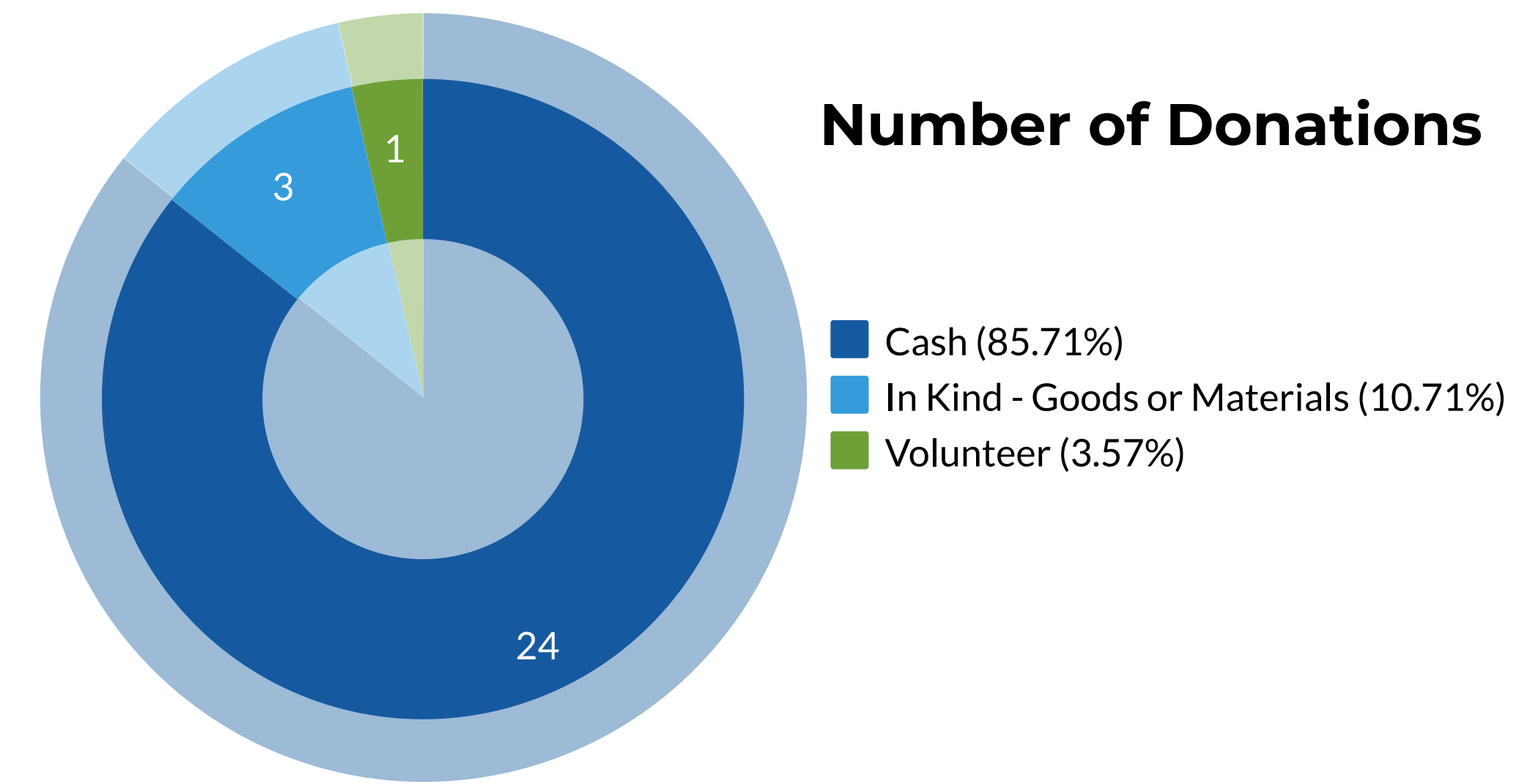
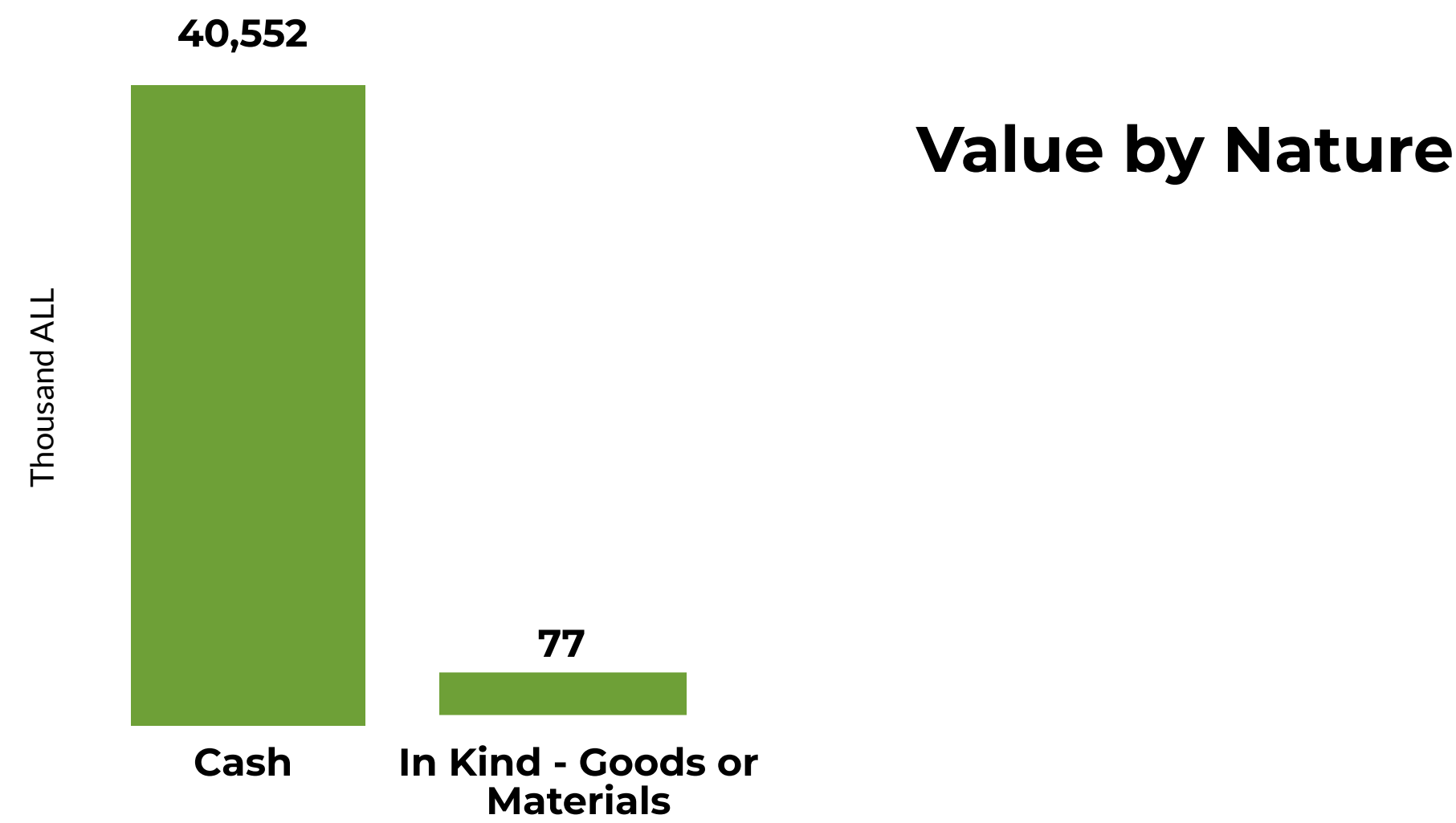


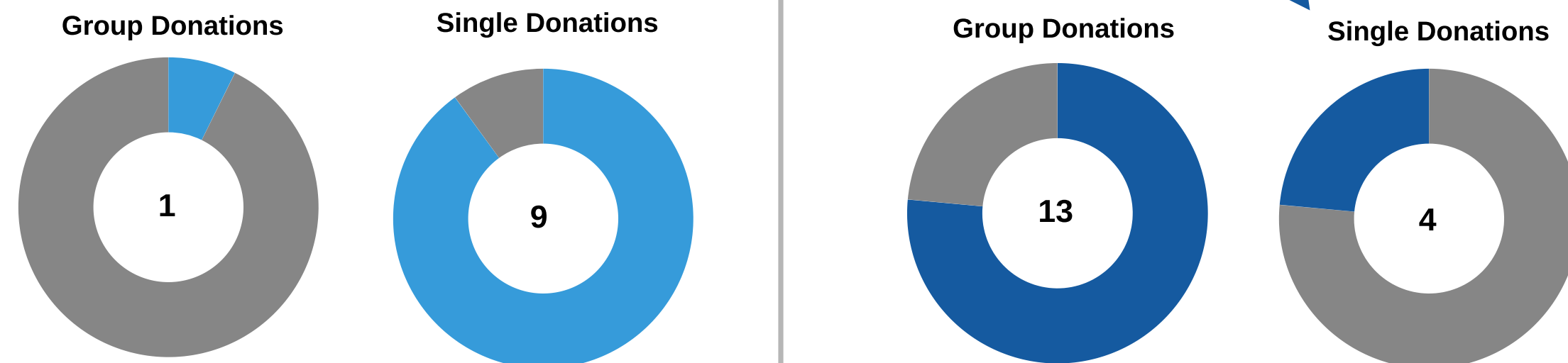
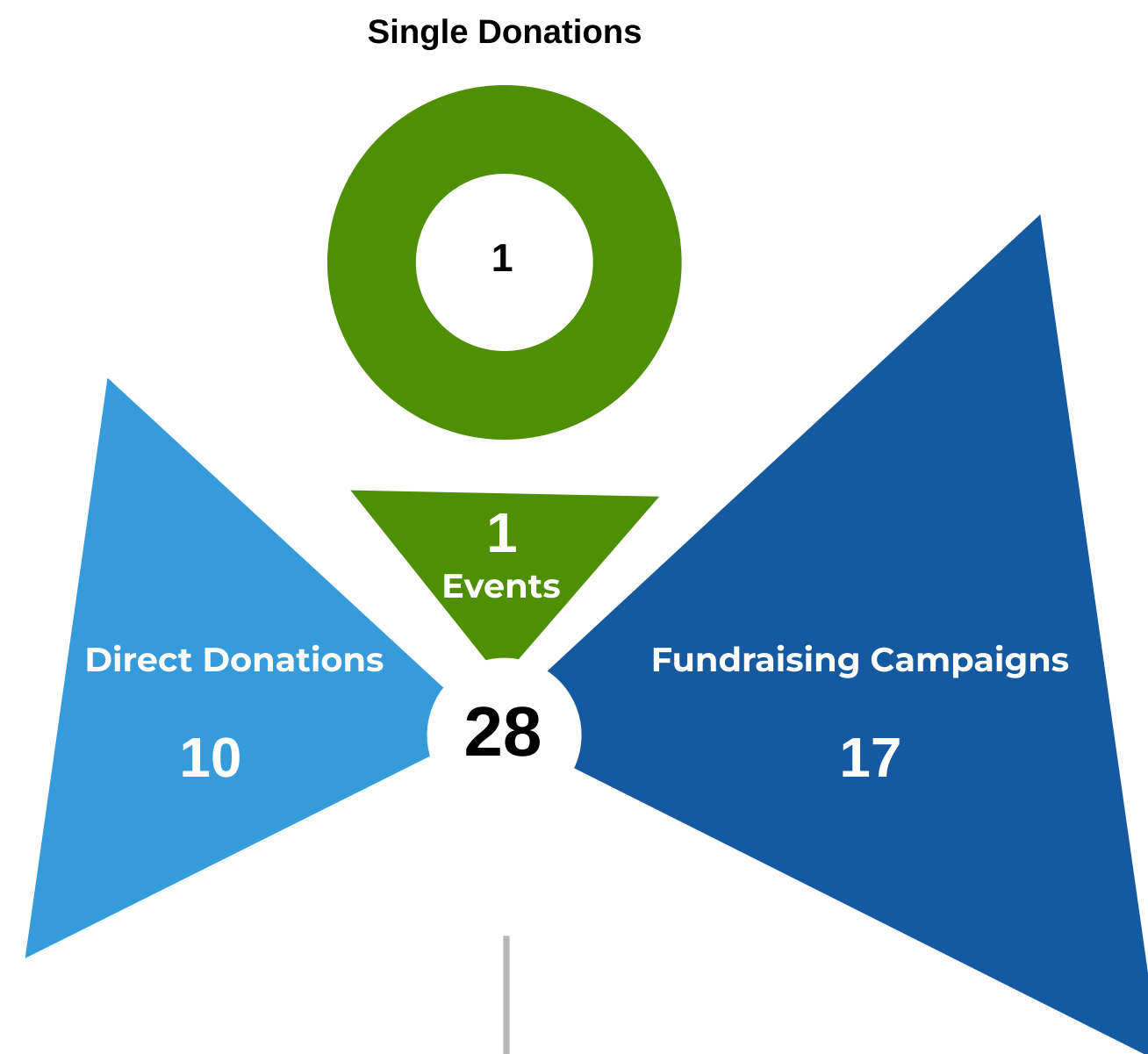
Data on Philanthropic Activity

tracked through online and media platforms

January 2022



Type of Donation



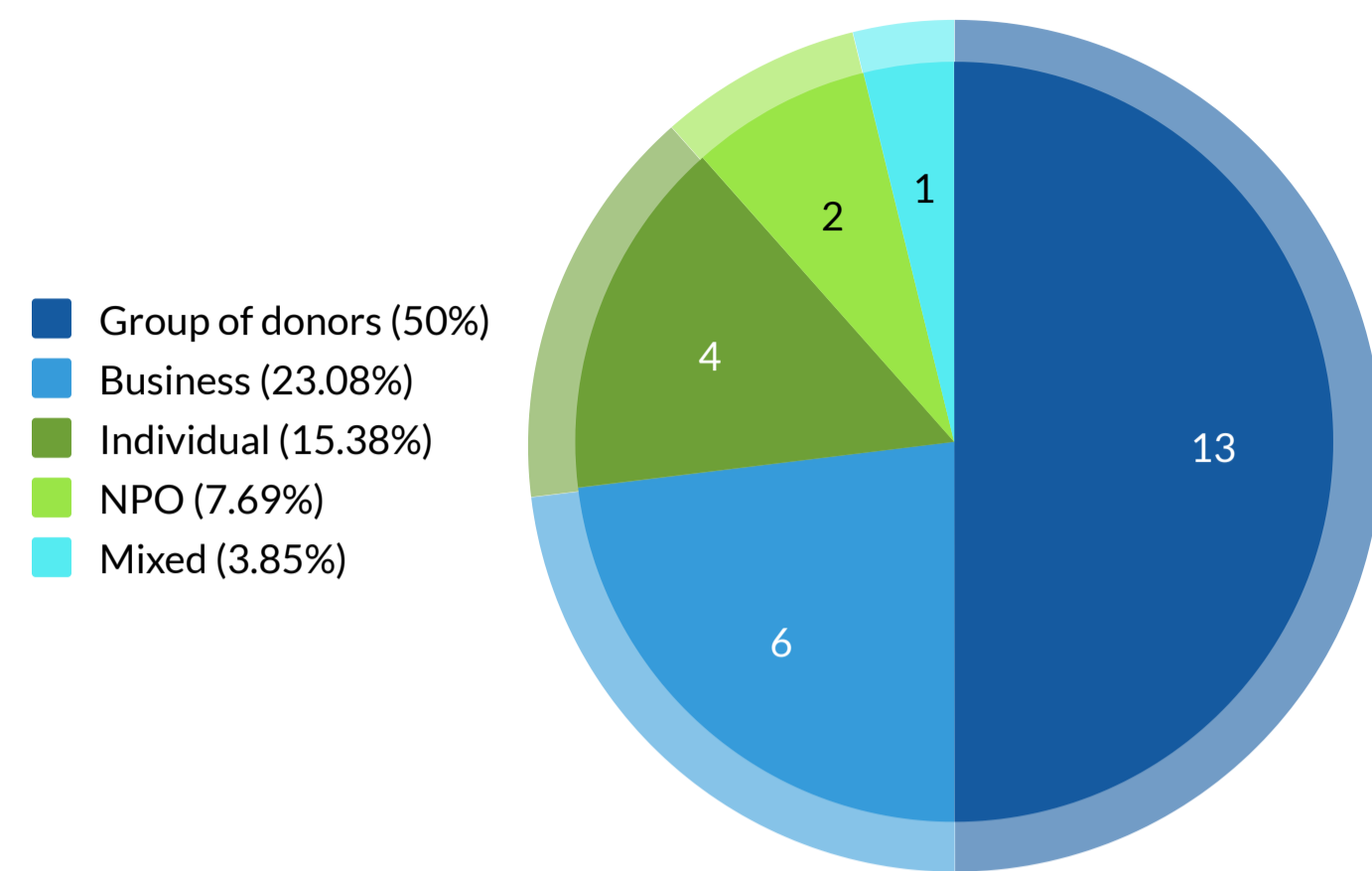
Fundraising Campaigns

- 6 Call for Donations
- 7 Online Crowdfunding Campaigns
- 1 Mega Campaigns
- 3 Online and Social Media Crowdfunding Campaigns

Events

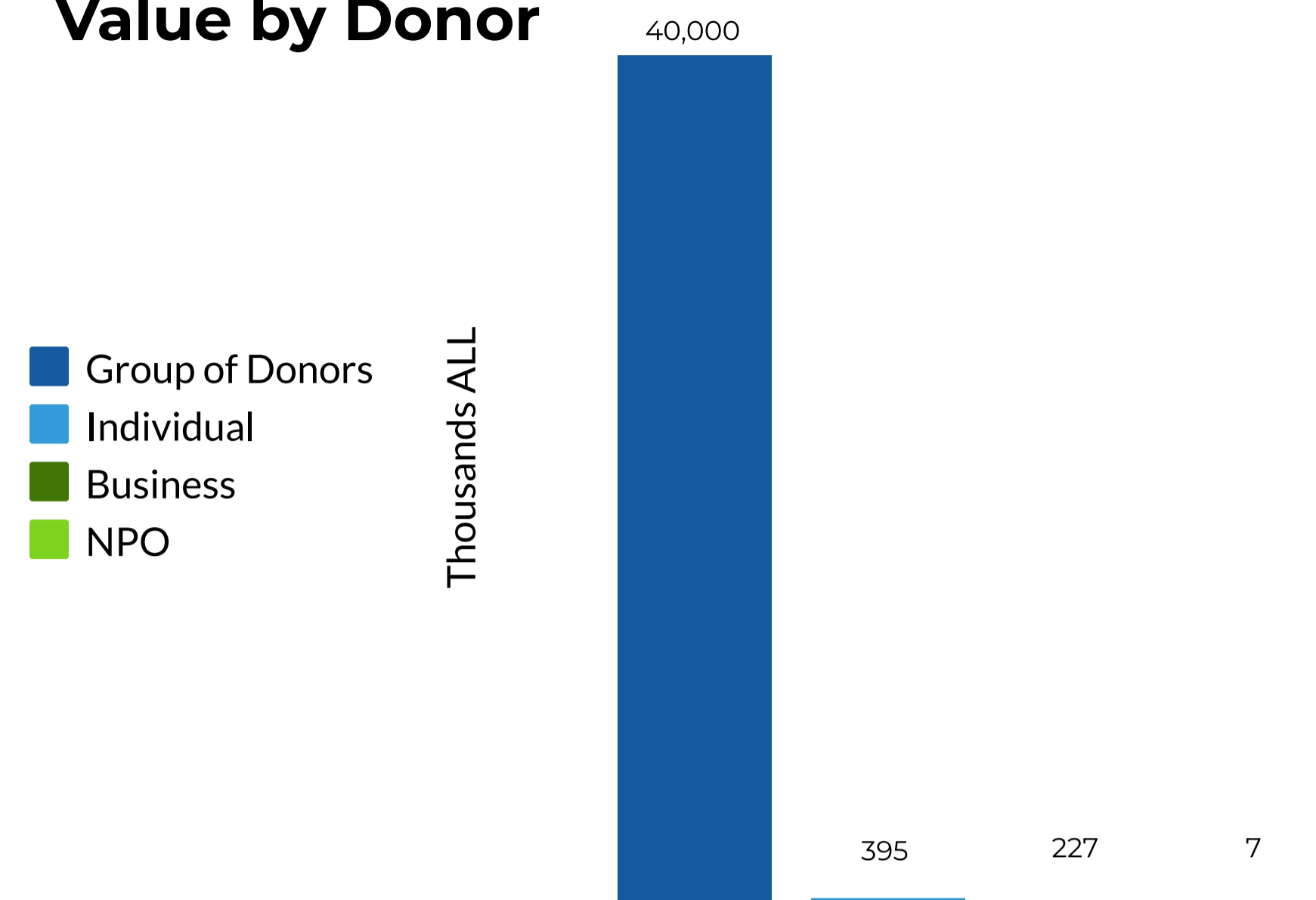
- 1 Live Event

Number of Donors*



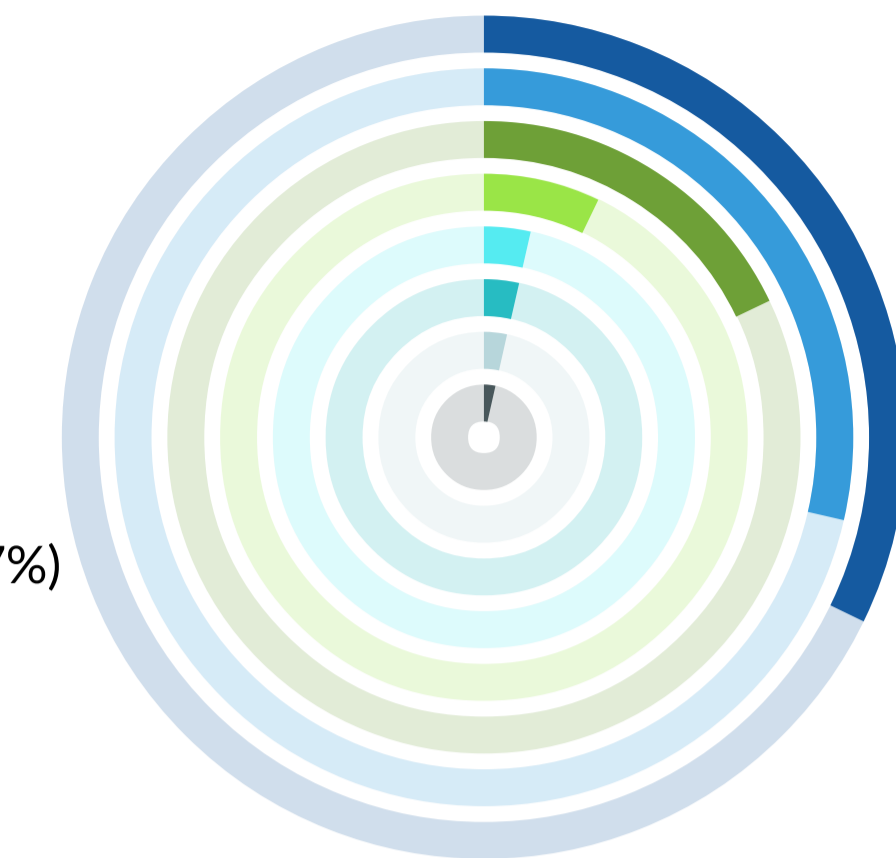
*In the framework of this analysis donors are calculated only once regardless of the number of donations carried out during all the monitoring process.

Value by Donor

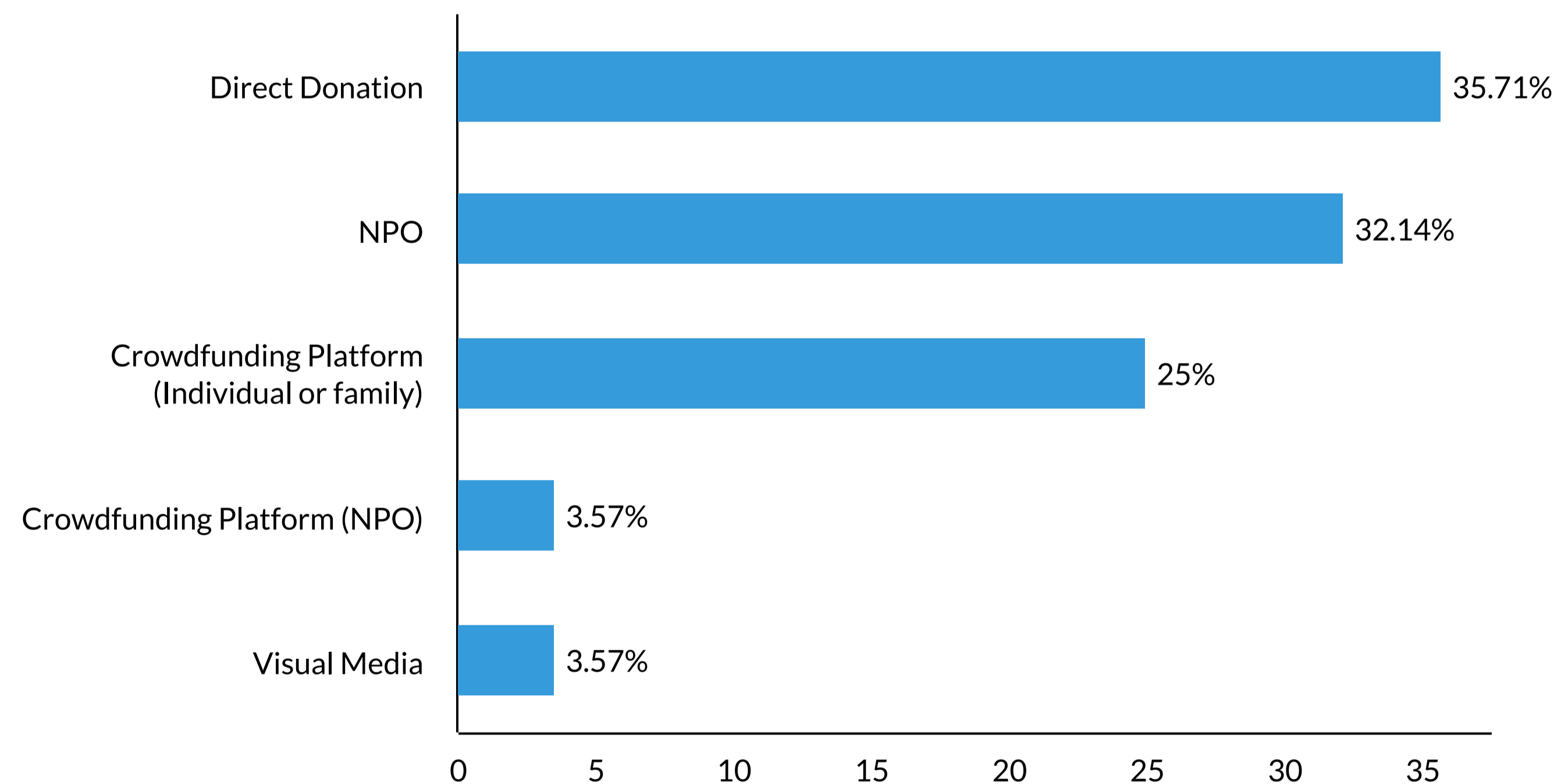


Purpose of Donation

- Support to Marginalized Groups (32.14%)
- Healthcare (28.57%)
- Seasonal Giving (17.86%)
- Poverty Relief (7.14%)
- Education (3.57%)
- Preservation & Protection of the Environment (3.57%)
- Sport (3.57%)
- Other (3.57%)

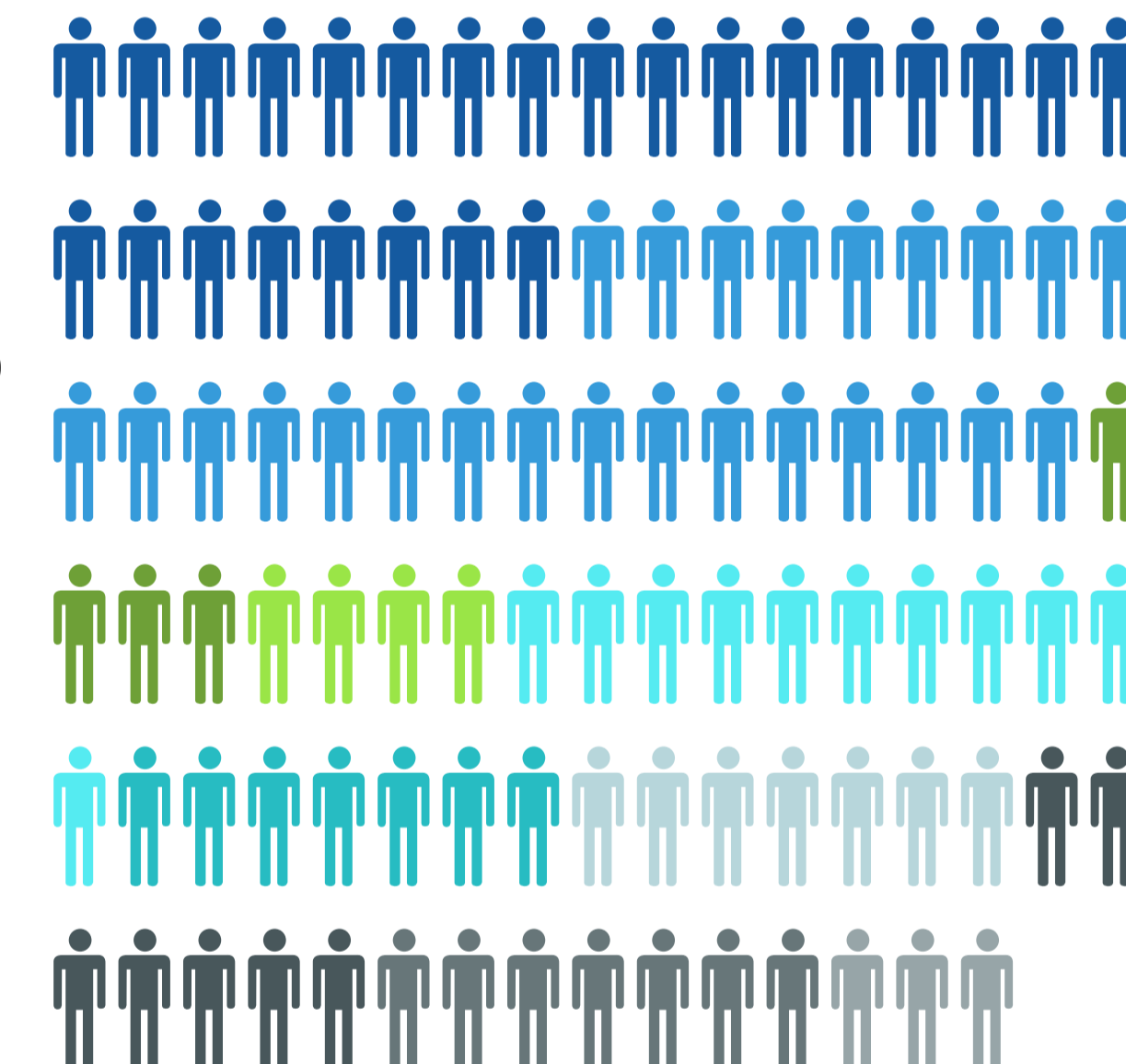


Channels of Donation



Final Beneficiaries

- Children and Youth - Without Parental Care (25%)
- Children and Youth - PWD (25%)
- Children and Youth - From Specific Geography (3.57%)
- Children and Youth - In Economic Need (3.57%)
- People - In Economic Need (10.71%)
- People - PWD (7.14%)
- People - From Specific Geography (7.14%)
- Adults - Elderly (7.14%)
- Adults - PWD (7.14%)
- Mixed (3.57%)



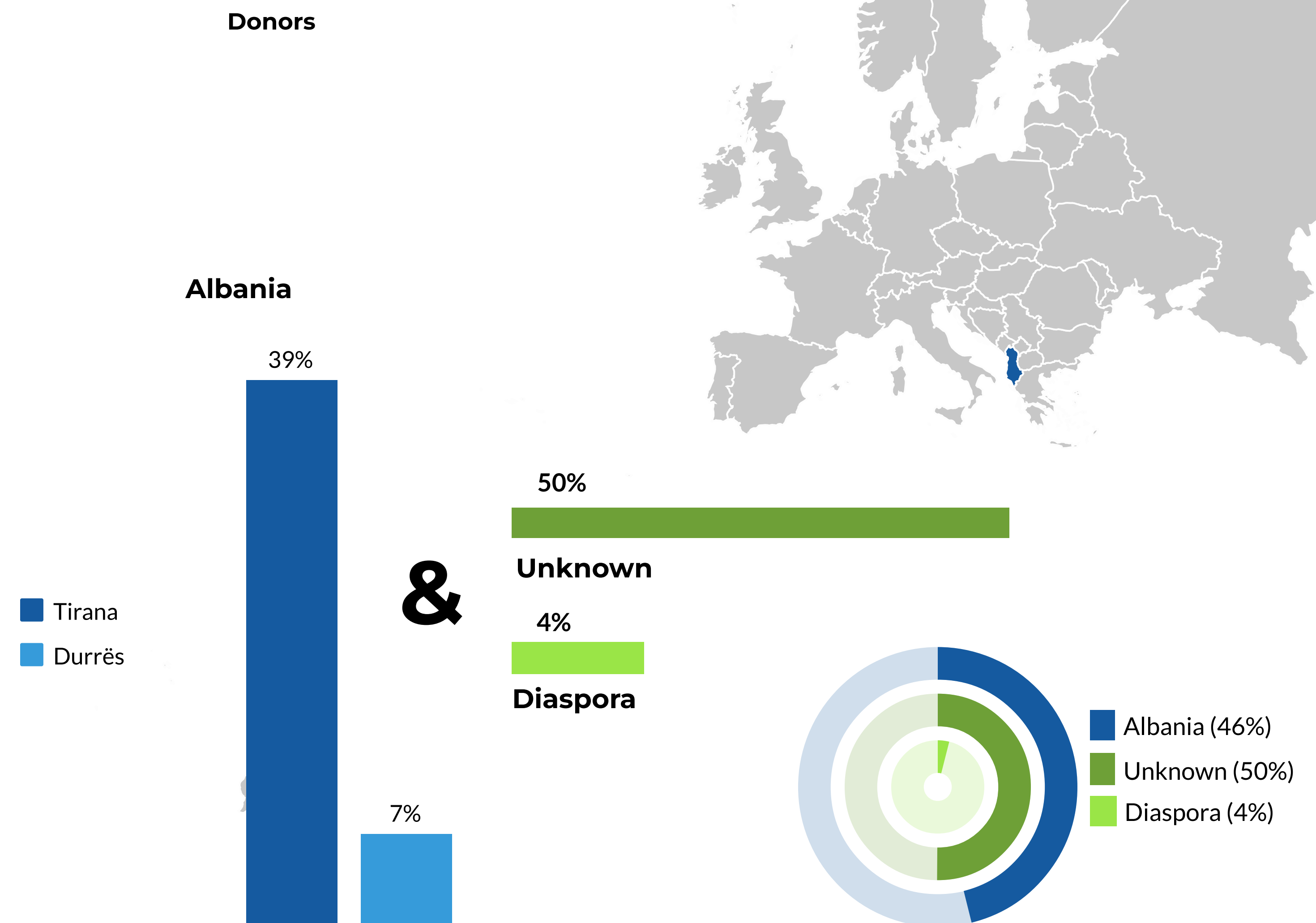
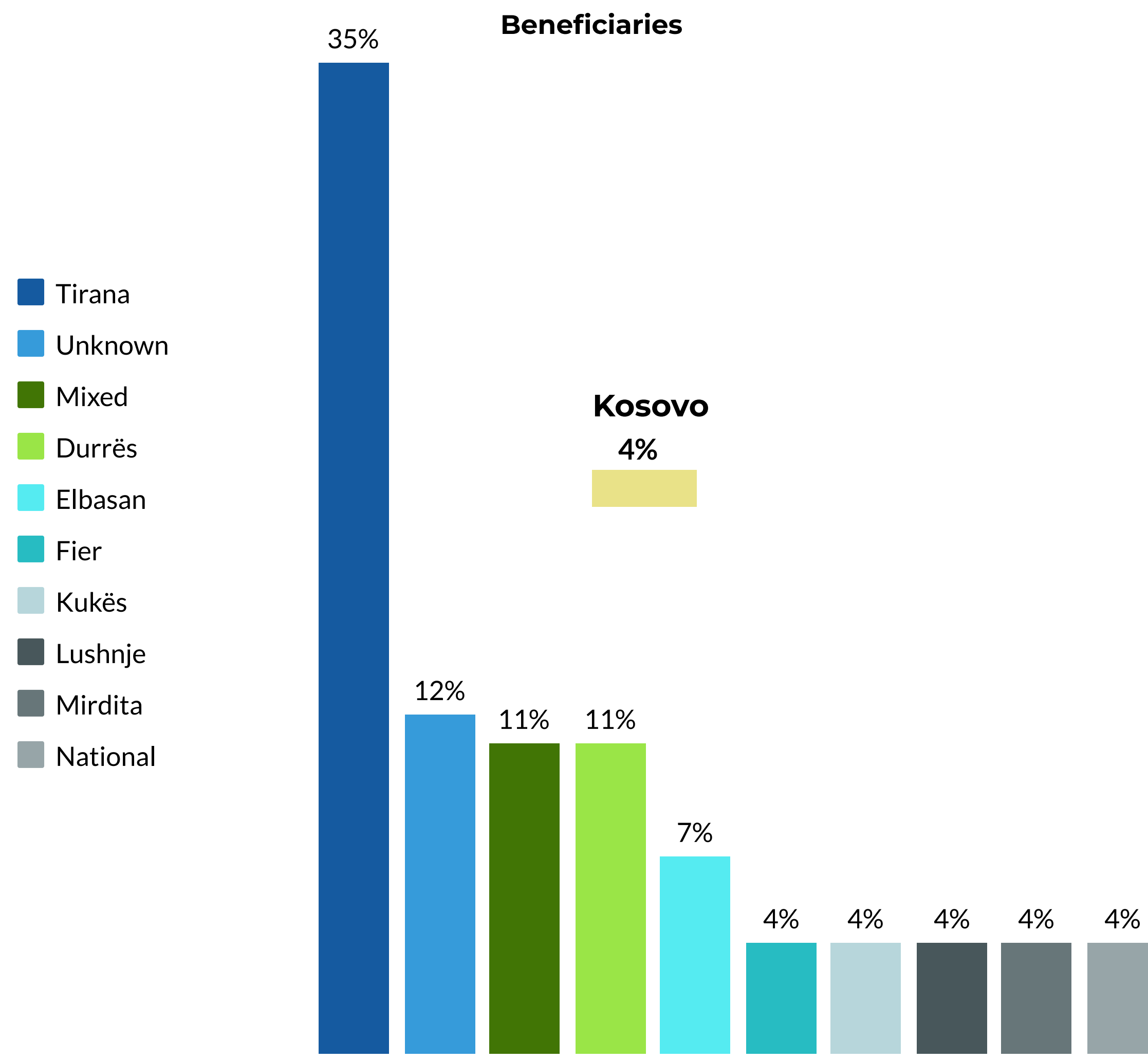
3 main DONORS by value of donations

- #1 Group of Donors - 21,741,984 ALL**
Online and social media crowdfunding campaign "Të shpëtojmë jetën e Omerit nga Kosova!" to help baby Omer who suffers from congenital heart disease.
- #2 Group of Donors - 7,508,427 ALL**
Online crowdfunding campaign "Shqiptarët për Shqiptarët!" to help albanians who face severe health problems.
- #3 Group of Donors - 5,141,155 ALL**
Online crowdfunding campaign "Ndihmë urgjente për Mirbesa Qejvanin" to help 15-year-old Mirbesa Qejvani who needs to undergo an urgent kidney transplant.

Main DONORS by number of donations

- #1 MC Catering**
- #2 RejsiFarma**

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
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

