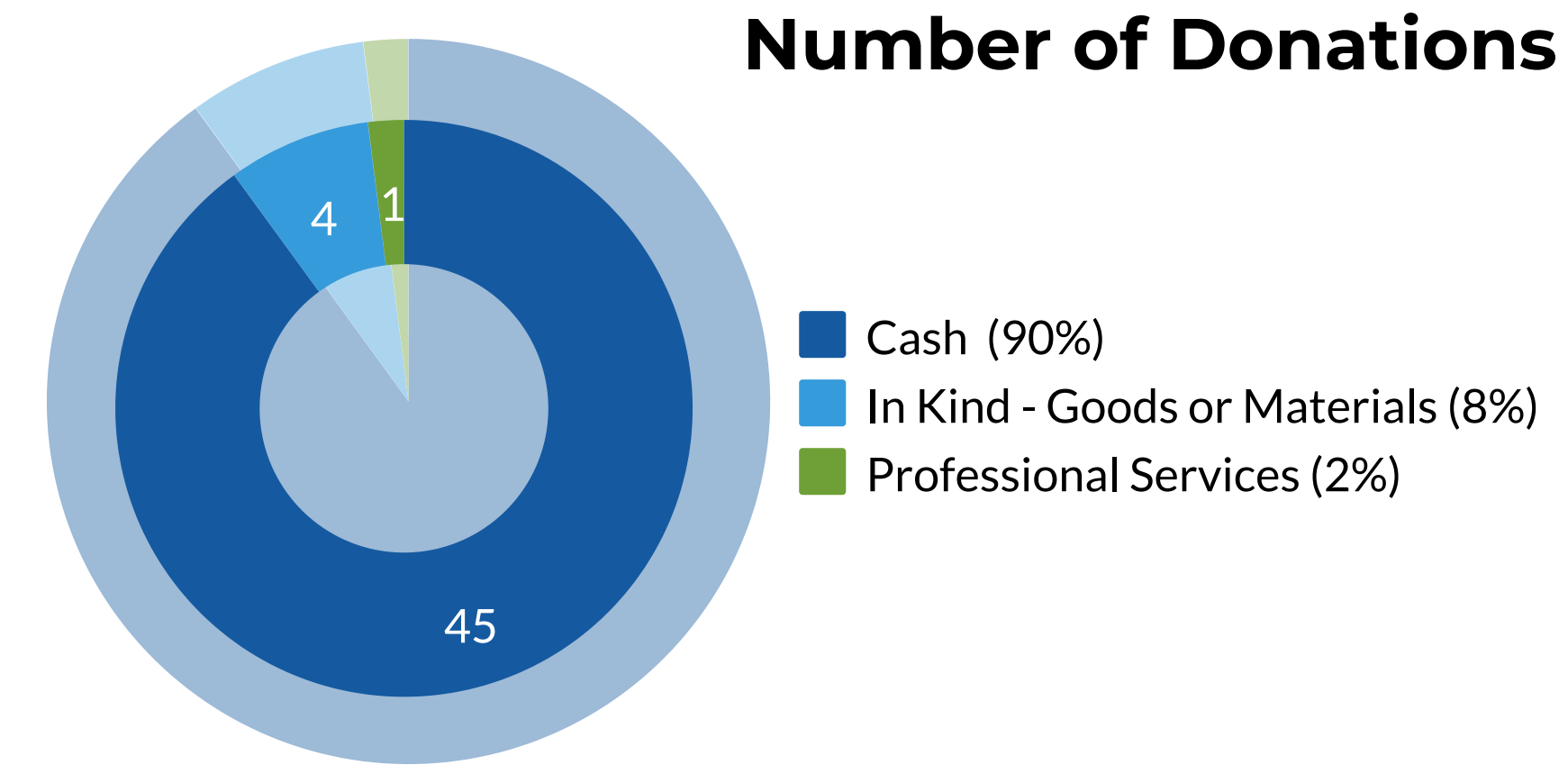
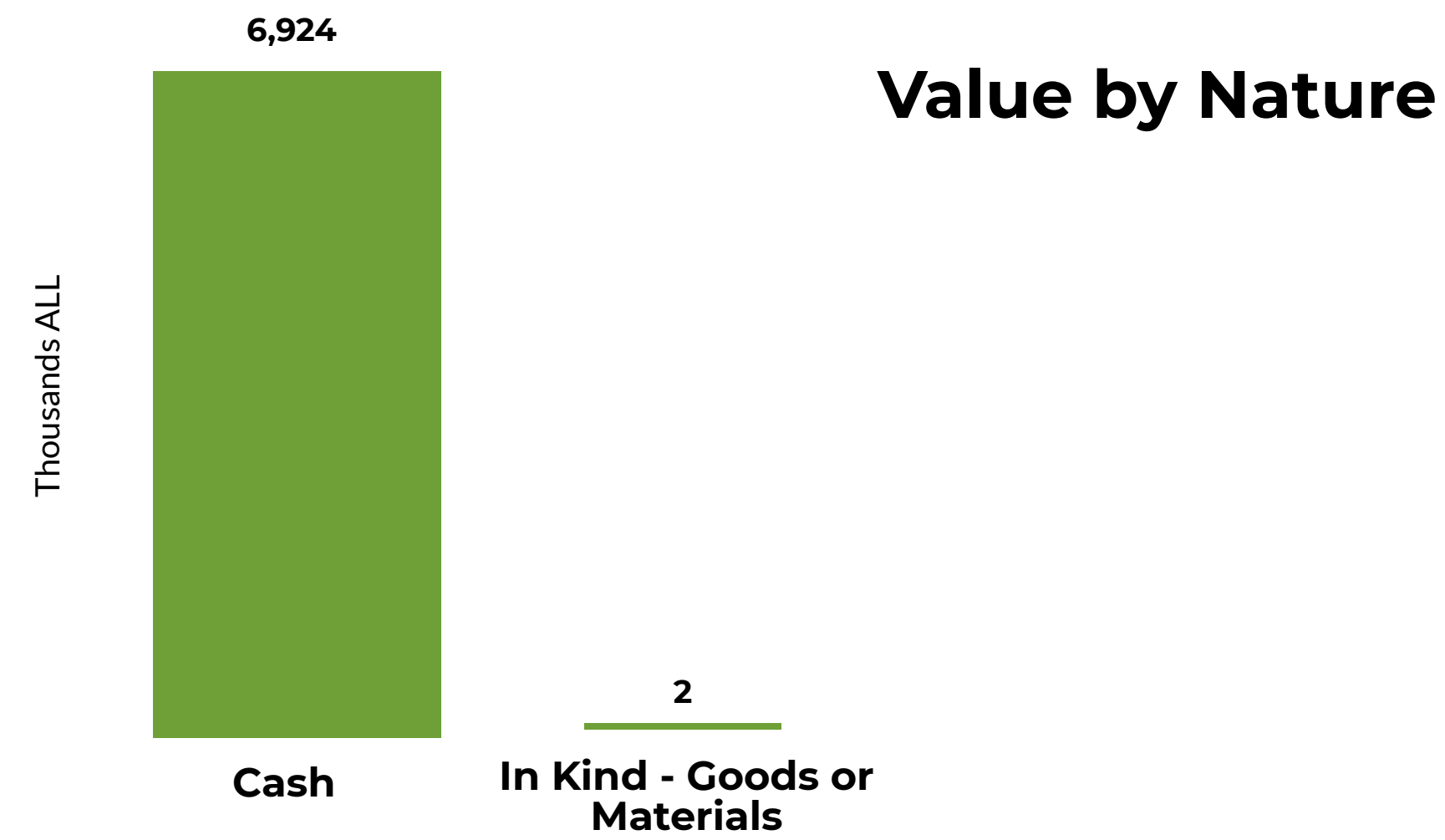


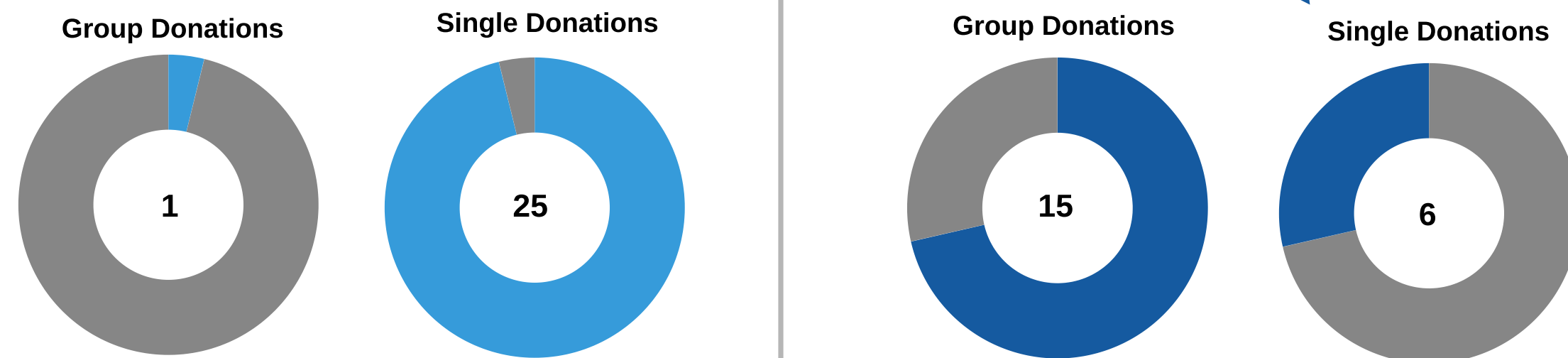
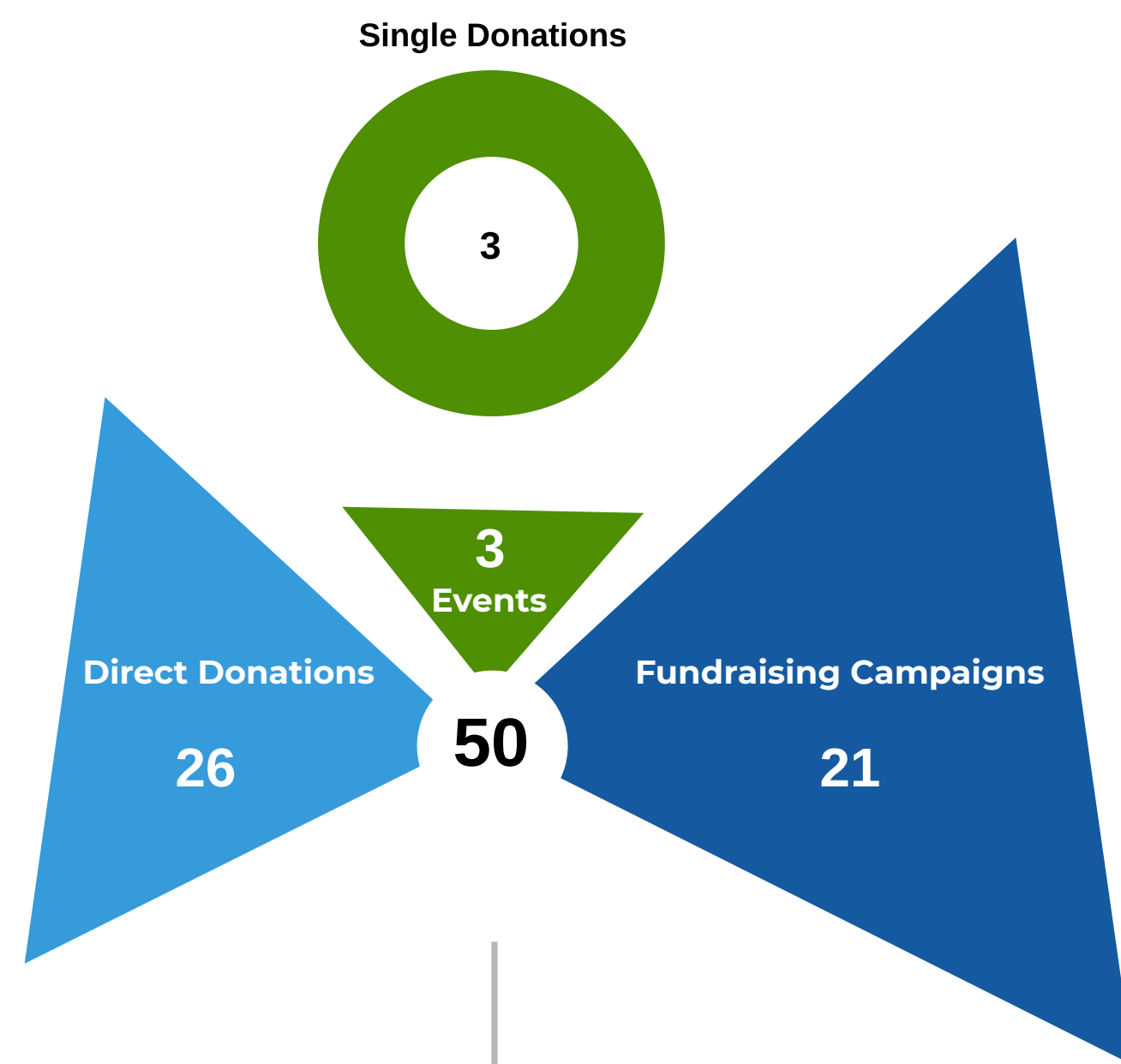
Data on Philanthropic Activity

tracked through online and media platforms

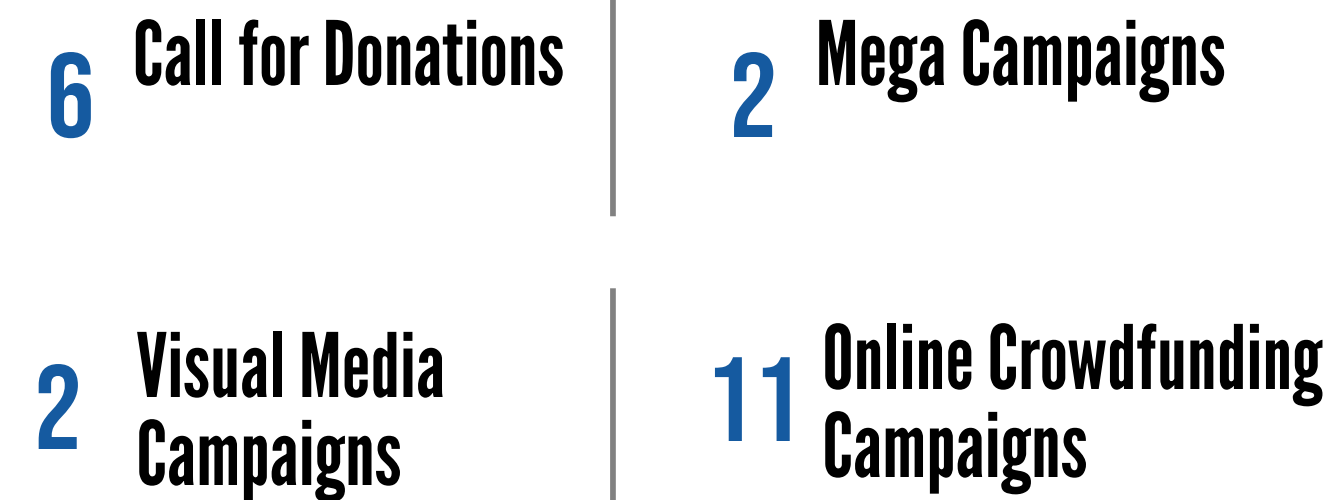
November 2021



Type of Donation



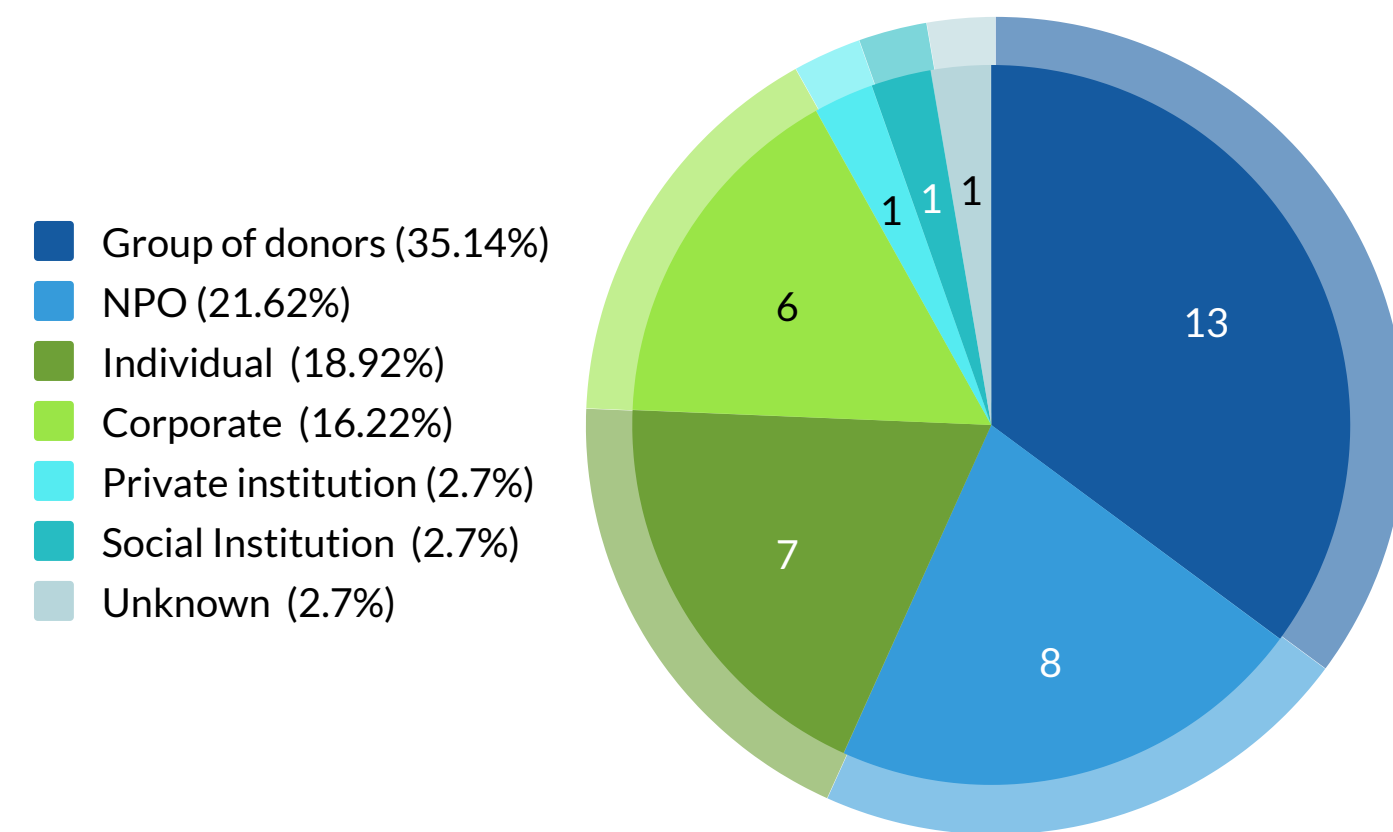
Fundraising Campaigns



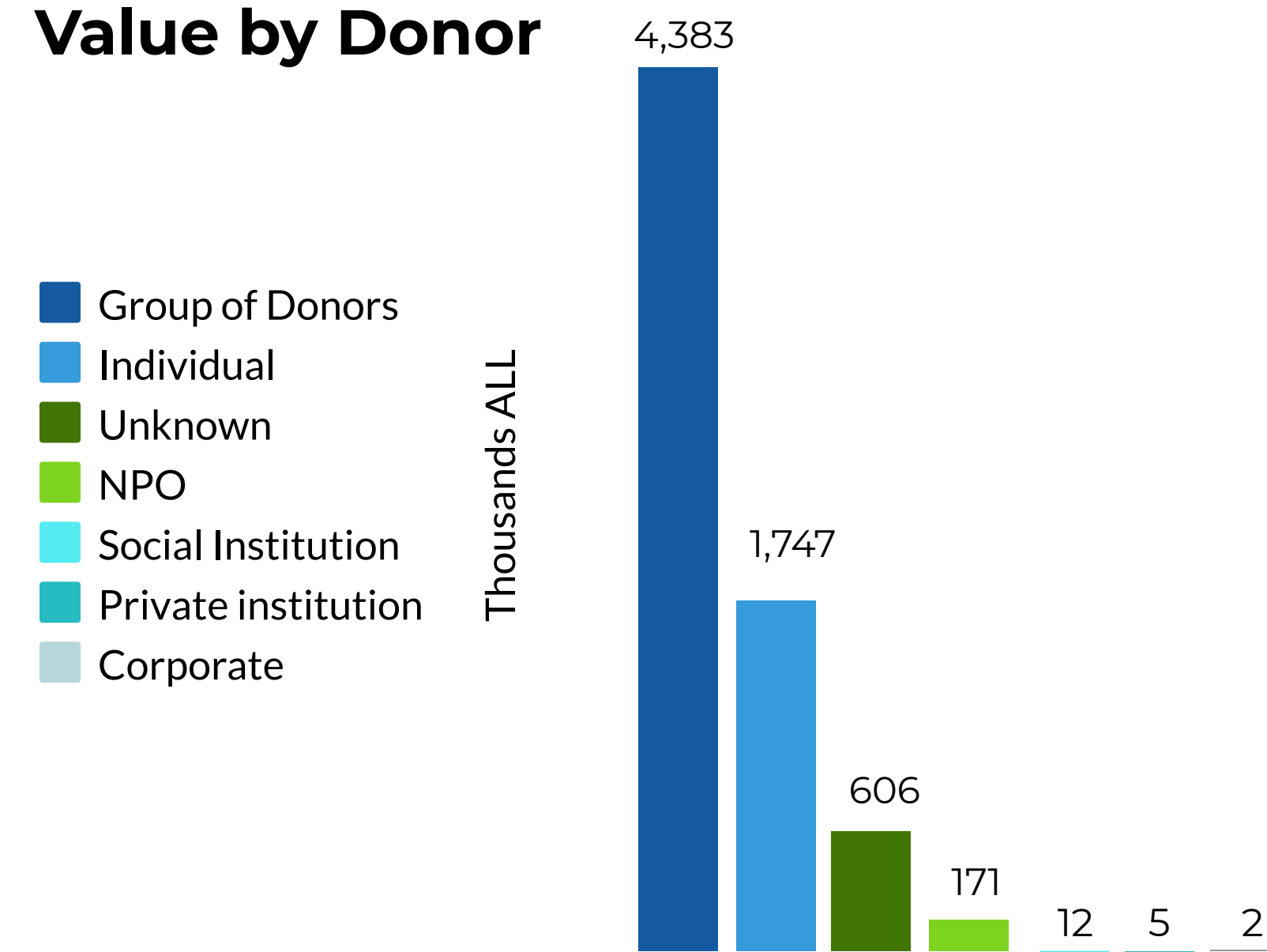
Events

3 Live Events

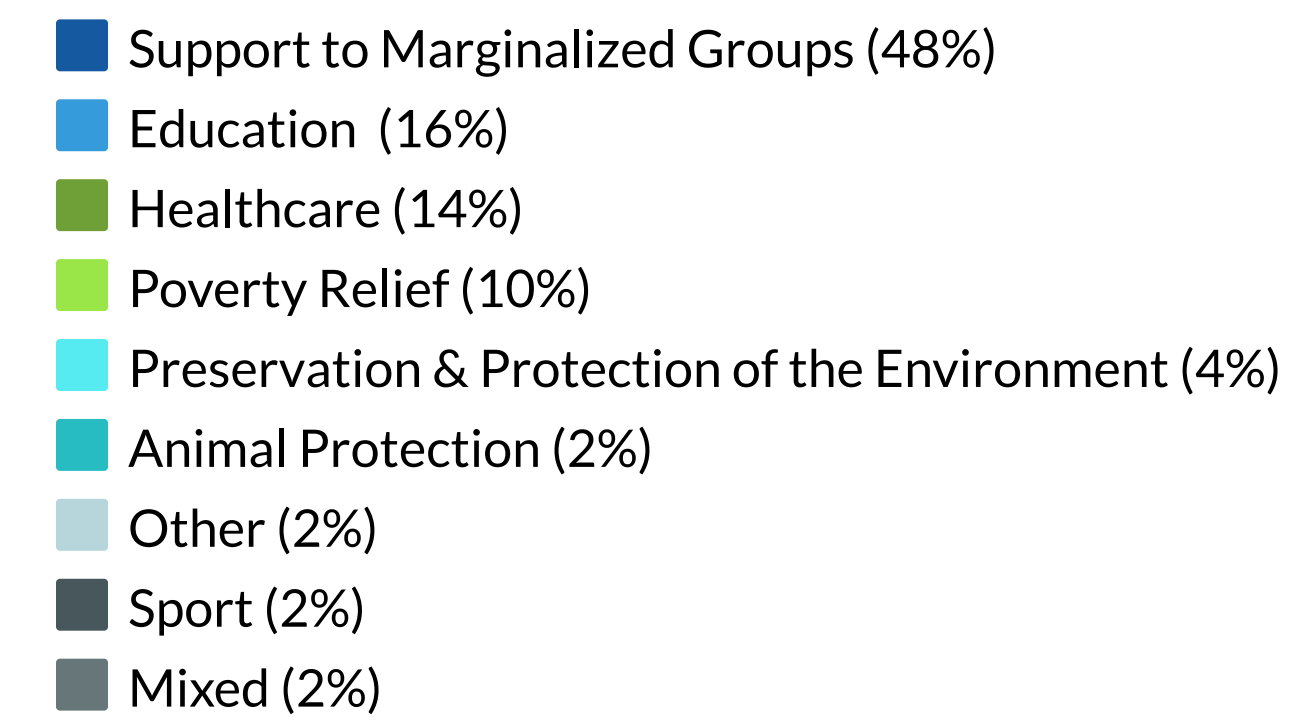
Number of Donors*



Value by Donor

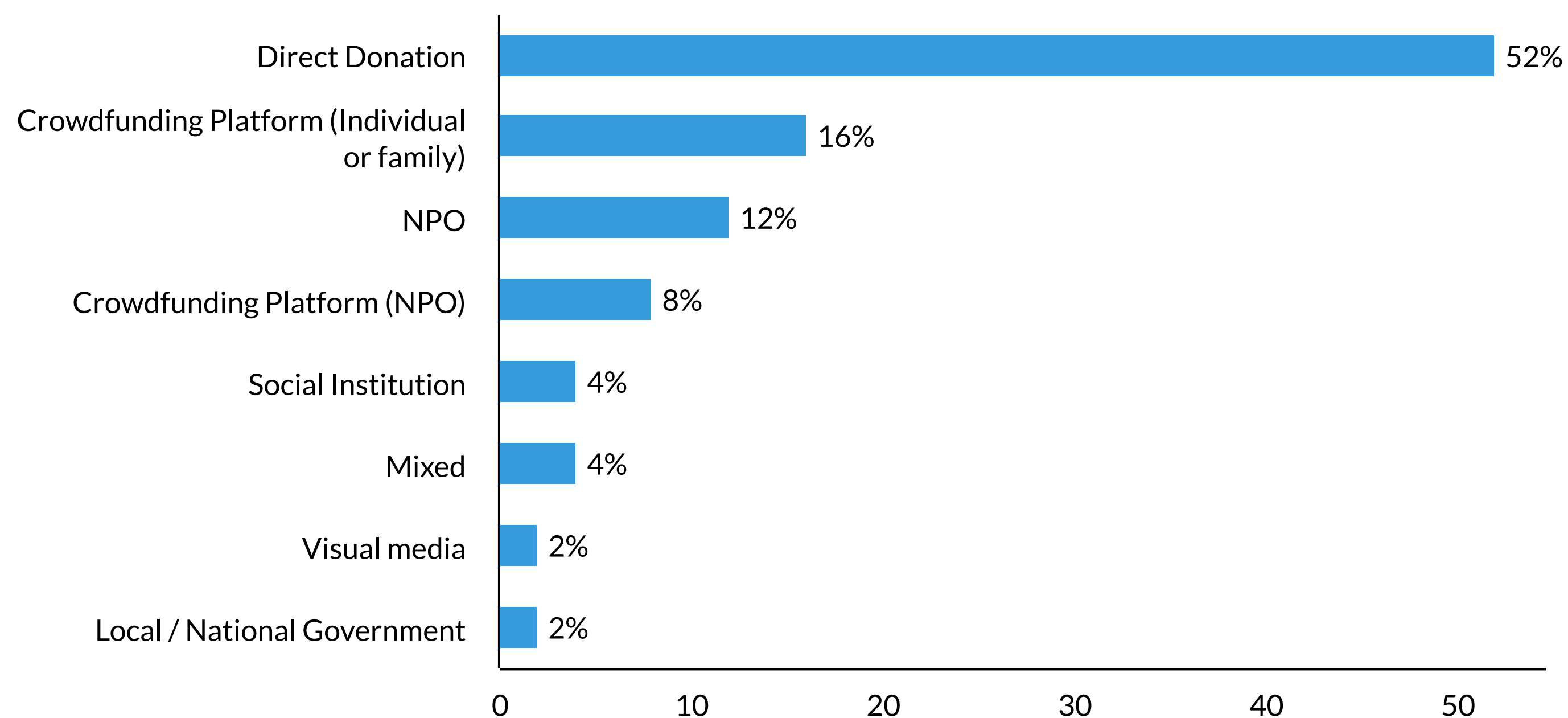


Purpose of Donation

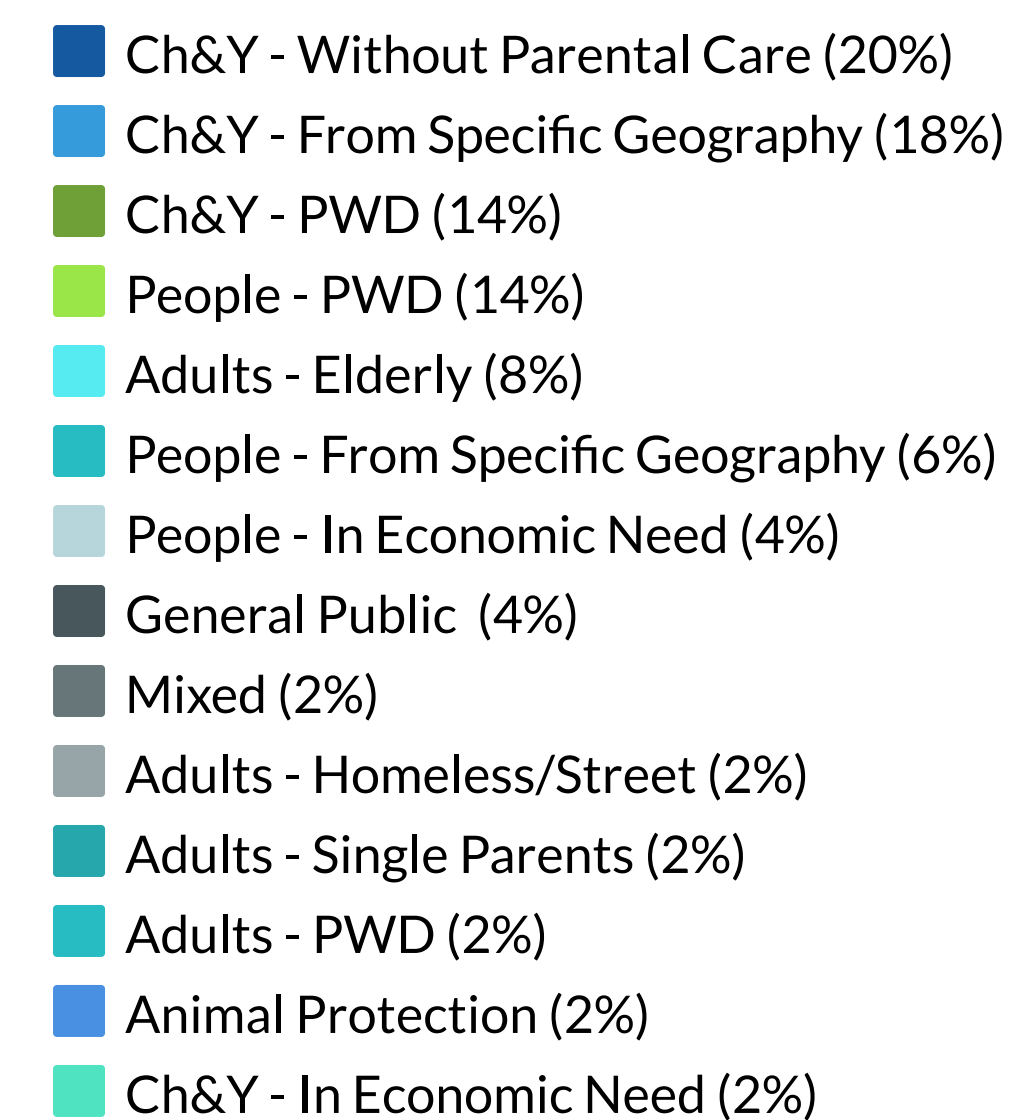


*In the framework of this analysis donors are calculated only once regardless of the number of donations carried out during all the monitoring process.

Channels of Donation



Final Beneficiaries



3 main DONORS by value of donations

#1 Individual -1,454,280 ALL

A live event in the form of an auction for the sale of the Ismail Qemali painting, by Donald Veshaj and the proceeds went to help children with autism

#2 Group of Donors - 1,327,072 ALL

Online crowdfunding campaign for people facing health issues in Albania

#3 Group of Donors - 757,805 ALL

Online crowdfunding campaign to financially support 3 underage girls (Bela, Suada and Meral) after the tragic loss of their father

Main DONORS by number of donations

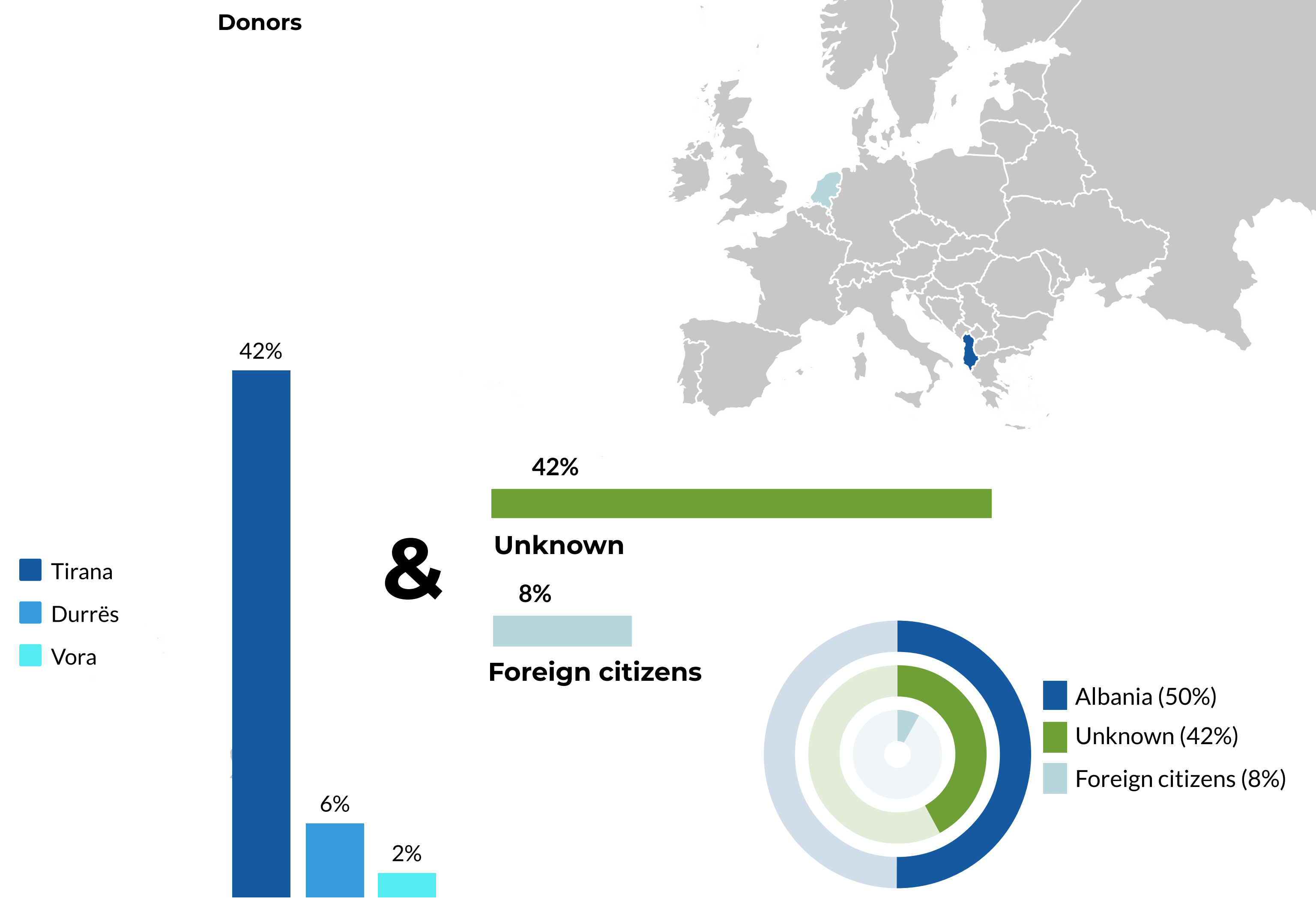
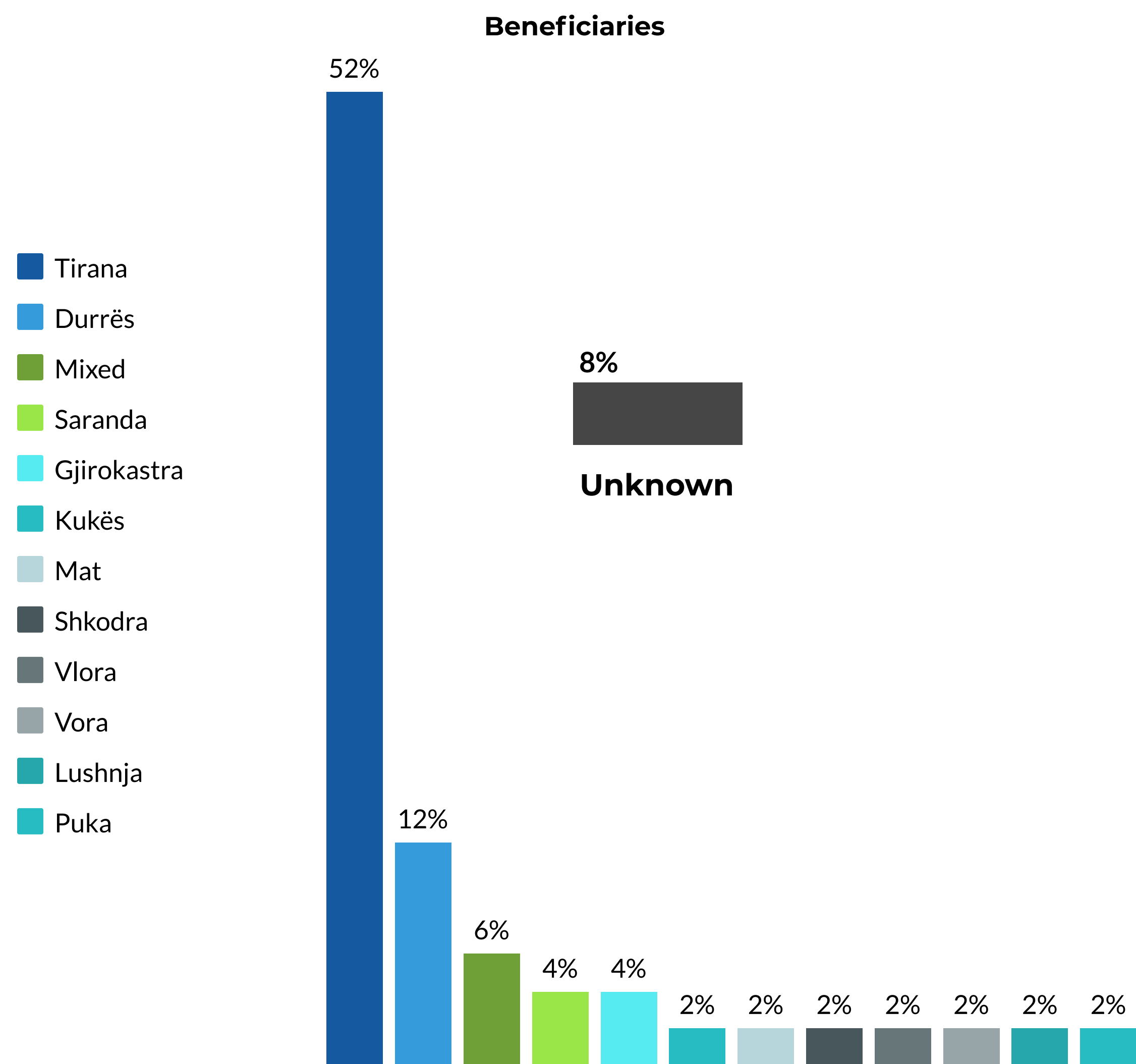
#1 Stichting Mara Amsterdam

#2 Credins Bank Albania

#3 Hope for the World Foundation

#4 Bethany Social Services

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

