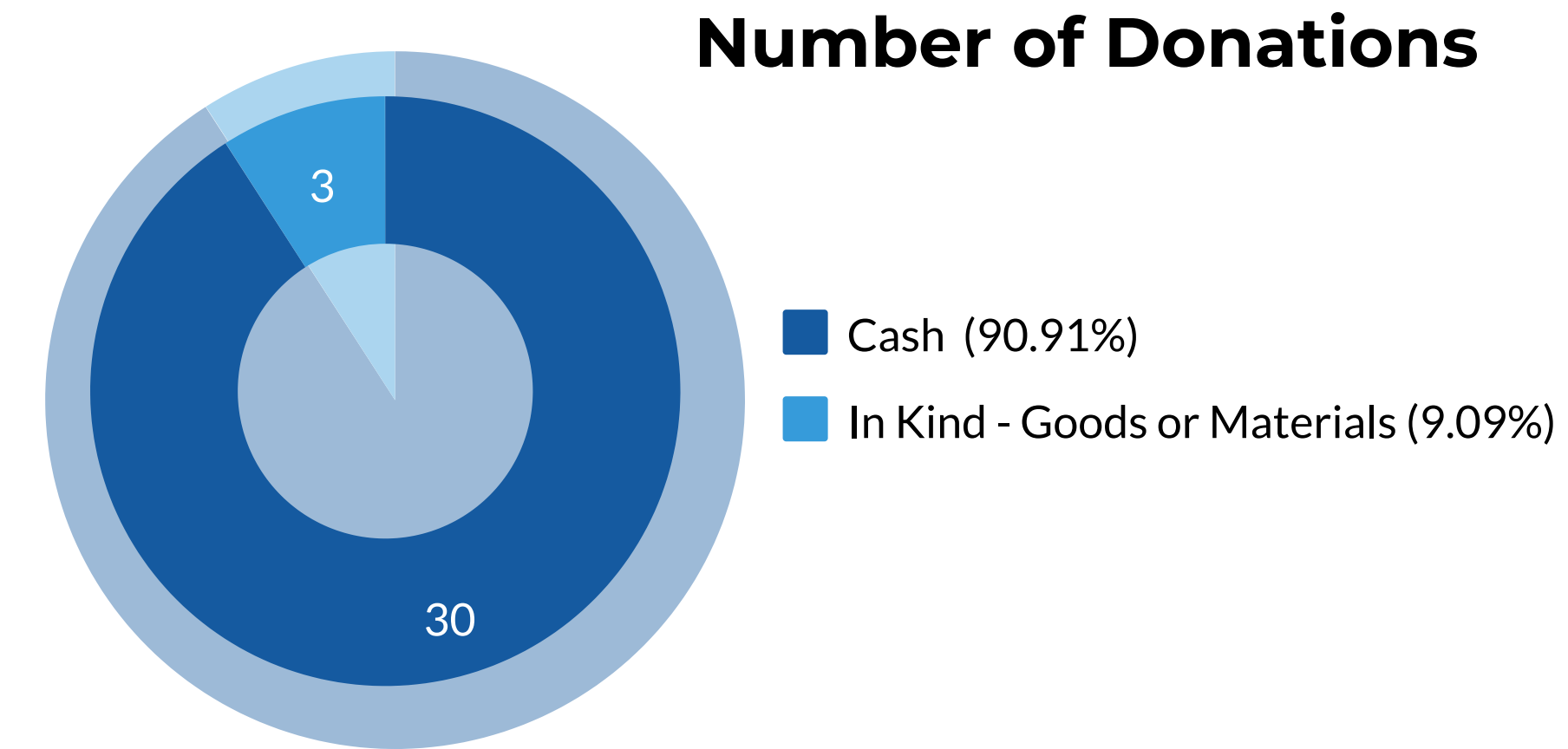
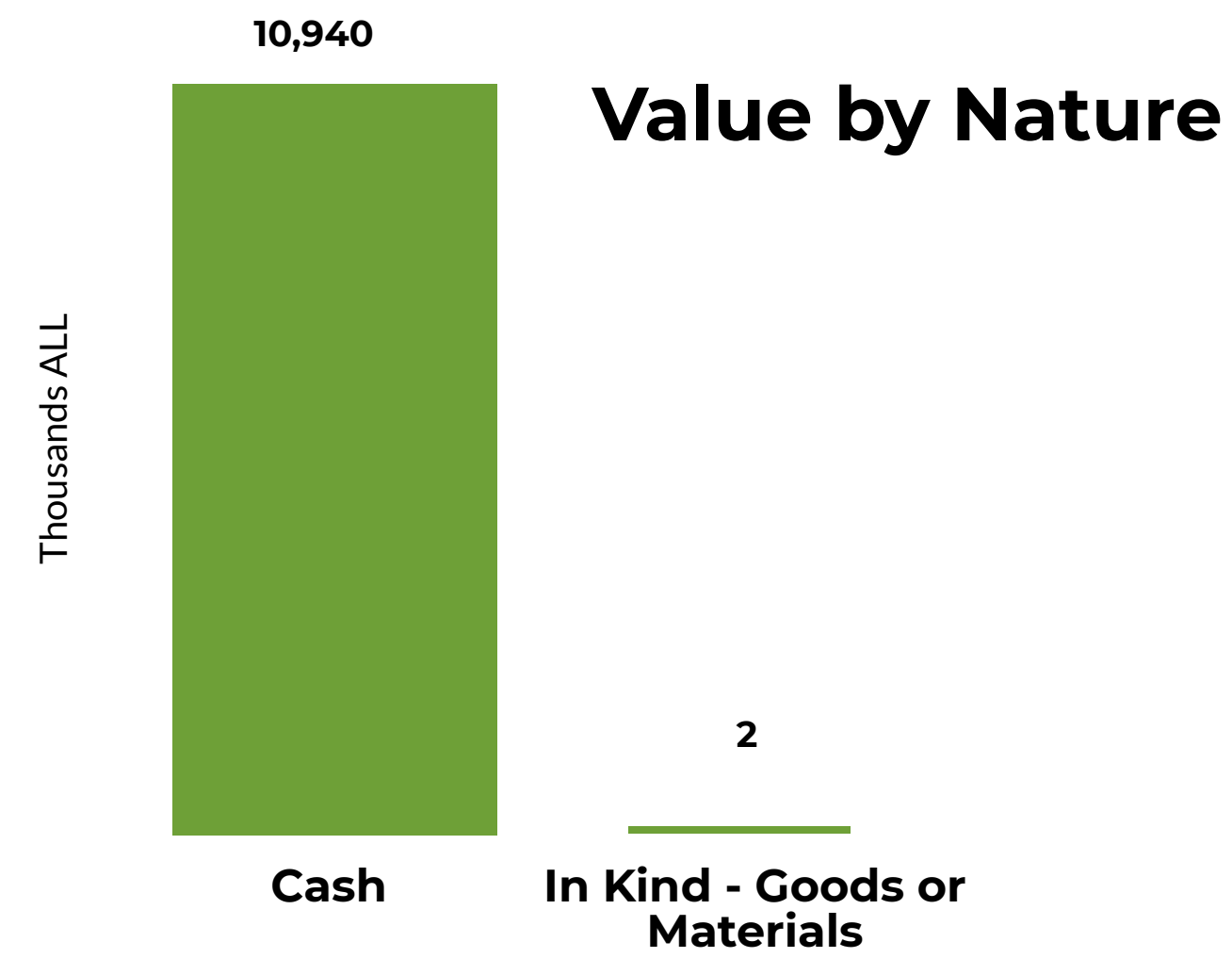


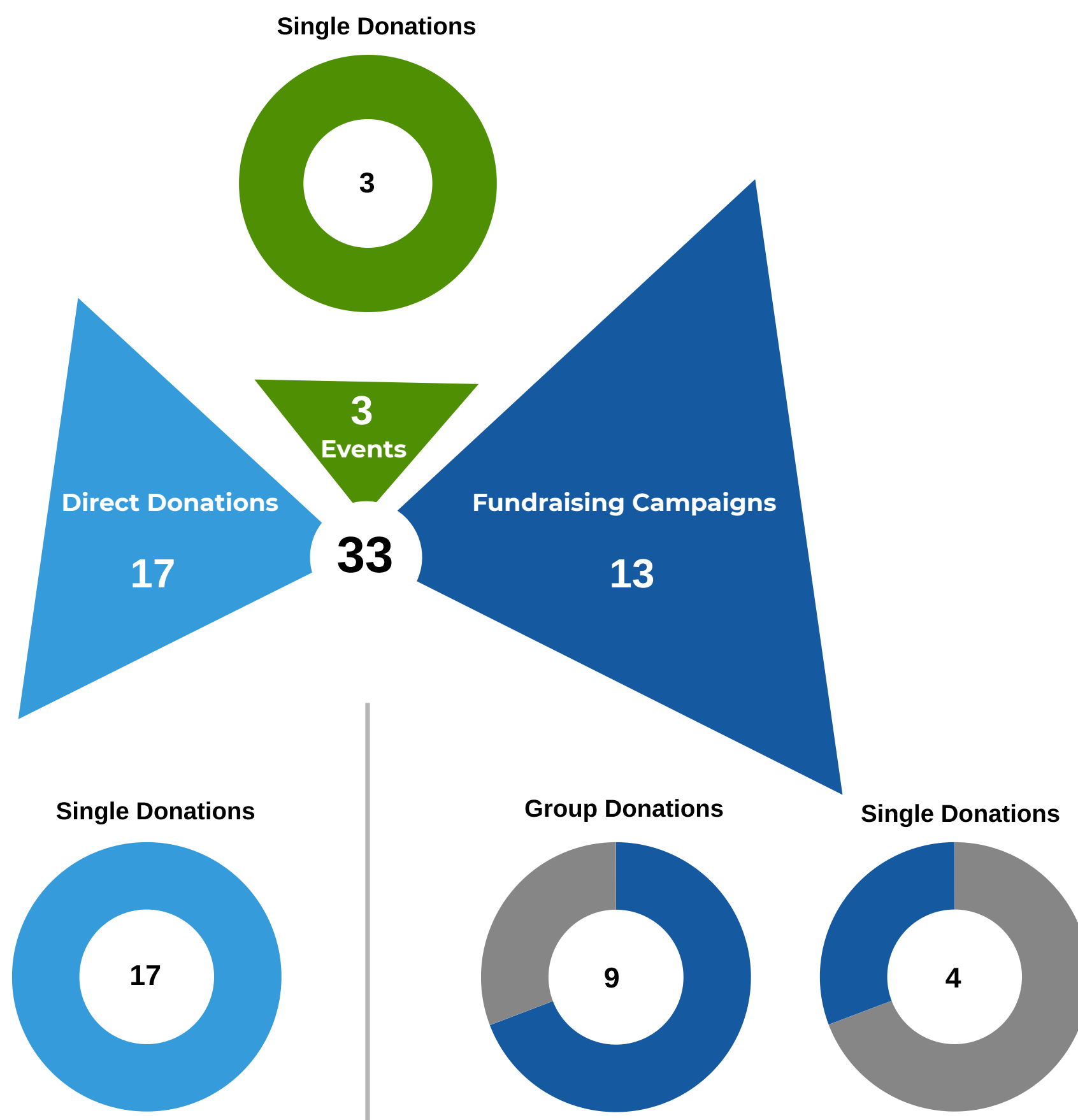
# Data on Philanthropic Activity

tracked through online and media platforms

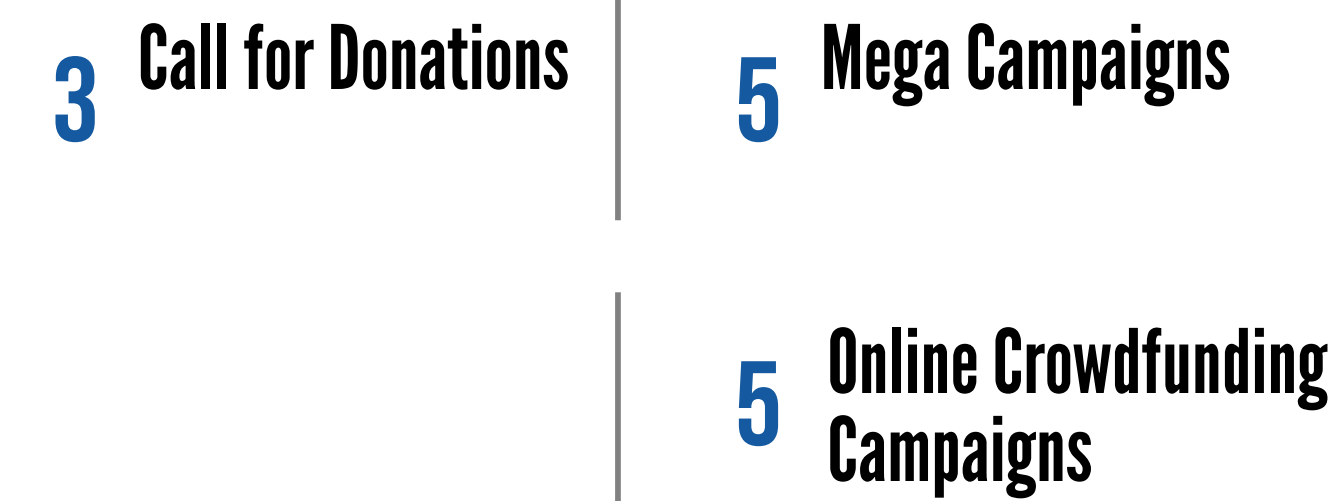
July 2021



## Type of Donation



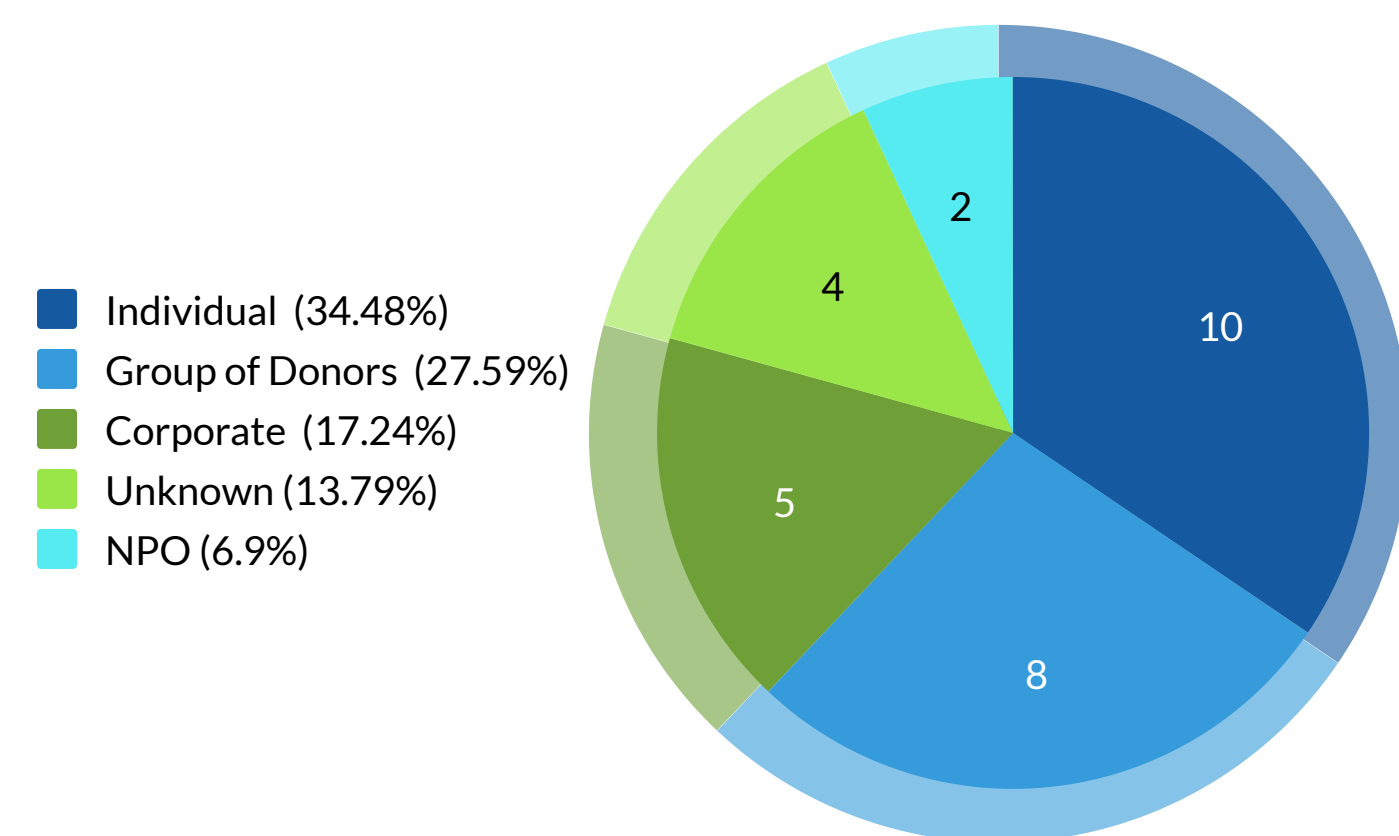
## Fundraising Campaigns



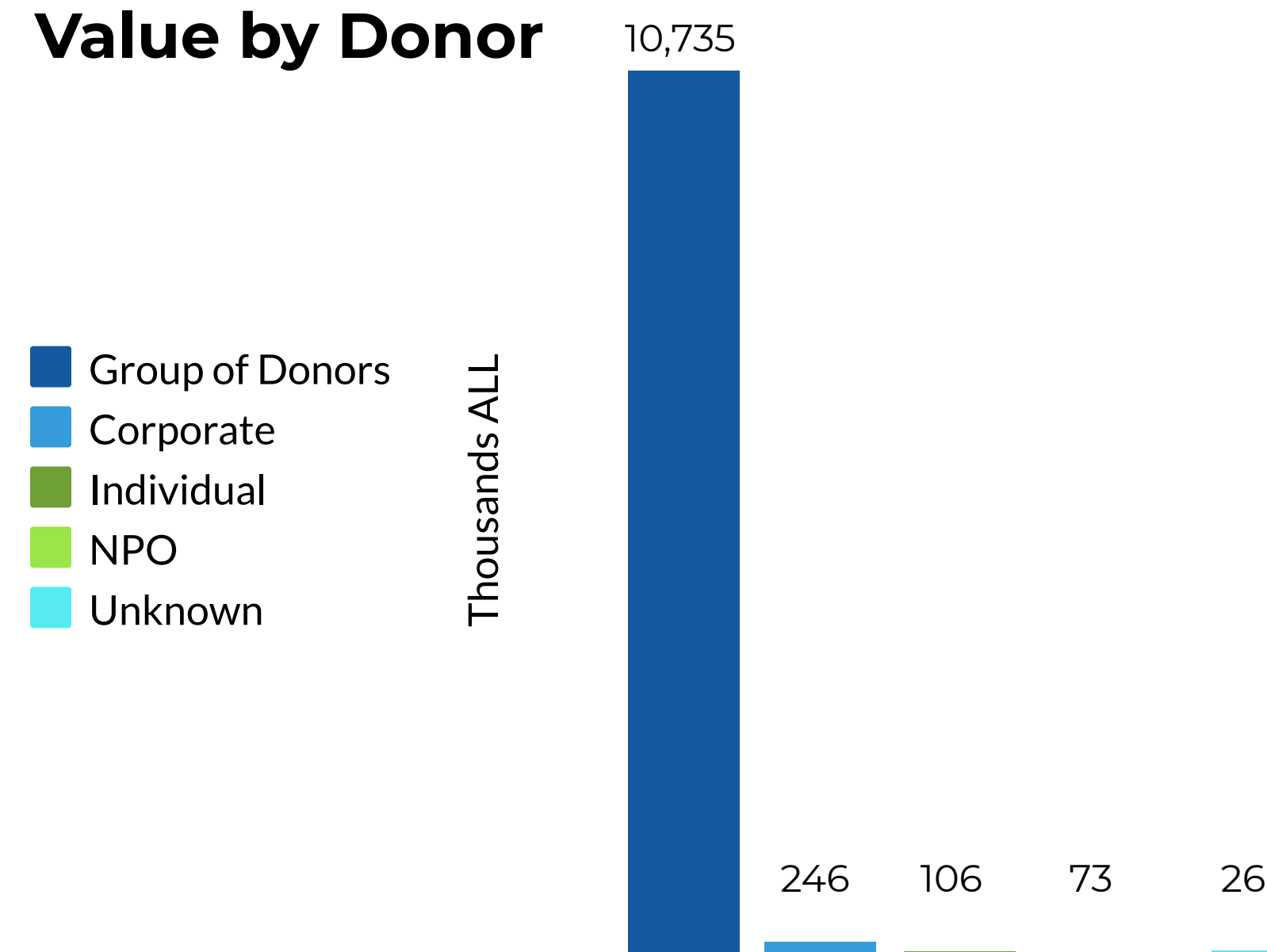
## Events



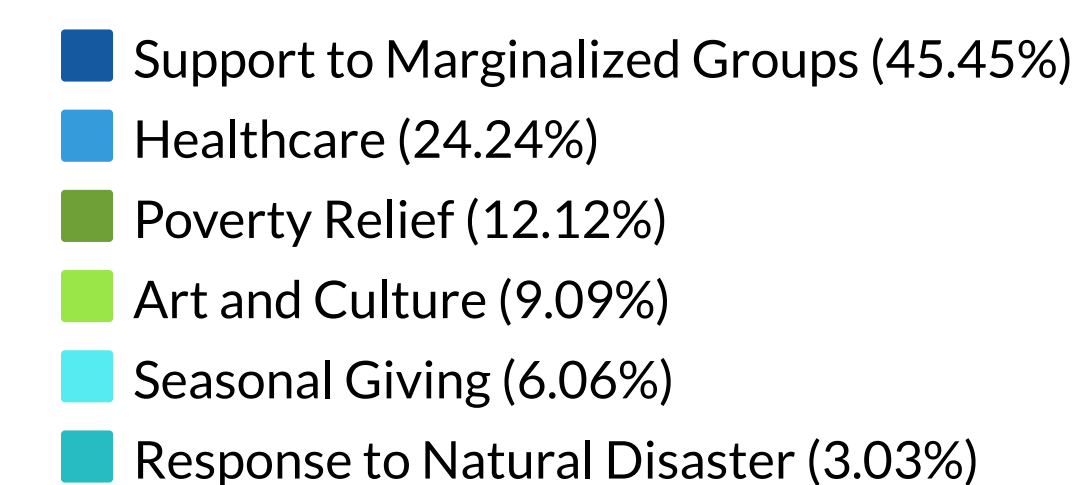
## Number of Donors\*



## Value by Donor

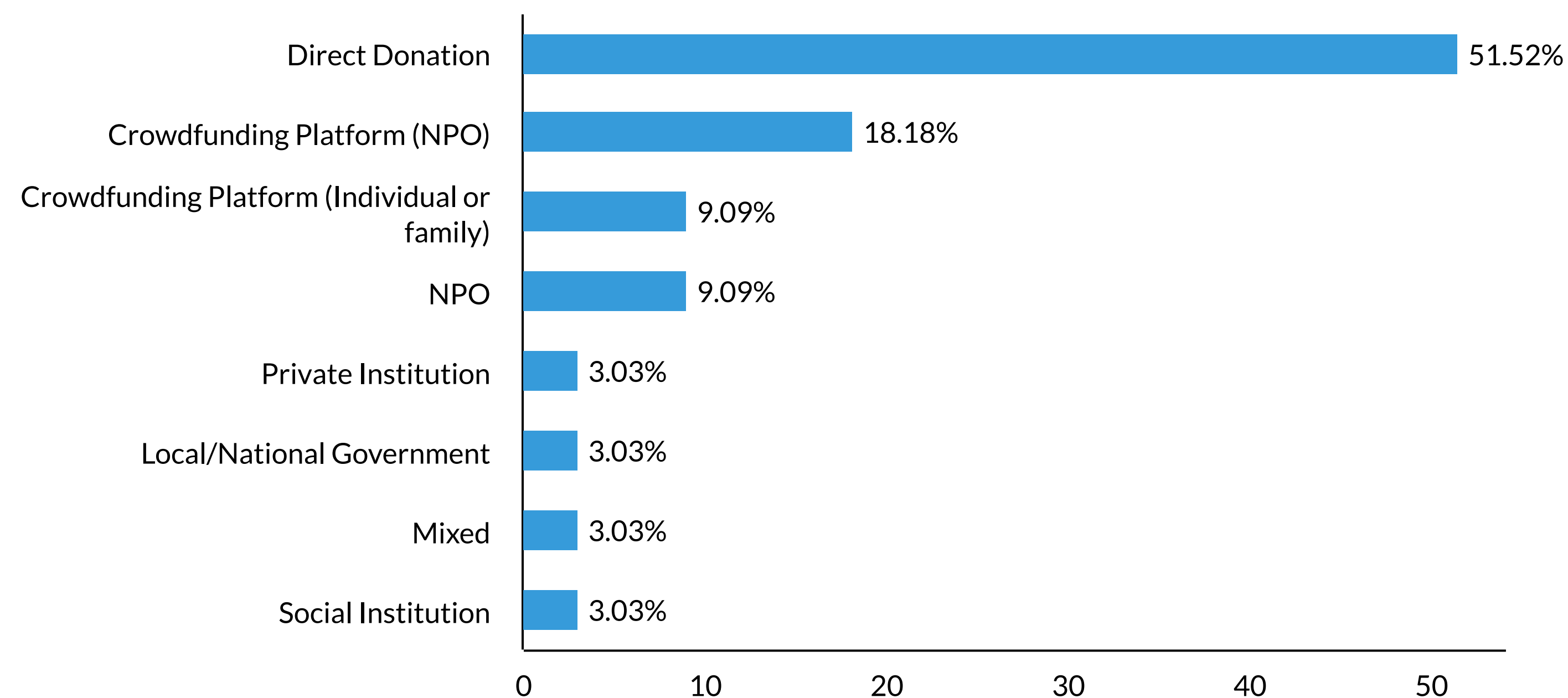


## Purpose of Donation

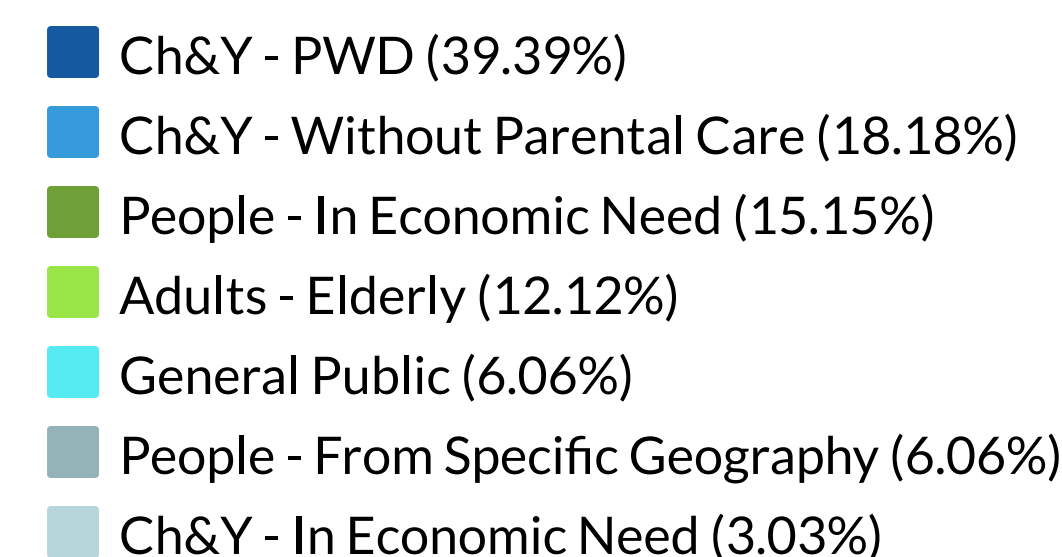


\*In the framework of this analysis donors are calculated only once regardless of the number of donations carried out during all the monitoring process.

## Channels of Donation



## Final Beneficiaries



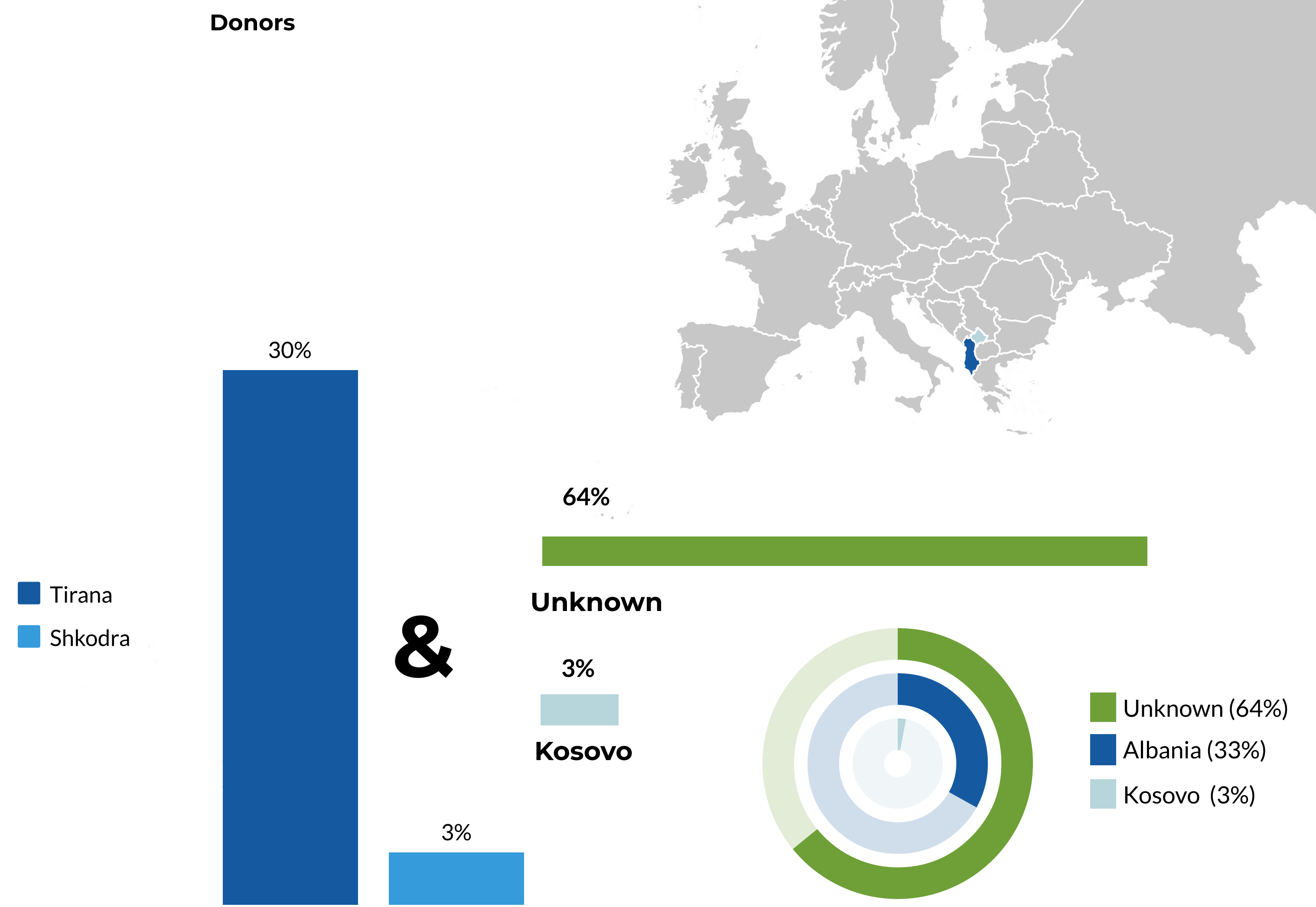
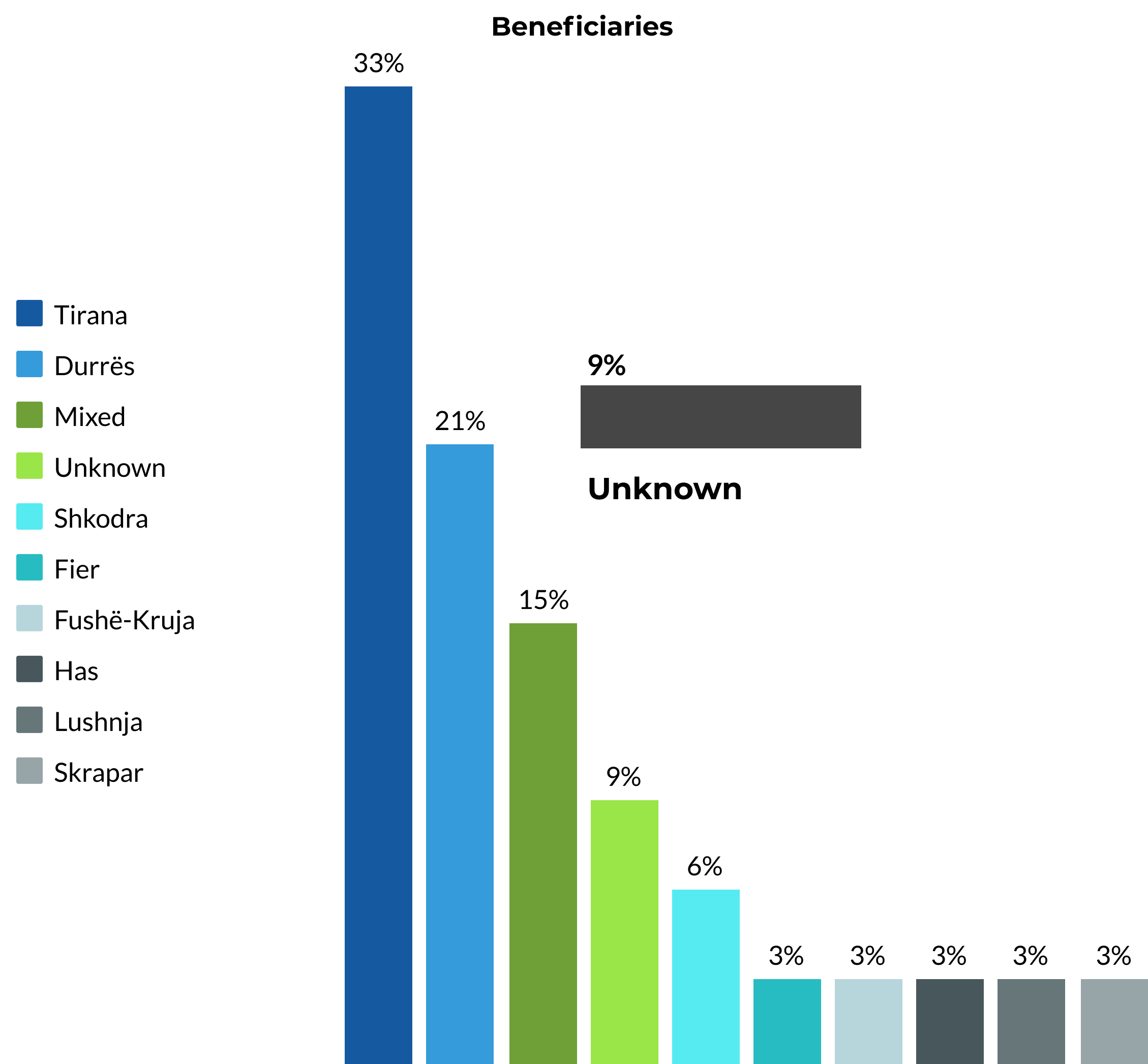
## 3 main DONORS by value of donations

- #1 Group of Donors - 3,786,652 ALL  
Online crowdfunding campaign for Albanian people with various health problems
- #2 Group of Donors - 2,535,766 ALL  
Online crowdfunding campaign to help Musaen Zeneli's family
- #3 Group of Donors - 2,048,624 ALL  
Online crowdfunding campaign in support of health recovery of Paris Zarka (leukaemia patient)

## Main DONORS by number of donations

- #1 Group of Donors (8)
- #2 Credins Bank (5)

# 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

