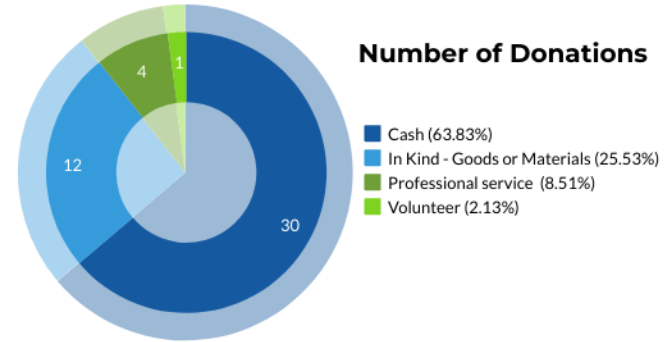
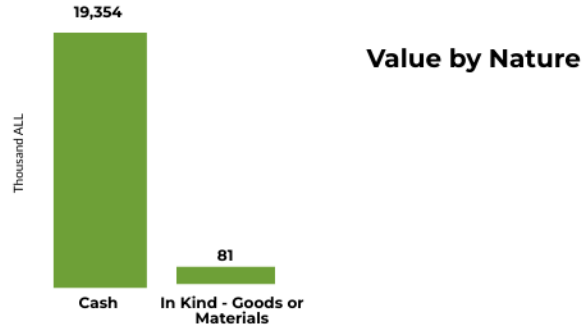


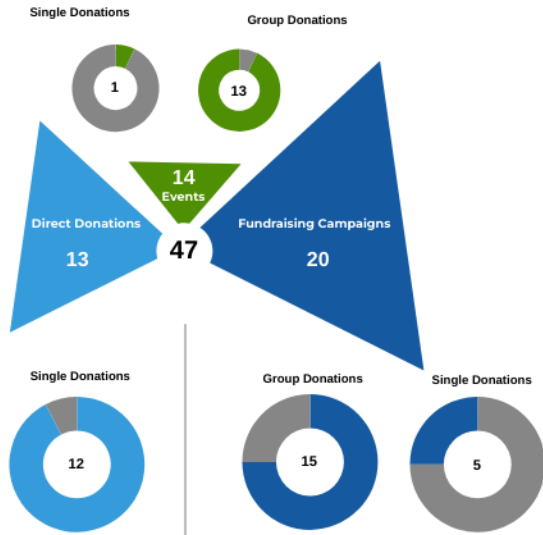
Data on Philanthropic Activity

tracked through online and media platforms

March 2022



Type of Donation



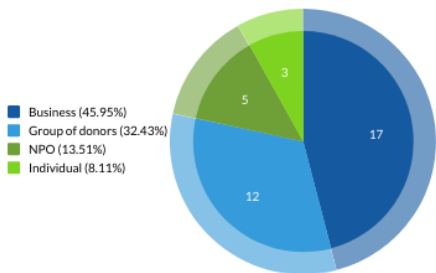
Fundraising Campaigns

- 10 Call for Donations
- 1 Mega Campaigns
- 9 Online and Social Media Crowdfunding Campaigns

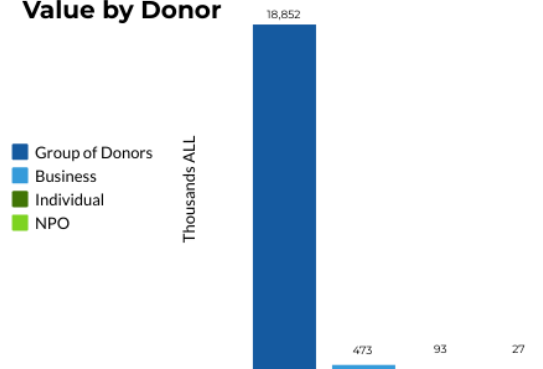
Events

- 14 Live Event

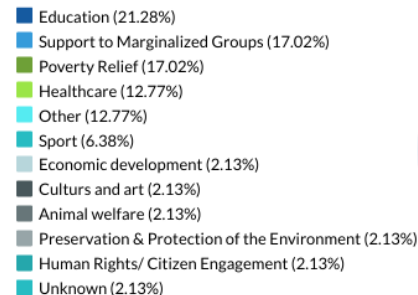
Number of Donors*



Value by Donor

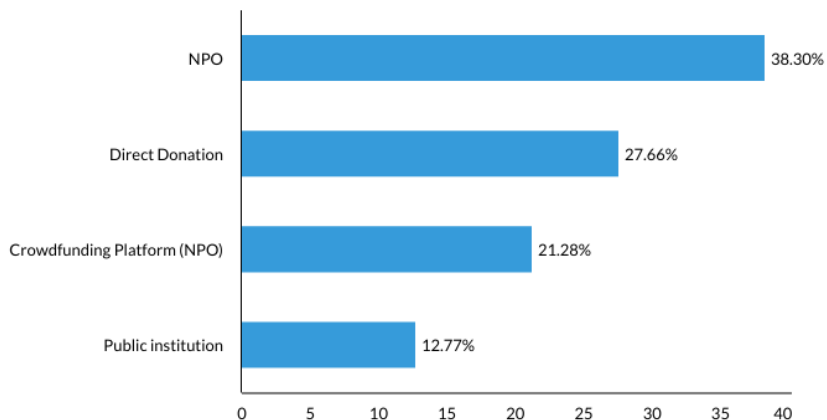


Purpose of Donation

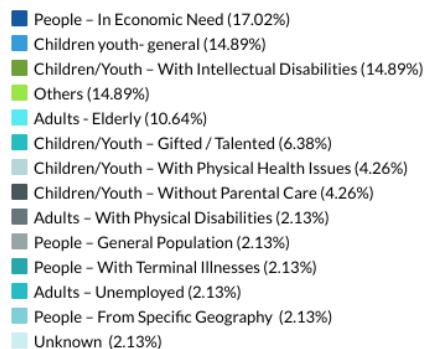


*In the framework of this analysis donors are calculated only once regardless of the number of donations carried out during all the monitoring process.

Channels of Donation



Final Beneficiaries



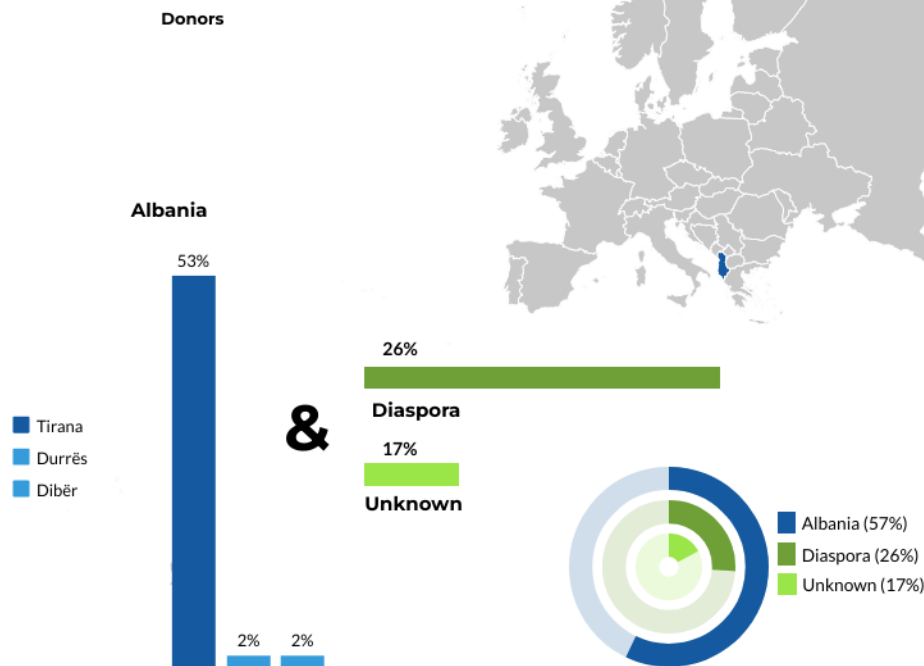
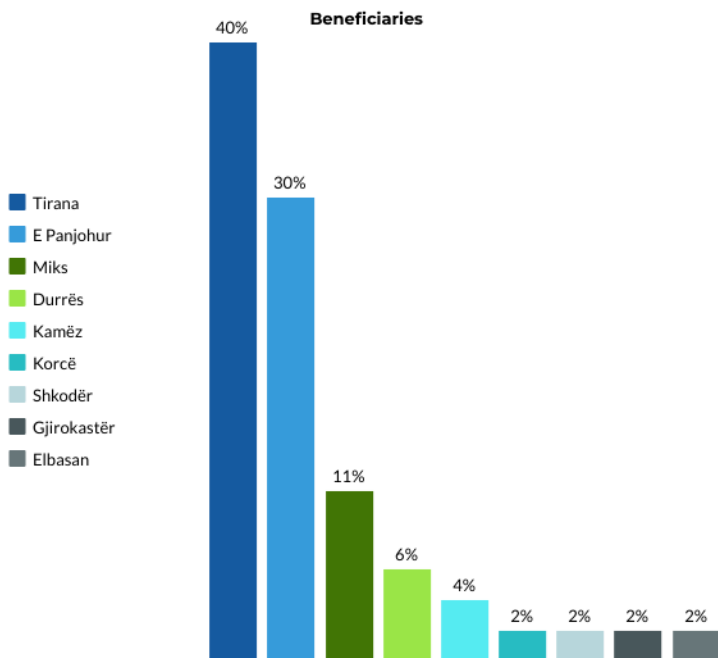
3 main DONORS by value of donations

- #1 Group of Donors - 7,110,922 ALL**
Fundraising campaign "Shqiptarët për Shqiptarët!" in support of a family with four children with economic need.
- #2 Group of Donors - 7,079,234 ALL**
Fundraising campaign "Help me heal..." to support Bleona Fera, a six-year old girl, who needs to start immediately specialized chemotherapy and then a spinal cord transplant.
- #3 Group of Donors - 1,457,000 ALL**
Fundraising campaign "London to Durrës - 3km Challenge 2022" to support families with economic need.

Main DONORS by number of donations

- #1 Credins Bank**
- #2 Tirana Bank**
- #3 Banka Kombëtare Tregtare**

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