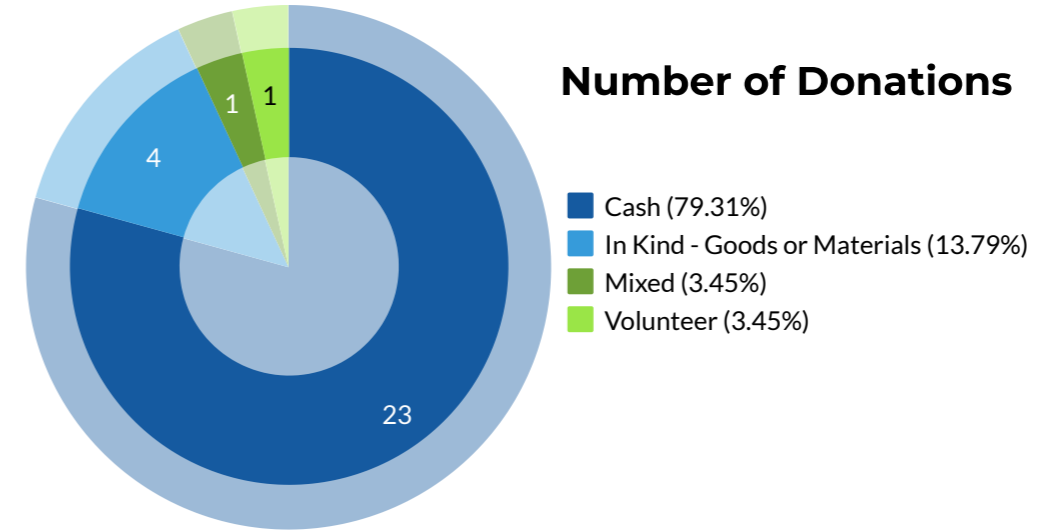
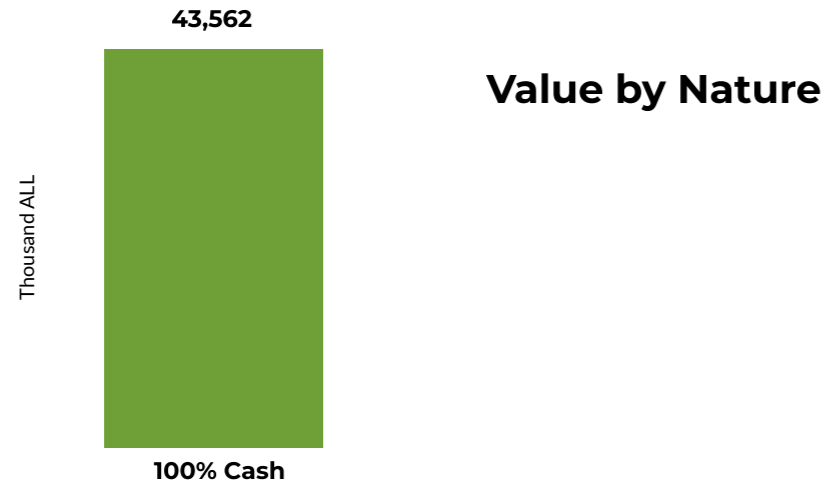


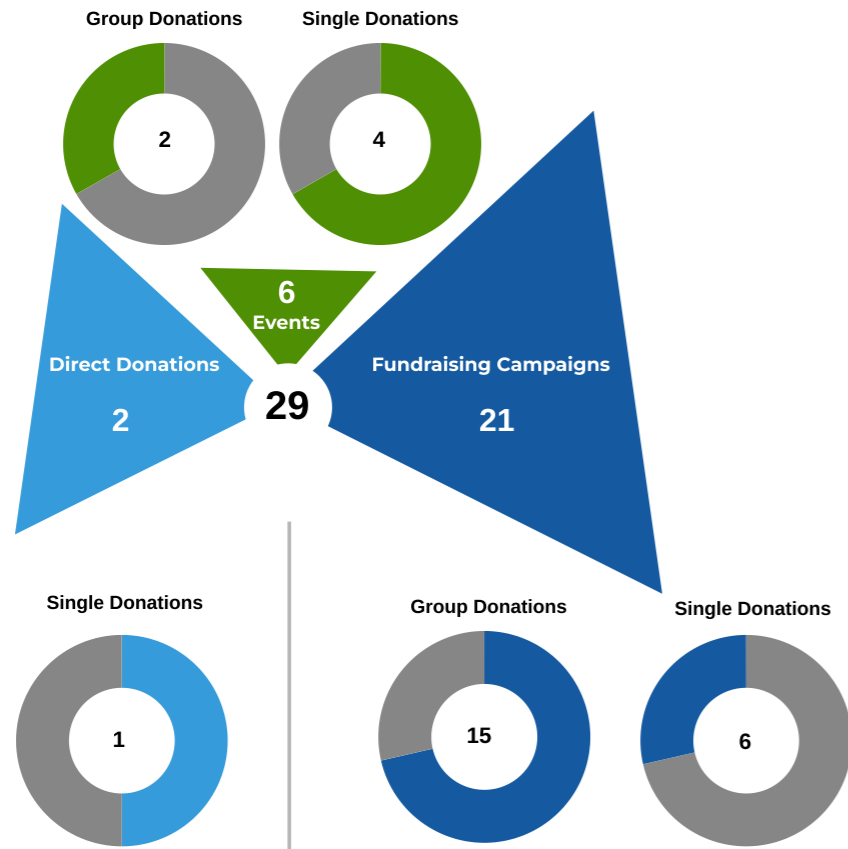
Data on Philanthropic Activity

tracked through online and media platforms

February 2022



Type of Donation



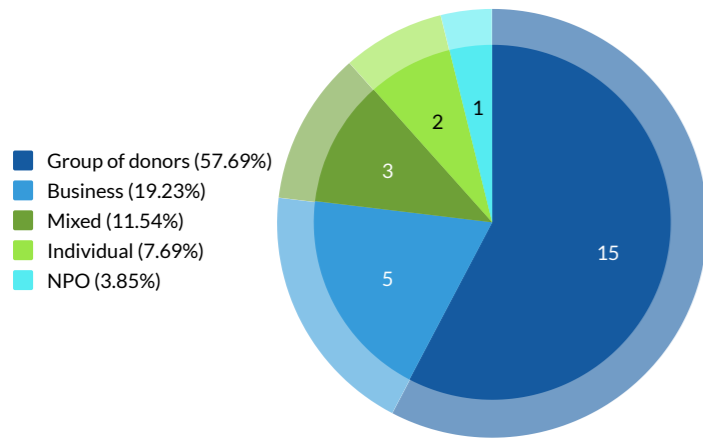
Fundraising Campaigns



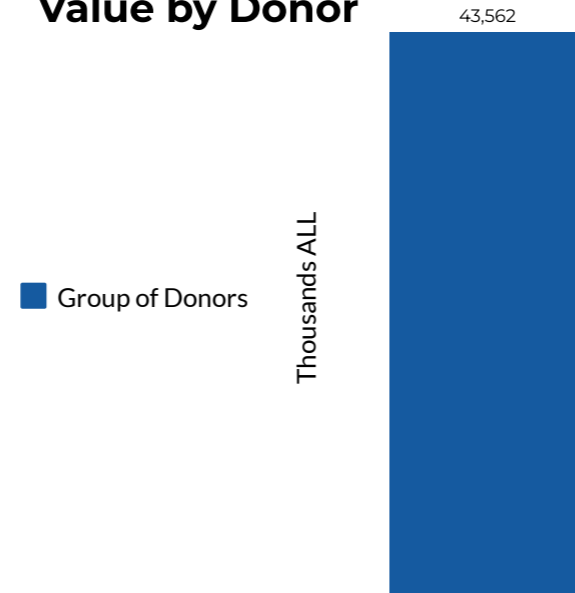
Events



Number of Donors*

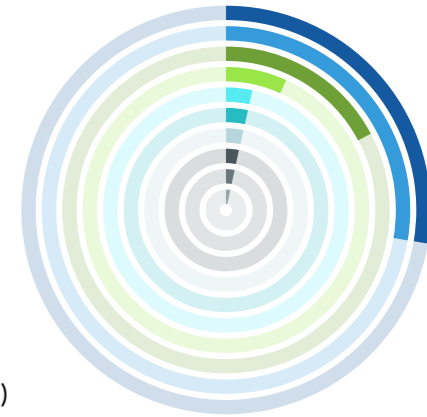


Value by Donor



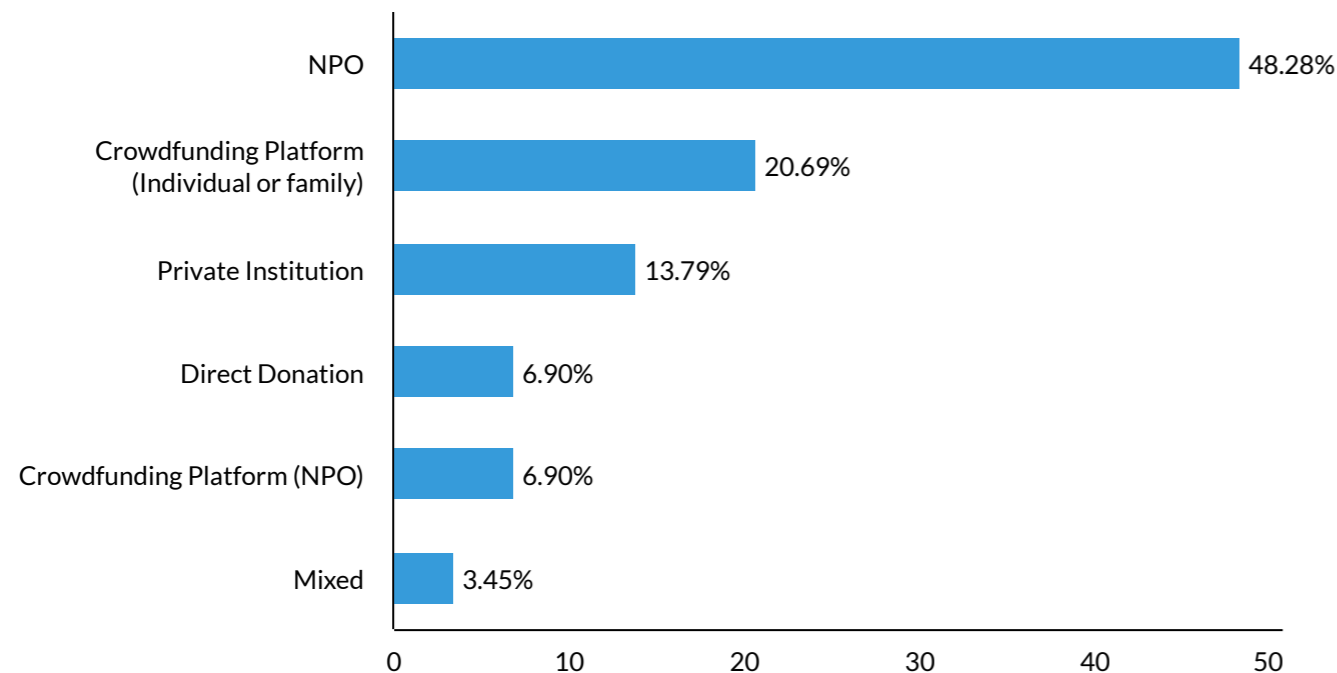
Purpose of Donation

- Healthcare (27.59%)
- Poverty Relief (27.59%)
- Support to Marginalized Groups (17.24%)
- Art and Culture (6.9%)
- Religious Activities (3.45%)
- Response to Natural Disaster (3.45%)
- Economic Development (3.45%)
- Education (3.45%)
- Heritage (3.45%)
- Preservation & Protection of the Environment (3.45%)



*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

- Children and Youth - PWD (27.59%)
- Children and Youth - From Specific Geography (3.45%)
- Children and Youth - Gifted / Talented (3.45%)
- Children and Youth - Without Parental Care (3.45%)
- People - In Economic Need (13.79%)
- People - From Specific Geography (10.34%)
- General Public (3.45%)
- Adults - PWD (6.9%)
- Women and Children - Victims of Violence and Trafficking (6.9%)
- Adults - Homeless (3.45%)
- Mixed (13.79%)
- Other (3.45%)



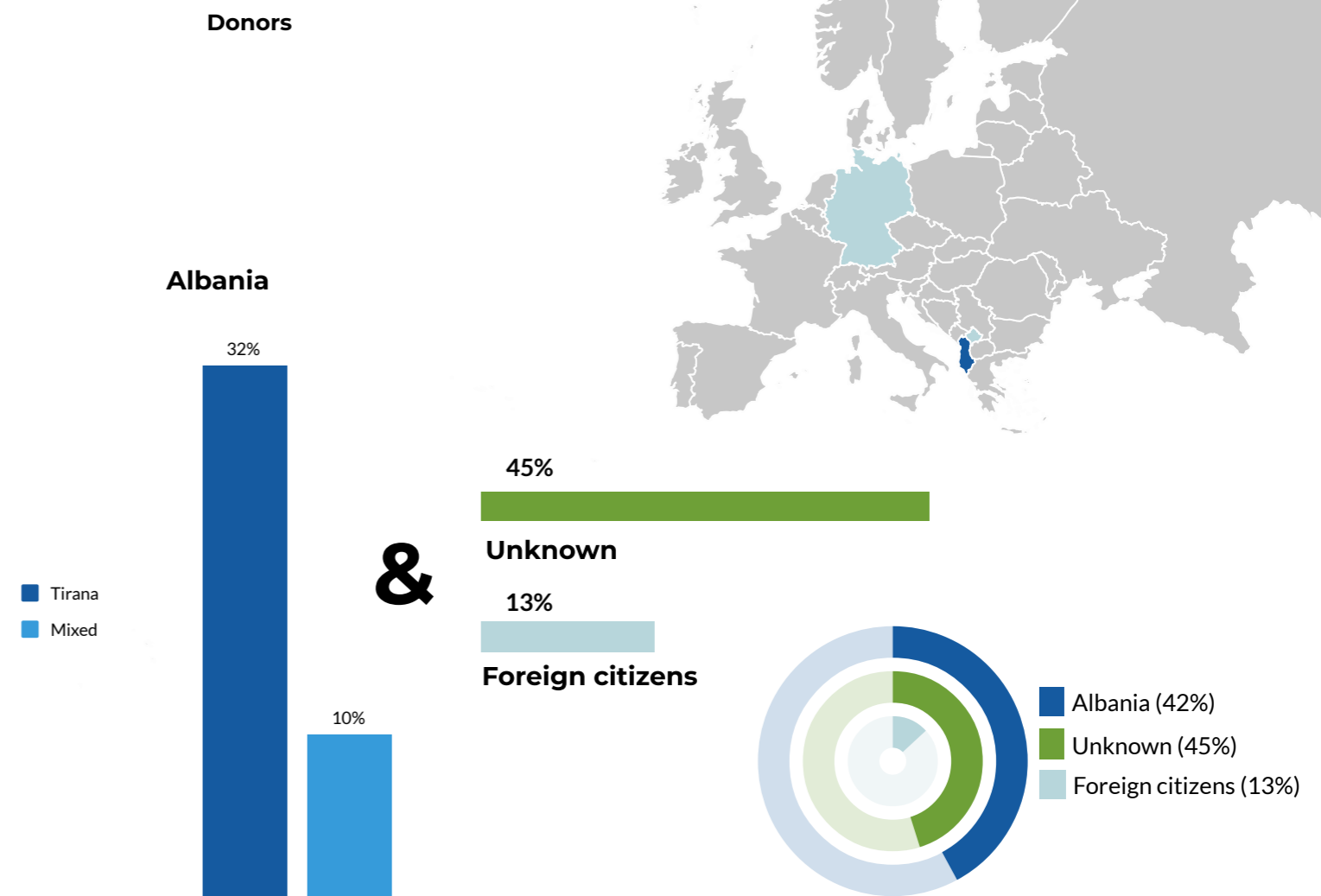
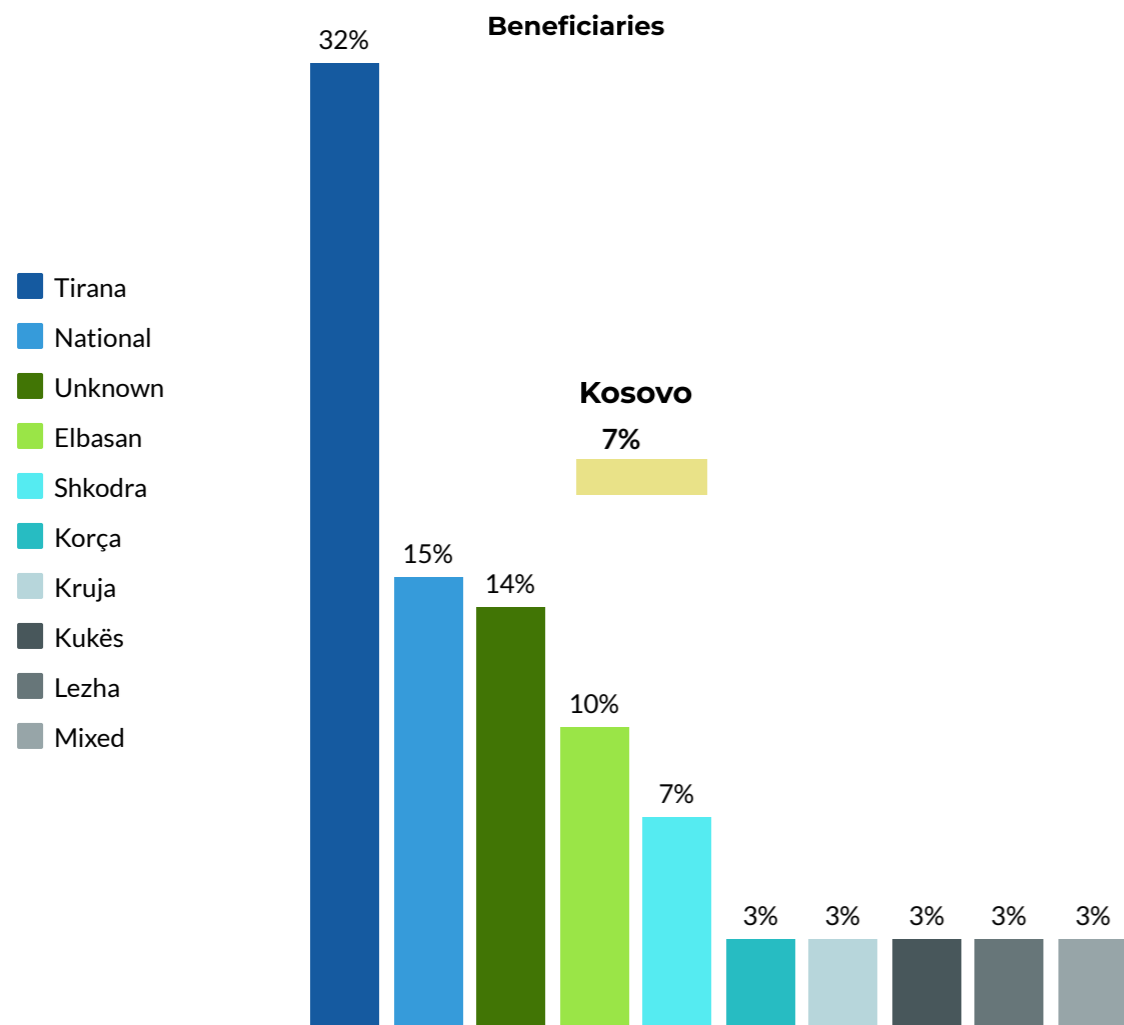
3 main DONORS by value of donations

- #1 Group of Donors - 16,781,424 ALL**
Online and social media crowdfunding campaign 'Të shpëtojmë jetën e Noarit 4 vjeçar nga Kosova!' to help the little one defeat his illness.
- #2 Group of Donors - 15,528,960 ALL**
Online crowdfunding campaign "Save Jetmiri's Life!!!" to help Jetmir Zeqja who was diagnosed with cancer just a month ago.
- #3 Group of Donors - 3,527,877 ALL**
Online crowdfunding campaign "Shqiptarët për Shqiptarët!" to help albanians who face severe health problems.

Main DONORS by number of donations

- #1 Hasene International e. V.**
- #2 Credins Bank**

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

