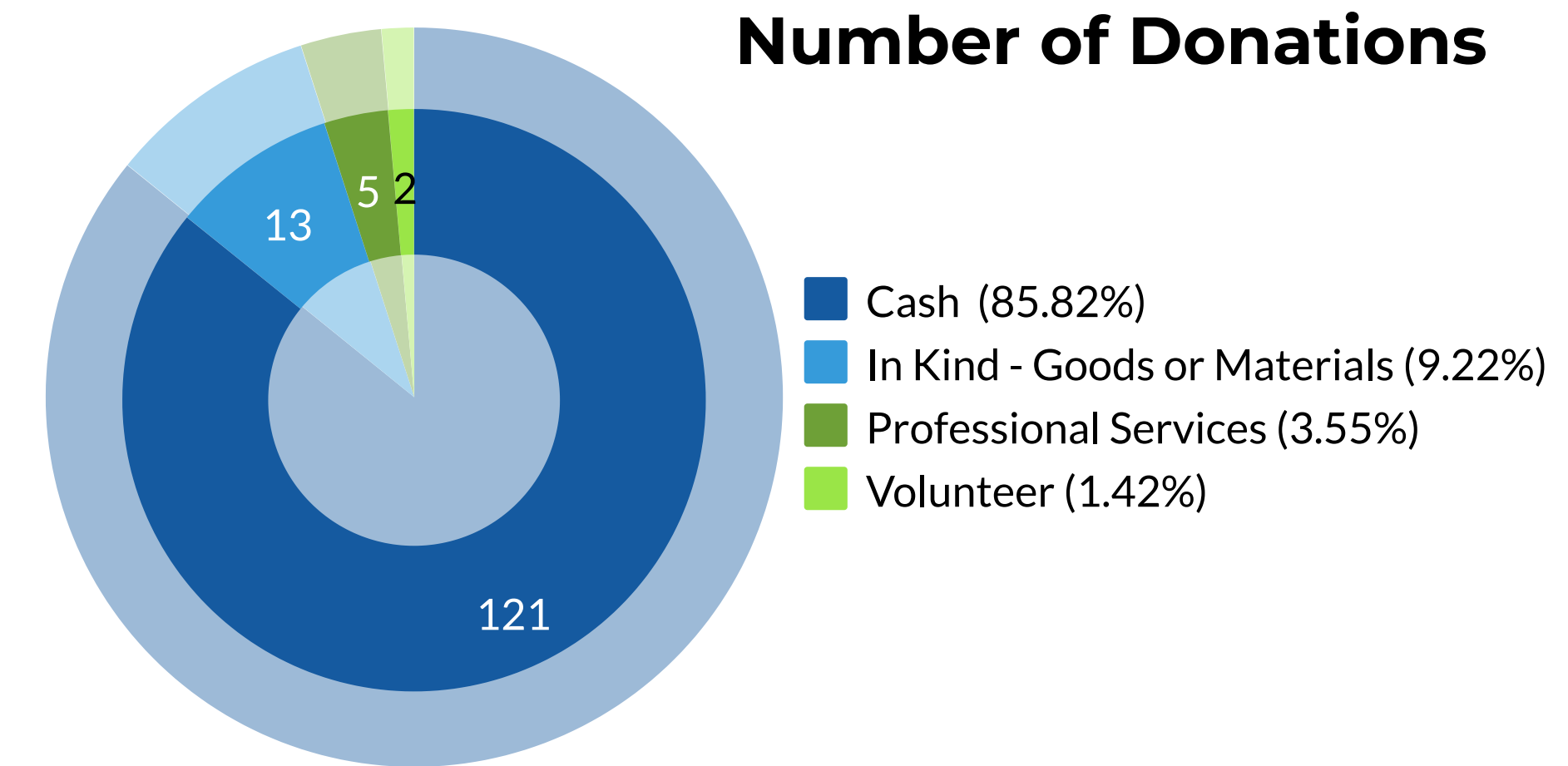
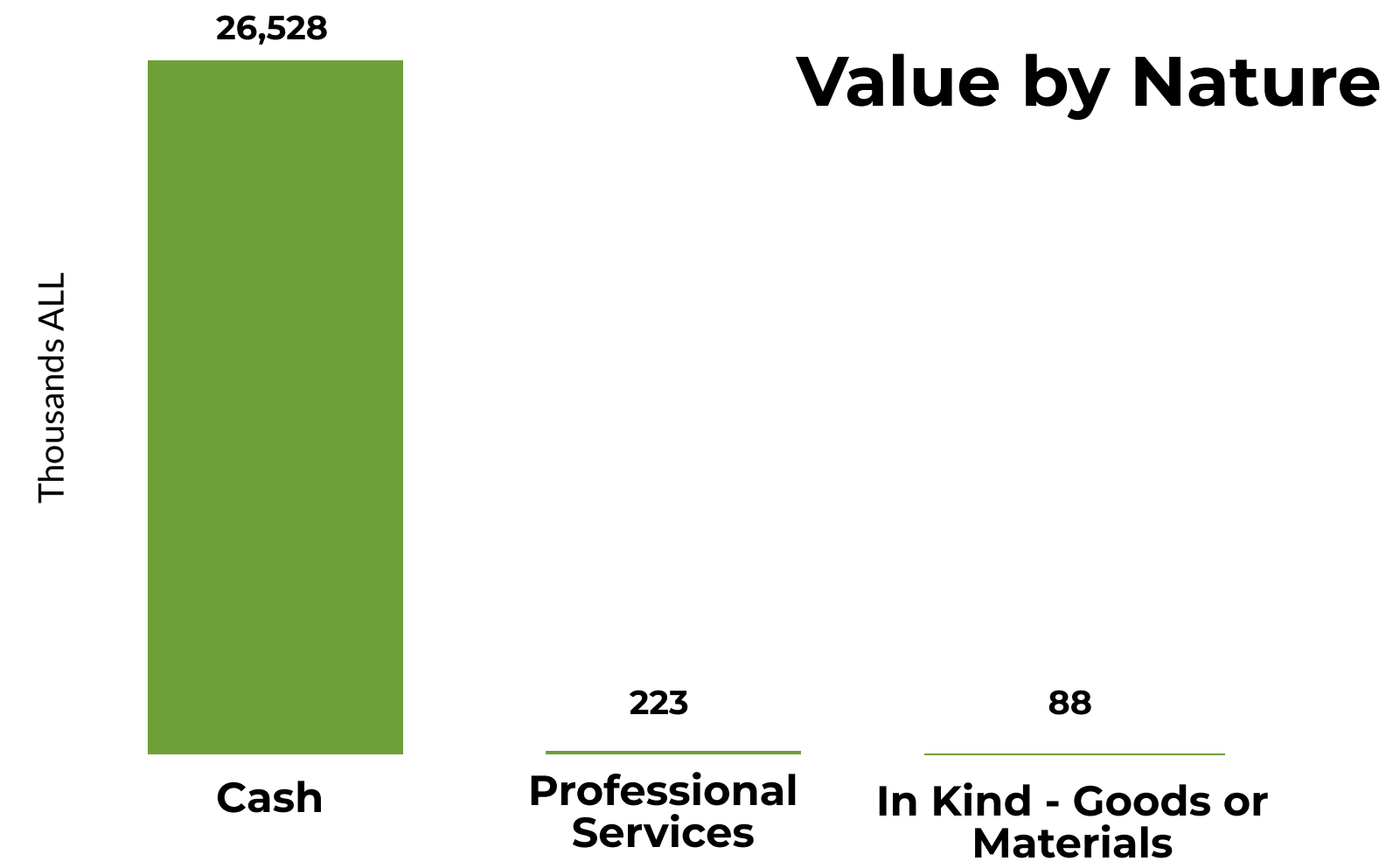


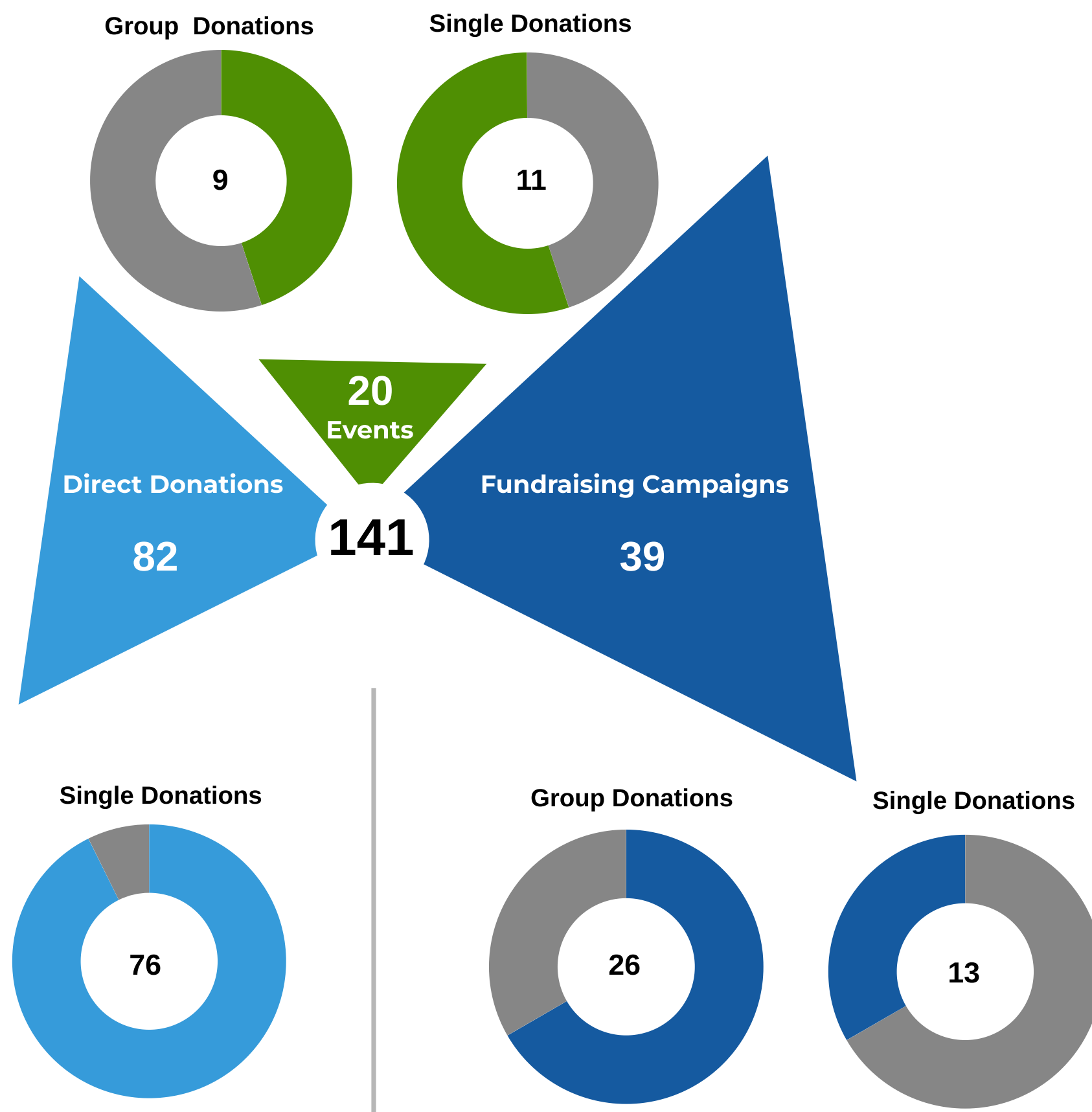
Data on Philanthropic Activity

tracked through online and media platforms

December 2021



Type of Donation



Fundraising Campaigns

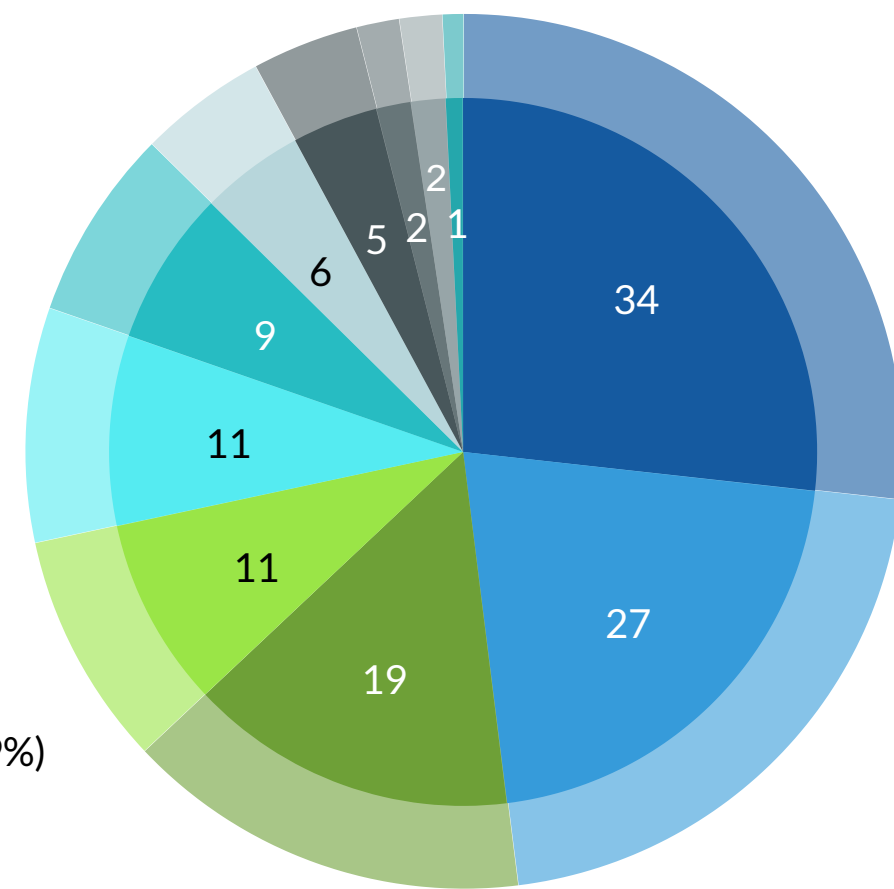


Events

20 Live Events

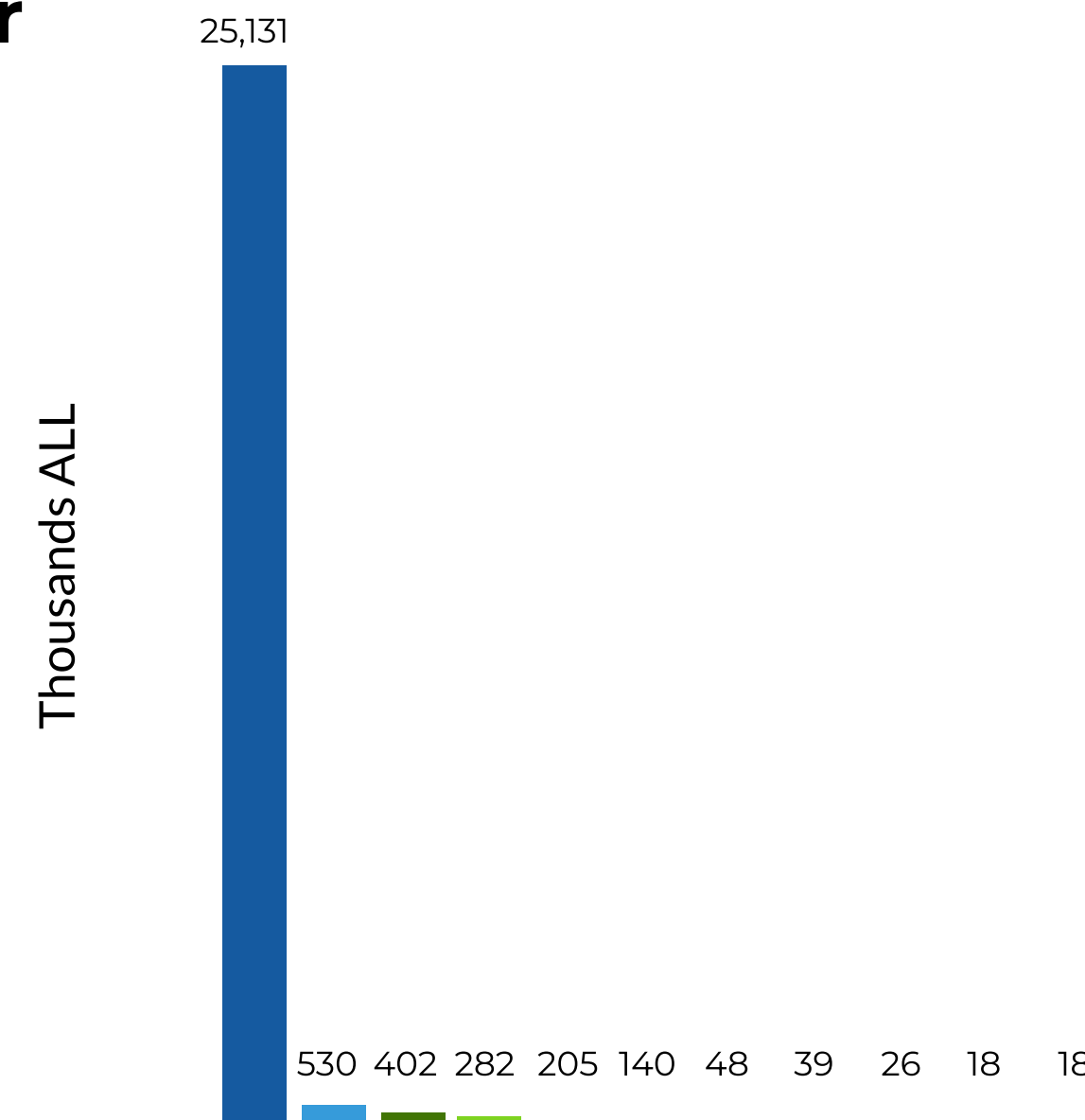
Number of Donors*

- Individual (26.77%)
- Group of donors (21.26%)
- Corporate (14.96%)
- Mixed (8.66%)
- Private Institution (8.66%)
- NPO (7.09%)
- SME (4.72%)
- Public Institution (3.94%)
- Unknown (1.57%)
- Religious Entity (1.57%)
- International Institution (0.79%)



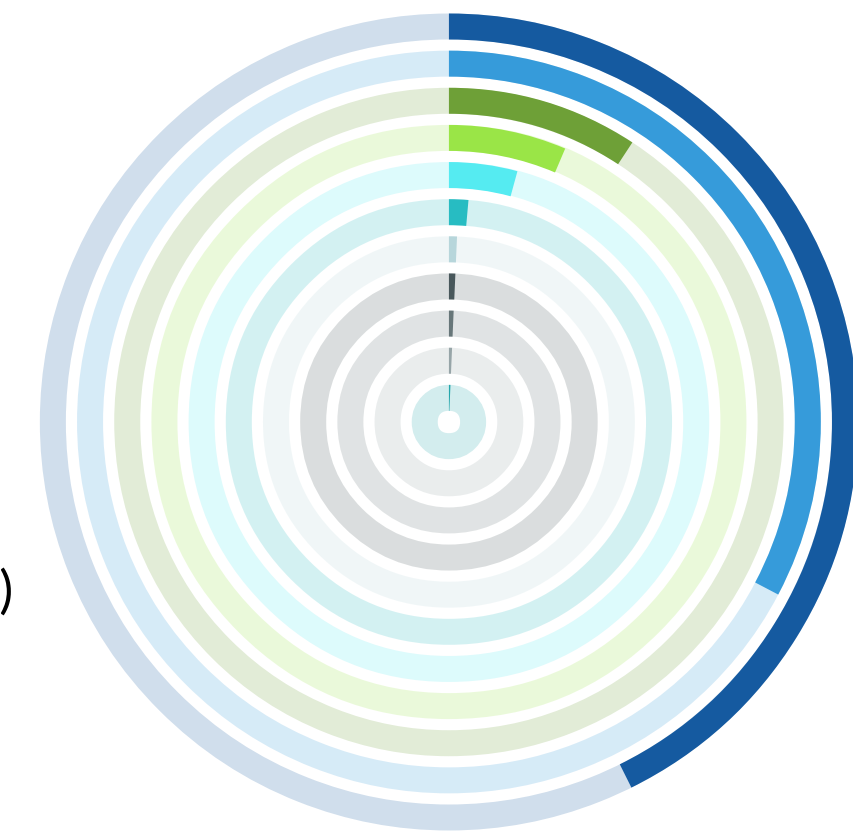
Value by Donor

- Group of Donors
- Individual
- Mixed
- Corporate
- NPO
- Public Institution
- Private Institution
- SME
- International Institution
- Religious Entity
- Unknown



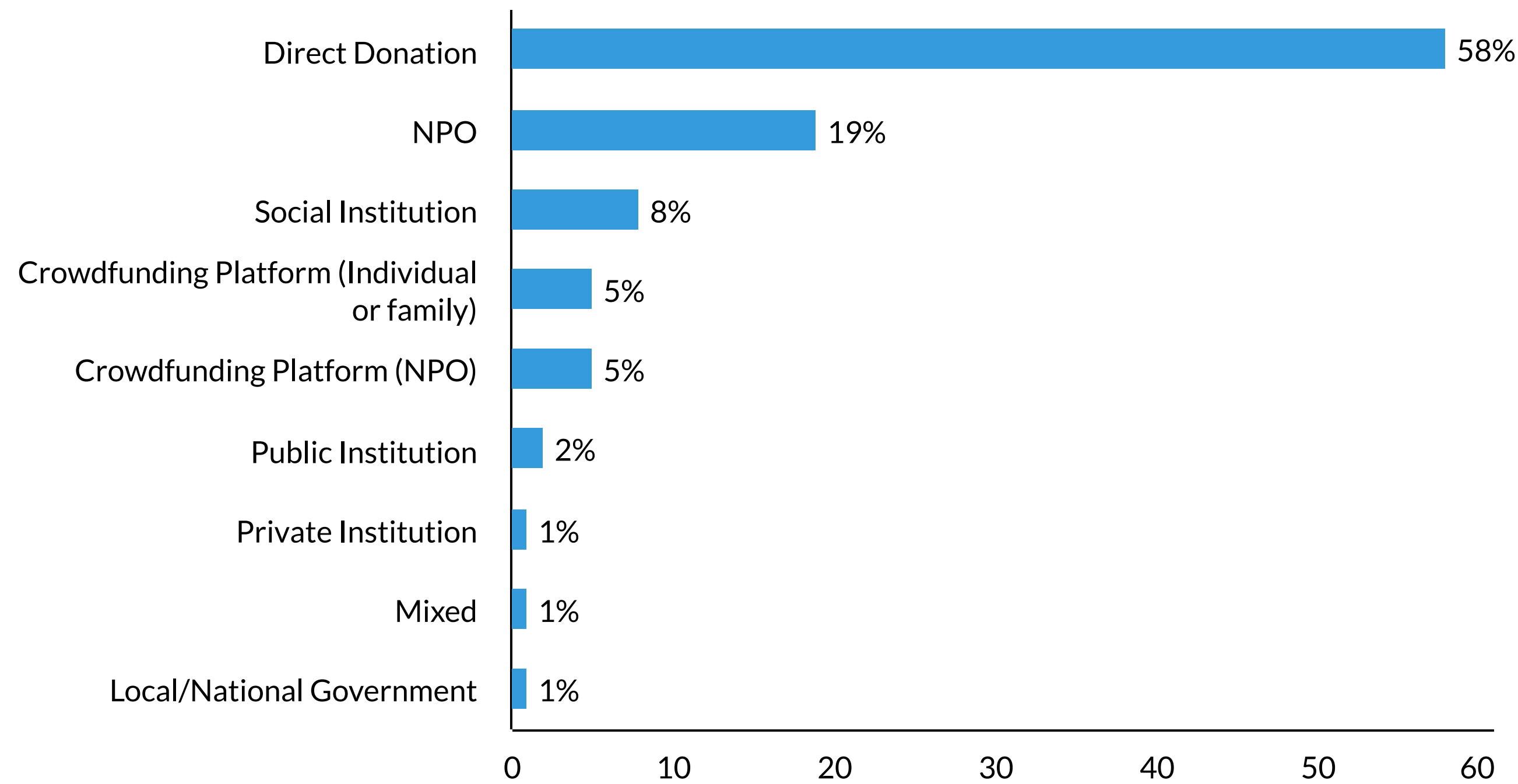
Purpose of Donation

- Seasonal Giving (42.55%)
- Support to Marginalized Groups (32.62%)
- Poverty Relief (9.22%)
- Healthcare (6.38%)
- Education (4.26%)
- Economic Development (1.42%)
- Sport (0.71%)
- Preservation & Protection of the Environment (0.71%)
- Animal Protection (0.71%)
- Art and Culture (0.71%)
- Other (0.71%)



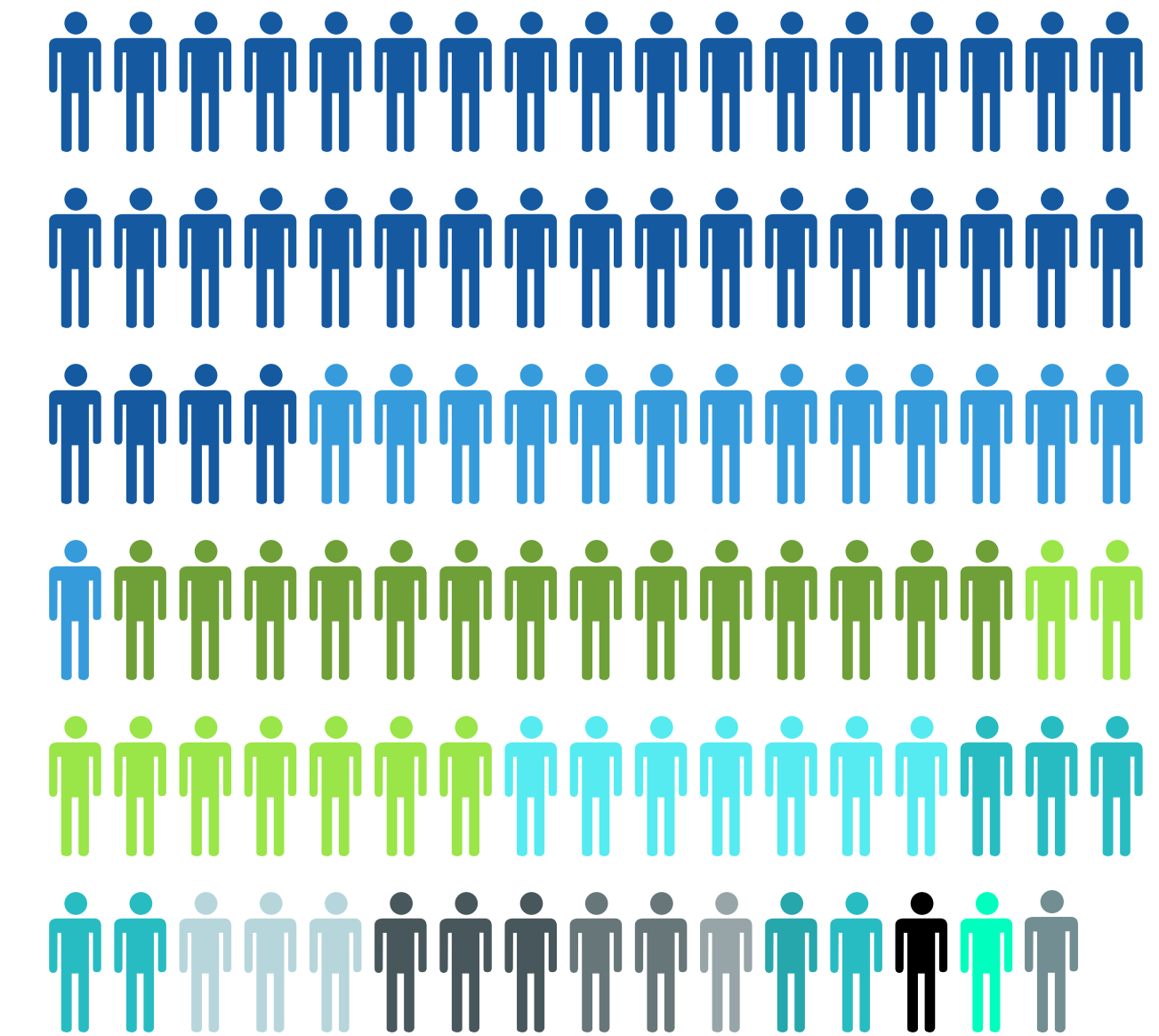
*In the framework of this analysis donors are calculated only once regardless of the number of donations carried out during all the monitoring process.

Channels of Donation



Final Beneficiaries

- Ch&Y - Without Parental Care (37.62%)
- Ch&Y - PWD (13.86%)
- People - In Economic Need (13.86%)
- Adults - Elderly (8.91%)
- Ch&Y - From Specific Geography (6.93%)
- Ch&Y - In Economic Need (4.95%)
- General Public (2.97%)
- Mixed (2.97%)
- W&Ch - Victims of Violence and Trafficking (1.98%)
- Adults - With Mental Health Issues (0.99%)
- Animal Protection (0.99%)
- Ch&Y - Homeless/Street (0.99%)
- People - From Specific Geography (0.99%)
- People - PWD (0.99%)
- Other (0.99%)



3 main DONORS by value of donations

#1 Group of Donors - 14,491,200 ALL

Online and social media crowdfunding campaign to help 12 year old Aurel Goli who has been diagnosed with leukemia

#2 Group of Donors - 2,769,188 ALL

Online crowdfunding campaign to financially support the family of Petrit Popaj who tragically lost his life recently

#3 Group of Donors - 2,052,920 ALL

Online and social media crowdfunding campaign to help 13 year old Ana Braha who has been diagnosed with scoliosis

Main DONORS by number of donations

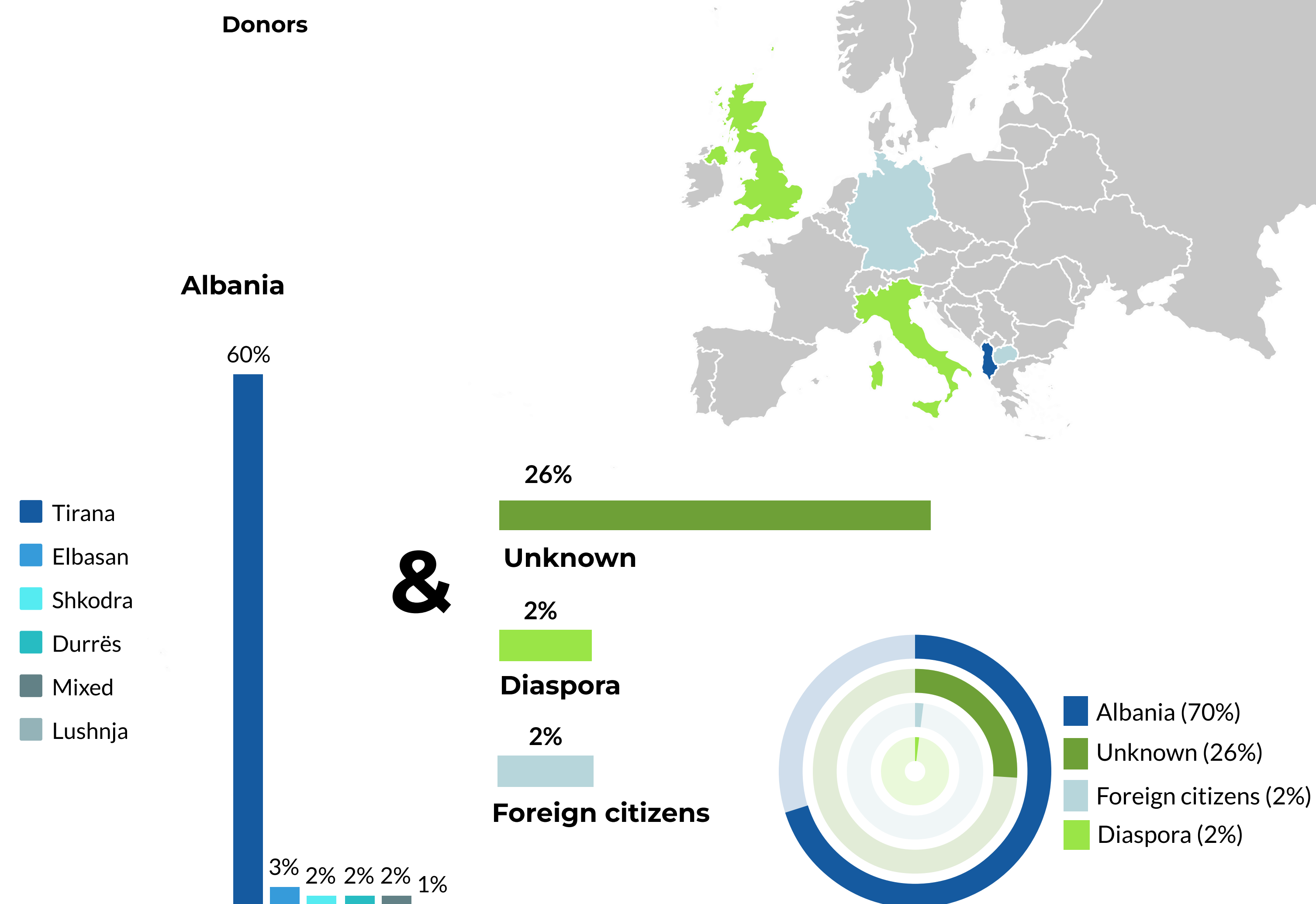
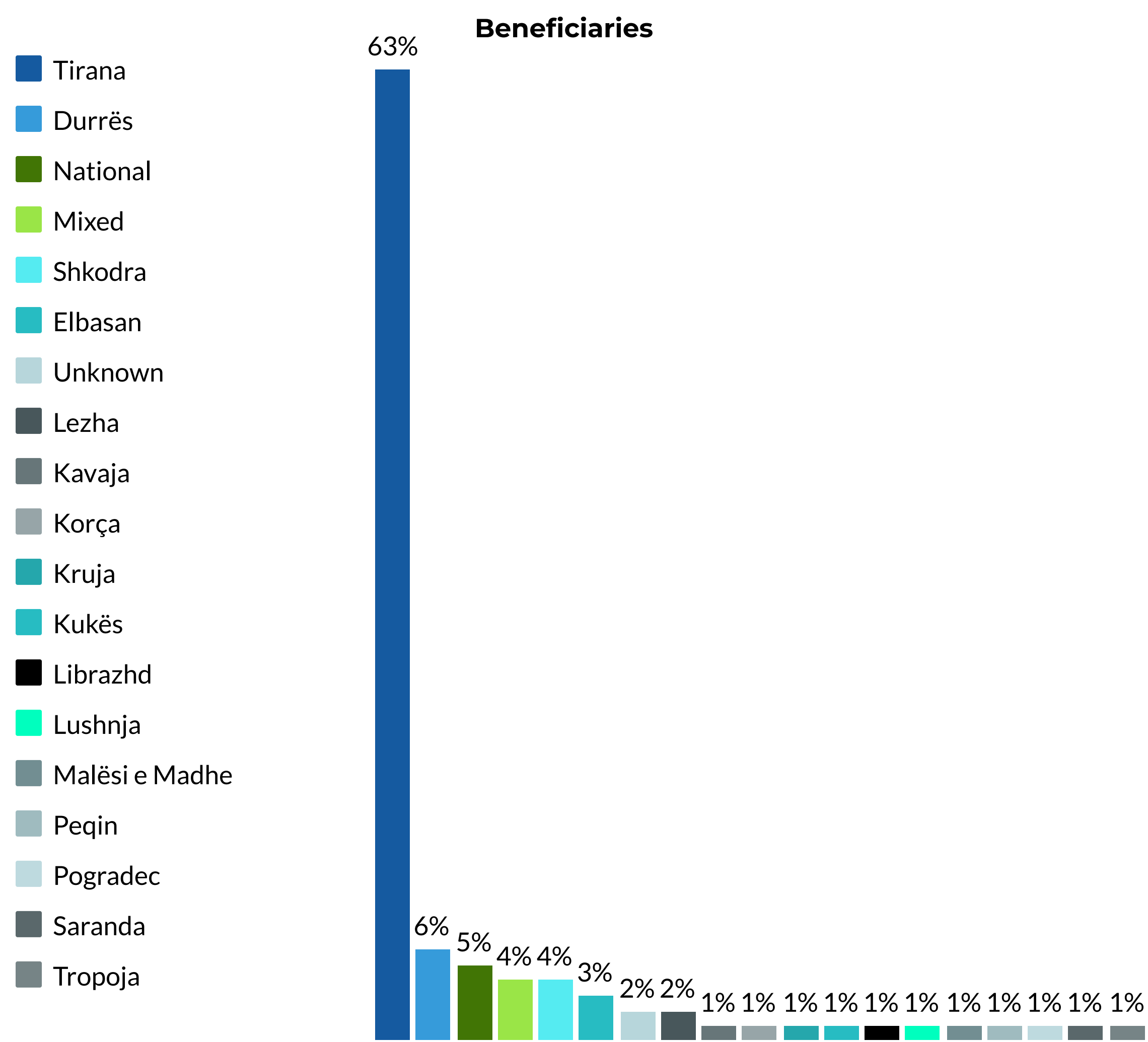
#1 Credins Bank

#2 Tirana Bank

#3 Raiffeisen Bank Albania

#4 Shoqata "Jetimi në Fokusin Tonë"

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

