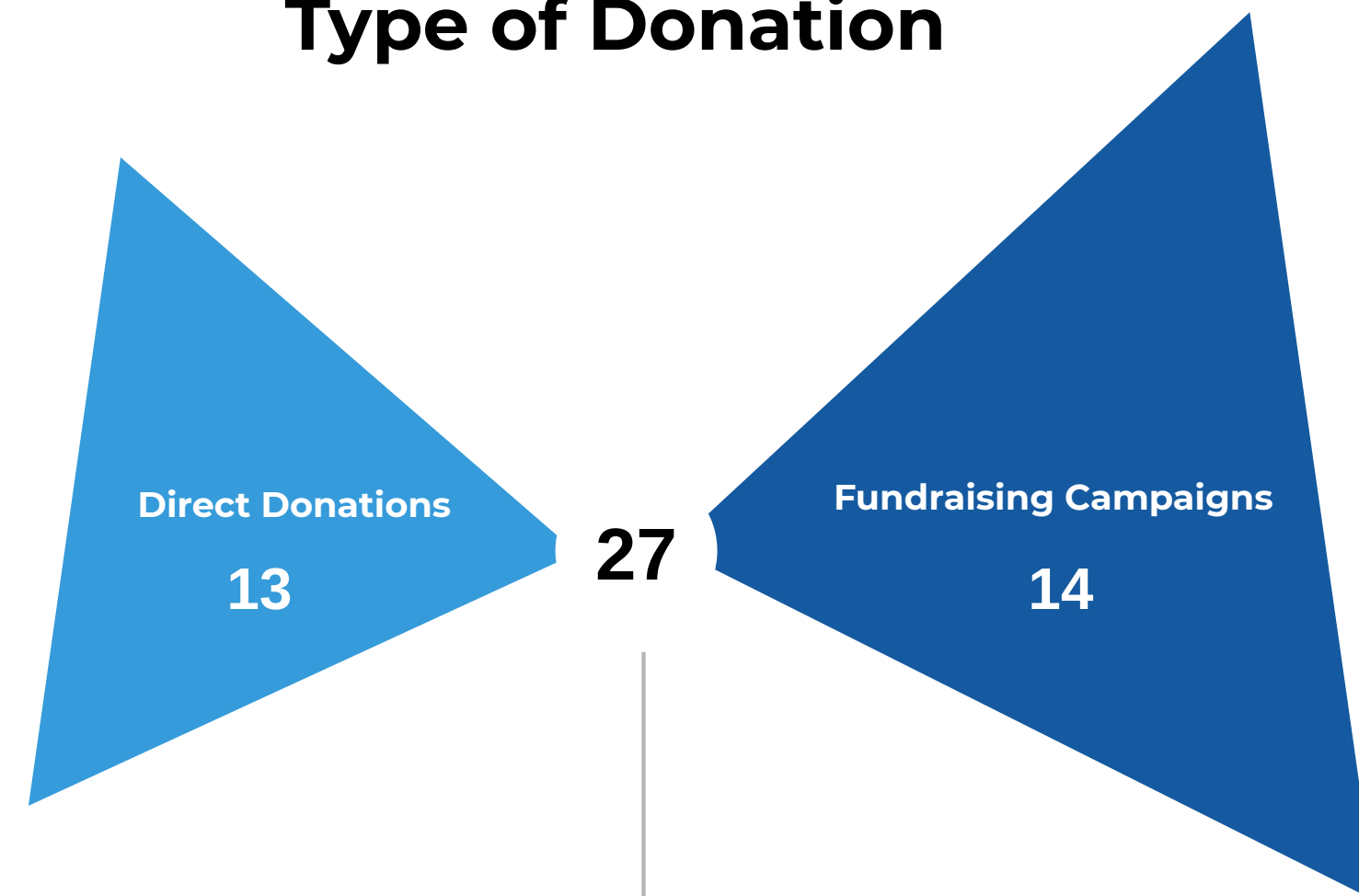
Data on Philanthropic Activity

tracked through online and media platforms

August 2021



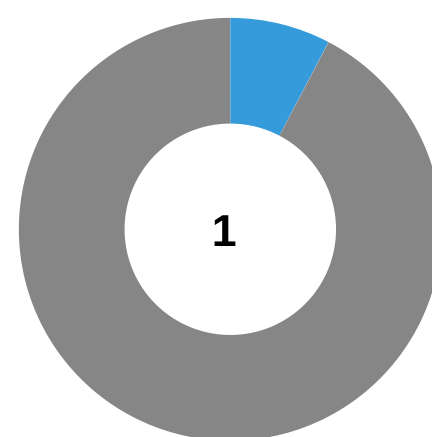
Type of Donation



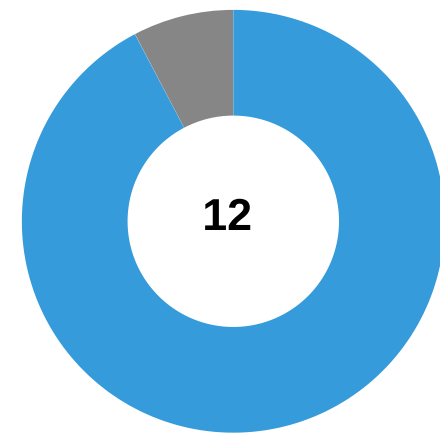
Fundraising Campaigns

- 5 Call for Donations
- 3 Mega Campaigns
- 6 Online Crowdfunding Campaigns

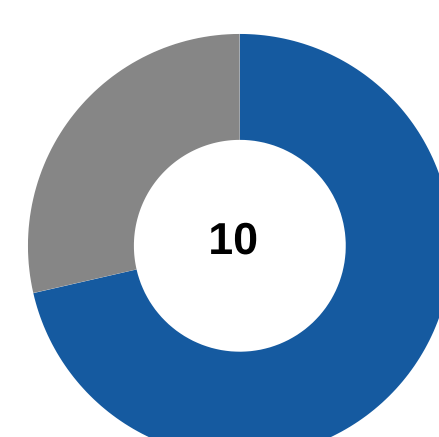
Group Donations



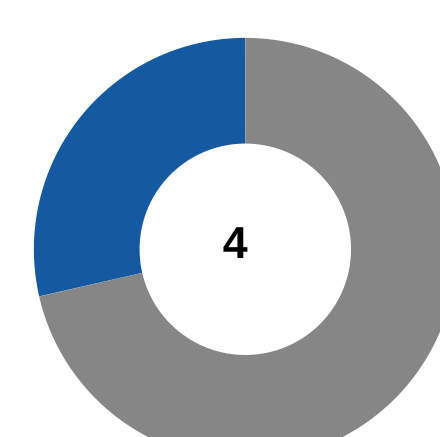
Single Donations



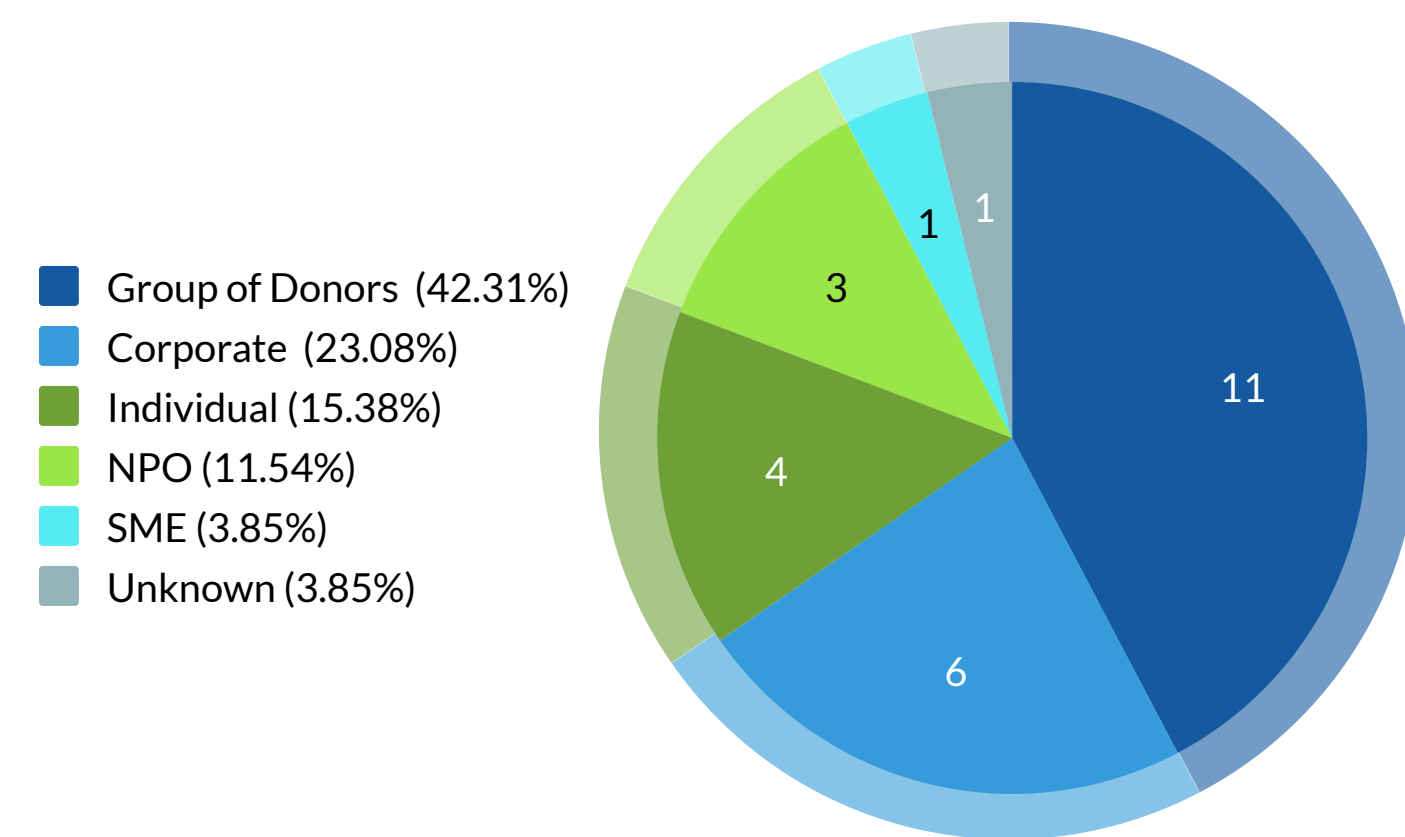
Group Donations



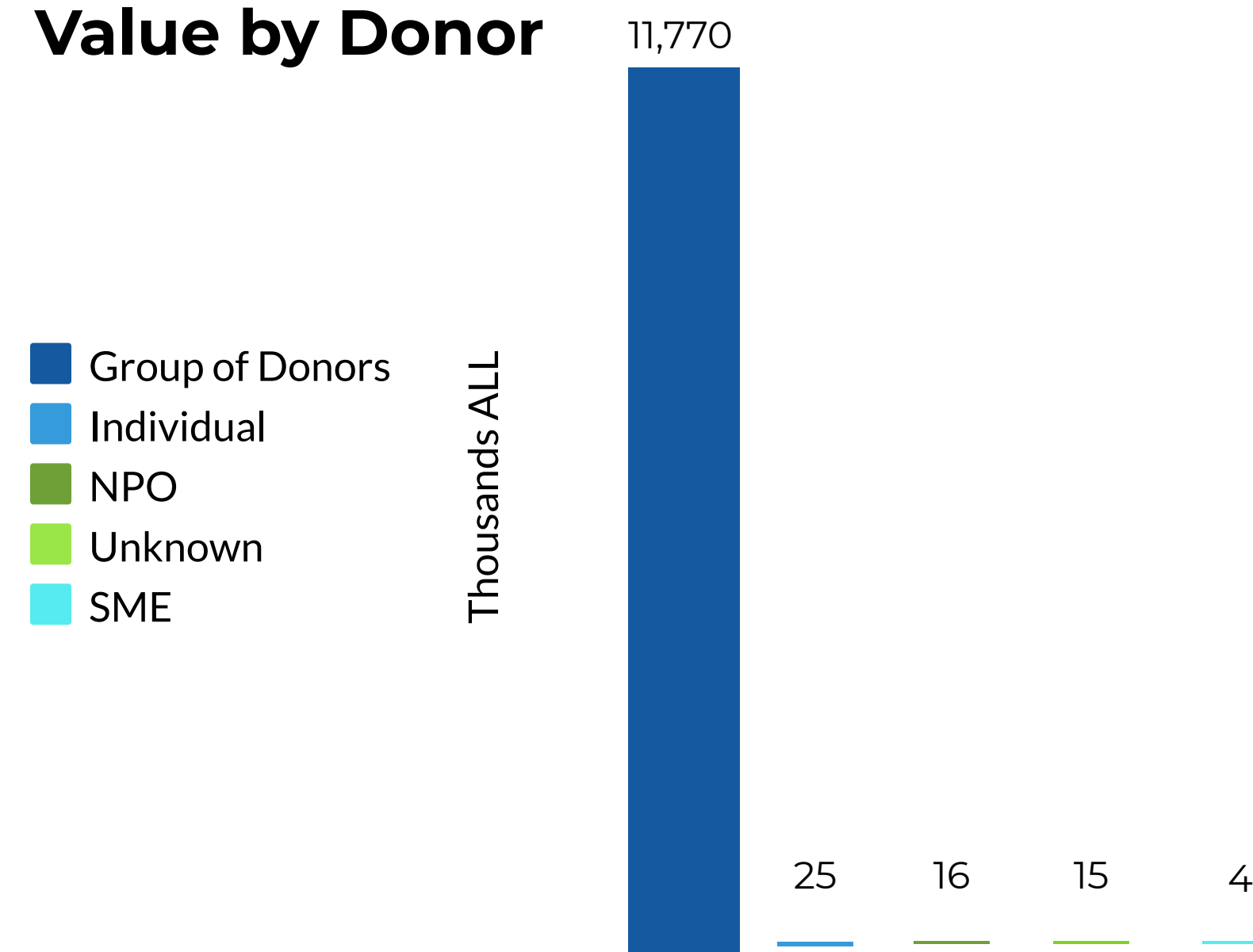
Single Donations



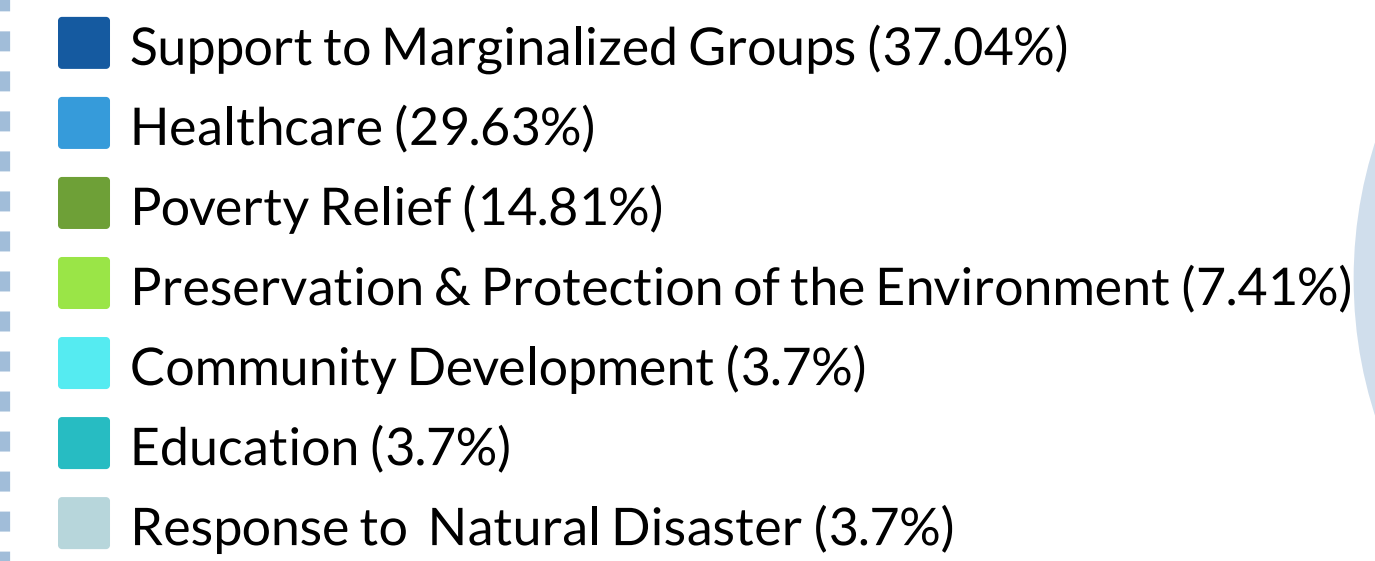
Number of Donors*



Value by Donor

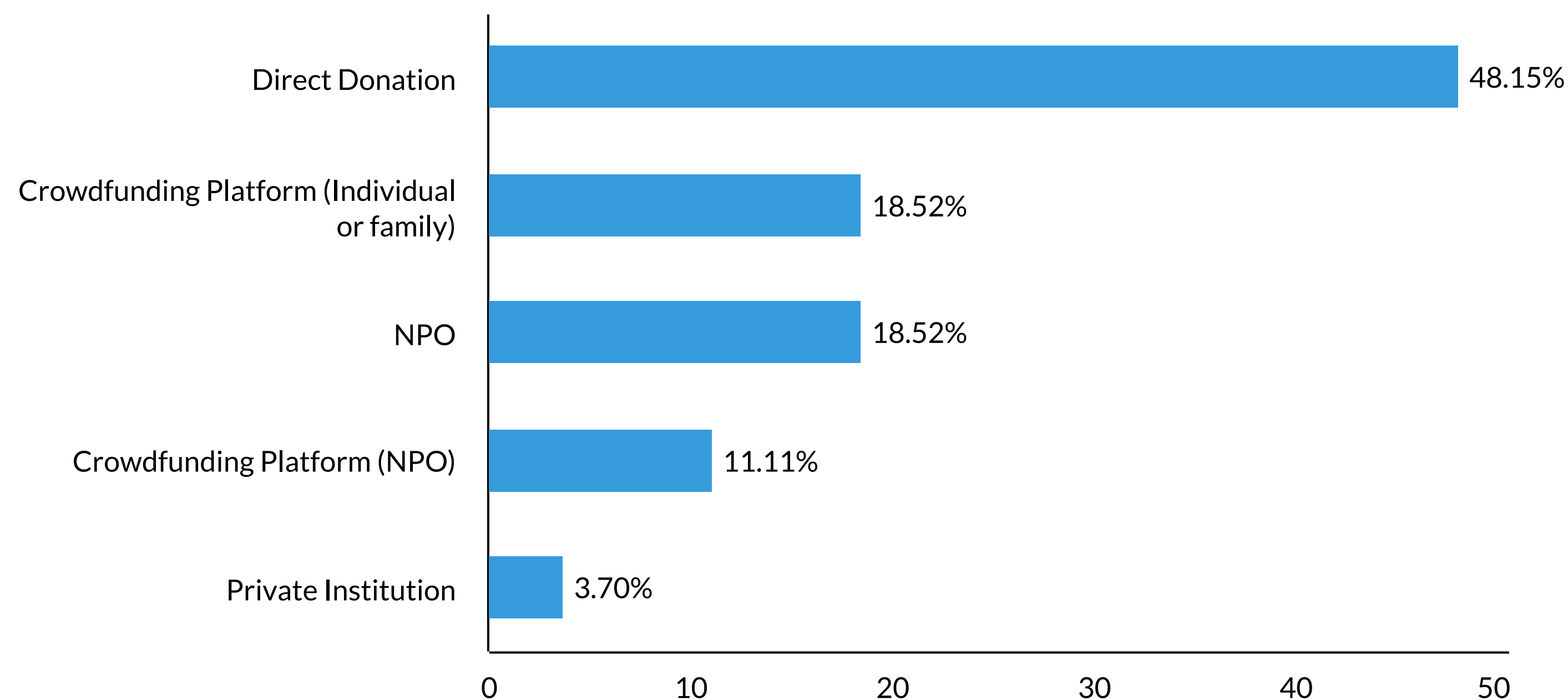


Purpose of Donation

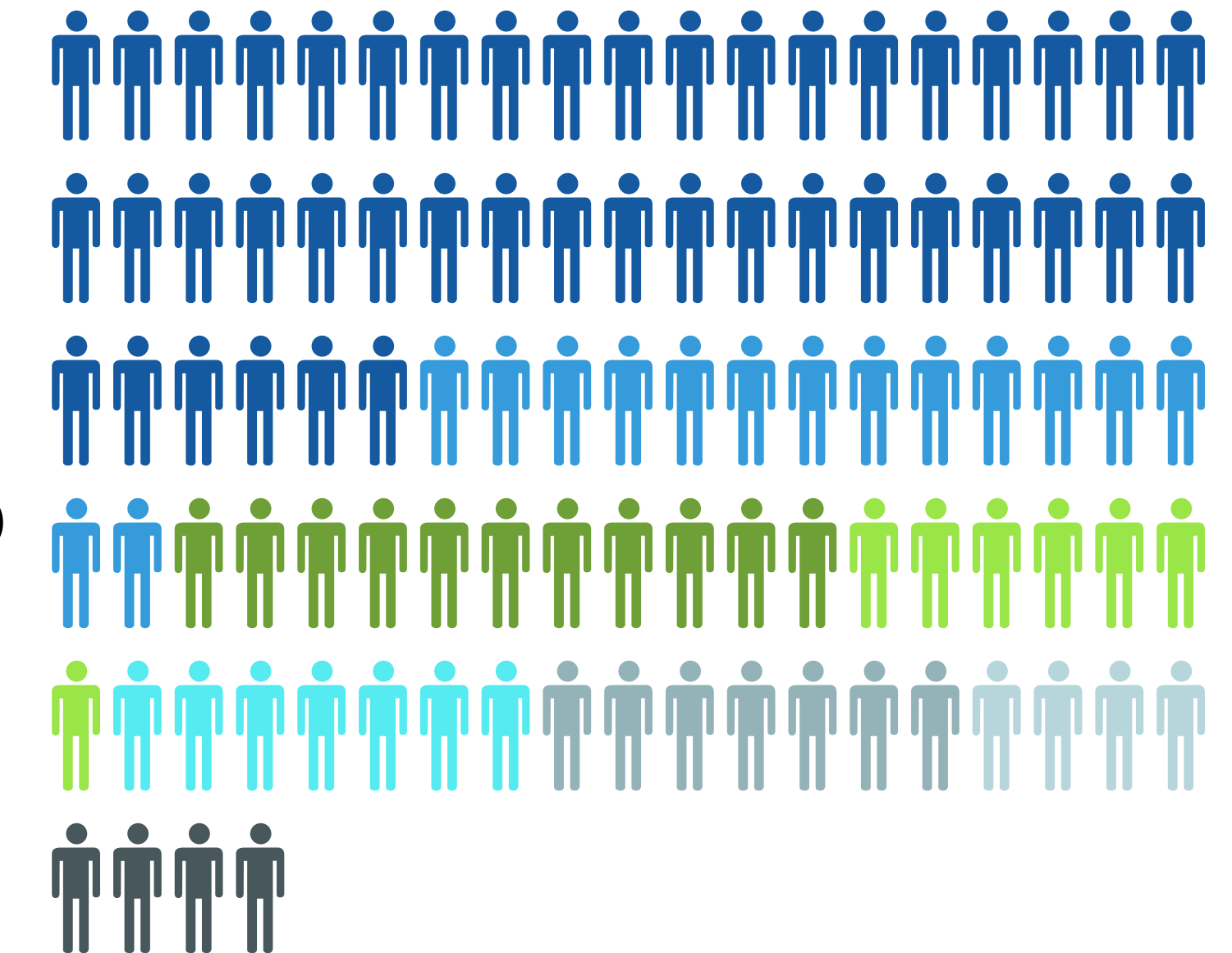
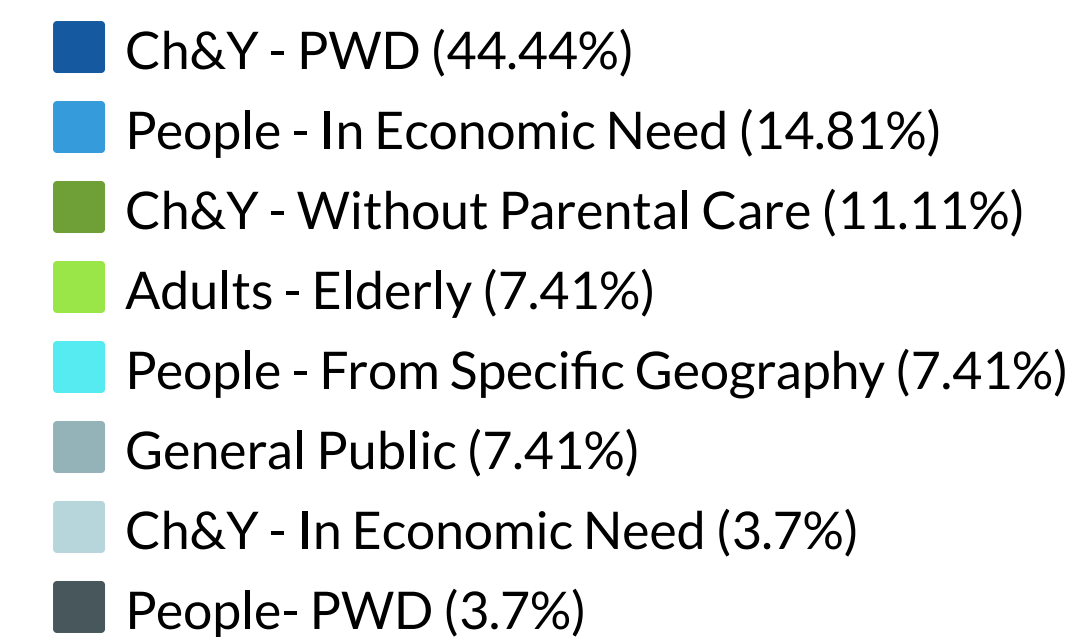


*In the framework of this analysis donors are calculated only once regardless of the number of donations carried out during all the monitoring process.

Channels of Donation



Final Beneficiaries



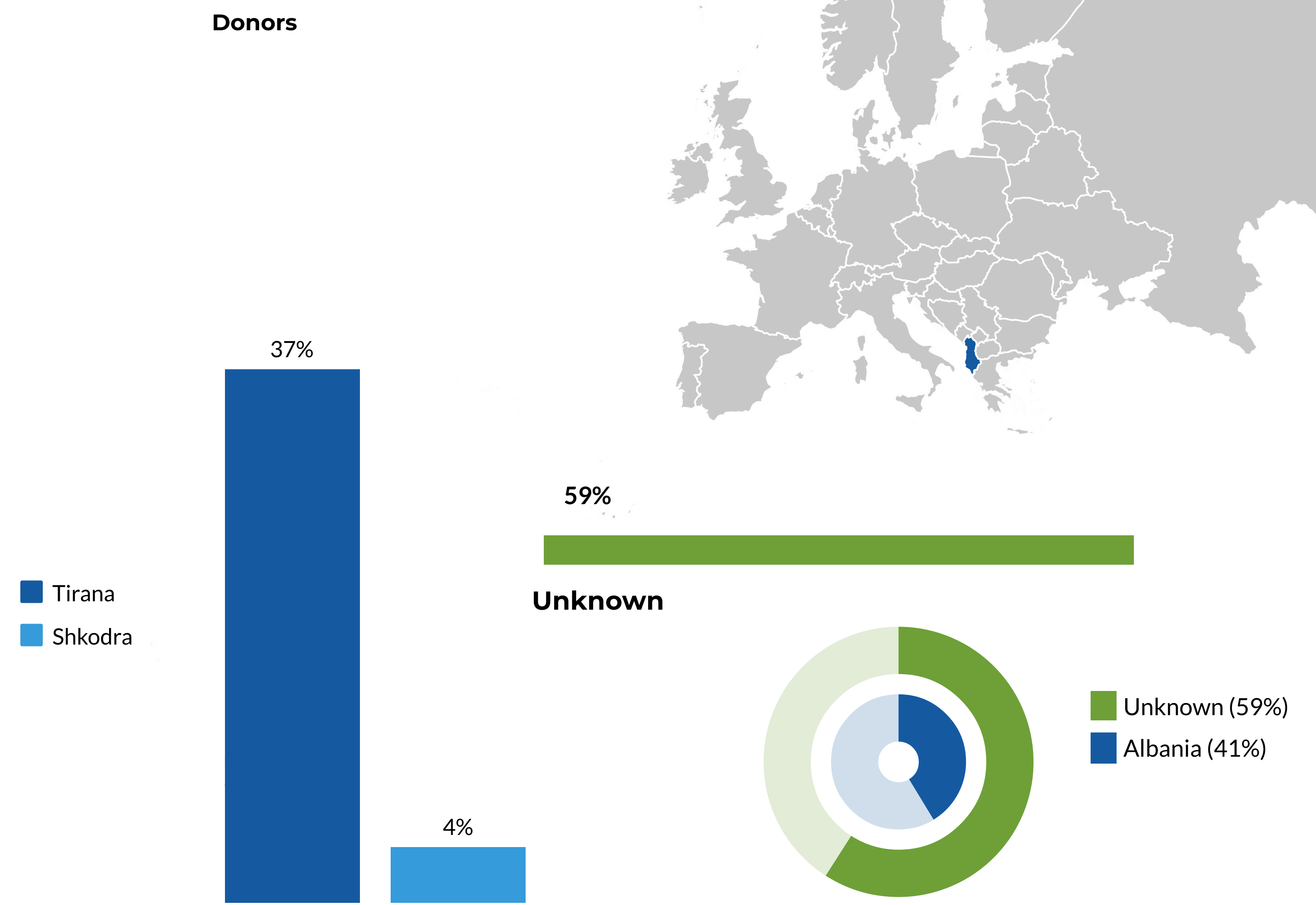
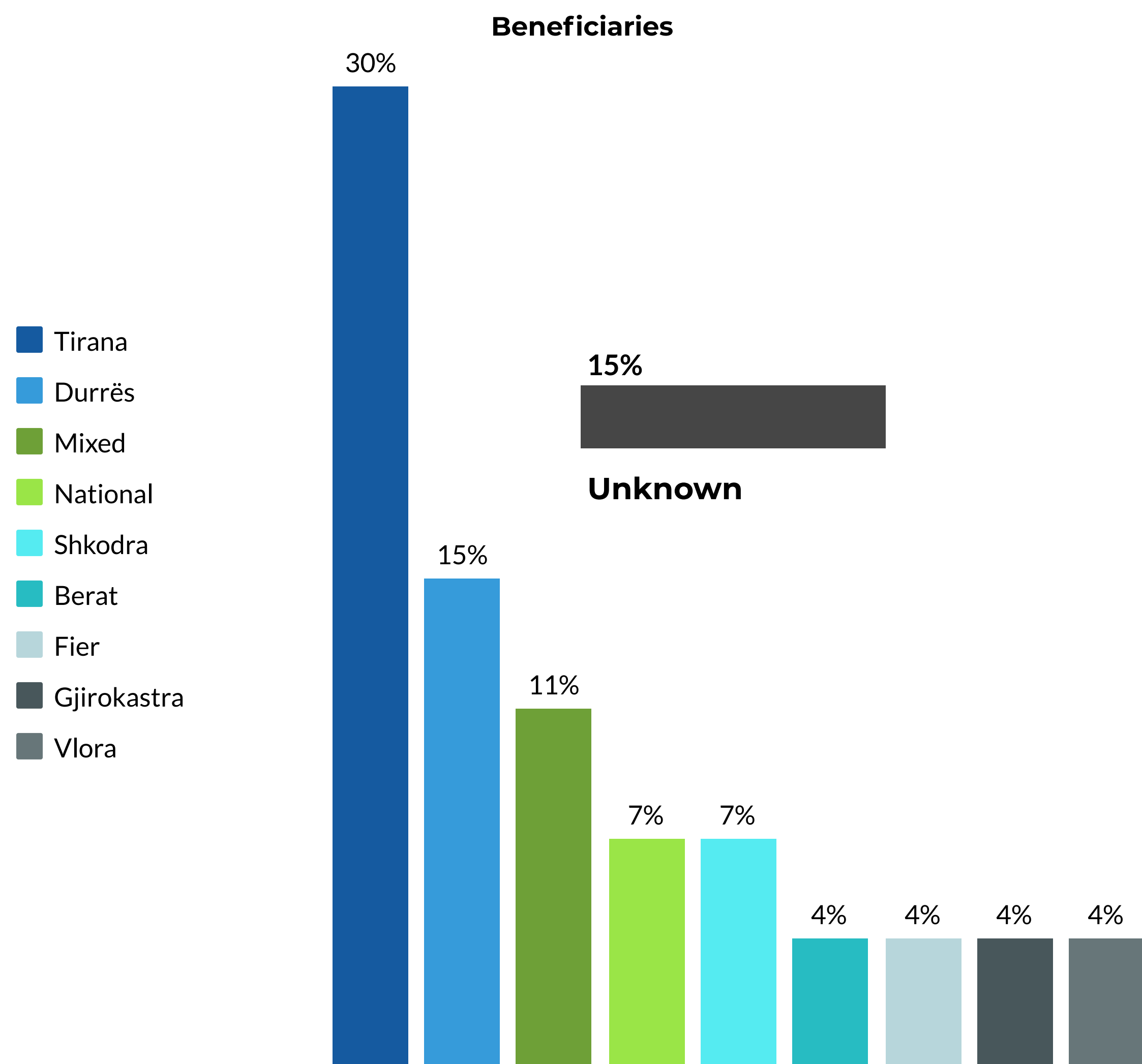
3 main DONORS by value of donations

- #1 Group of Donors - 4,878,000 ALL**
Call for donations to raise the amount needed to help cure Xheni Kaba, in her battle against Covid-19
- #2 Group of Donors - 2,699,586 ALL**
Crowdfunding campaign to provide medical treatment for Rovena, patient diagnosed with Hodgkins Lymphoma
- #3 Group of Donors - 2,276,506 ALL**
Crowdfunding campaign for people struggling with health issues of every kind in Albania

Main DONORS by number of donations

- #1 Group of Donors (11)**
- #2 Credins Bank (2)**

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

