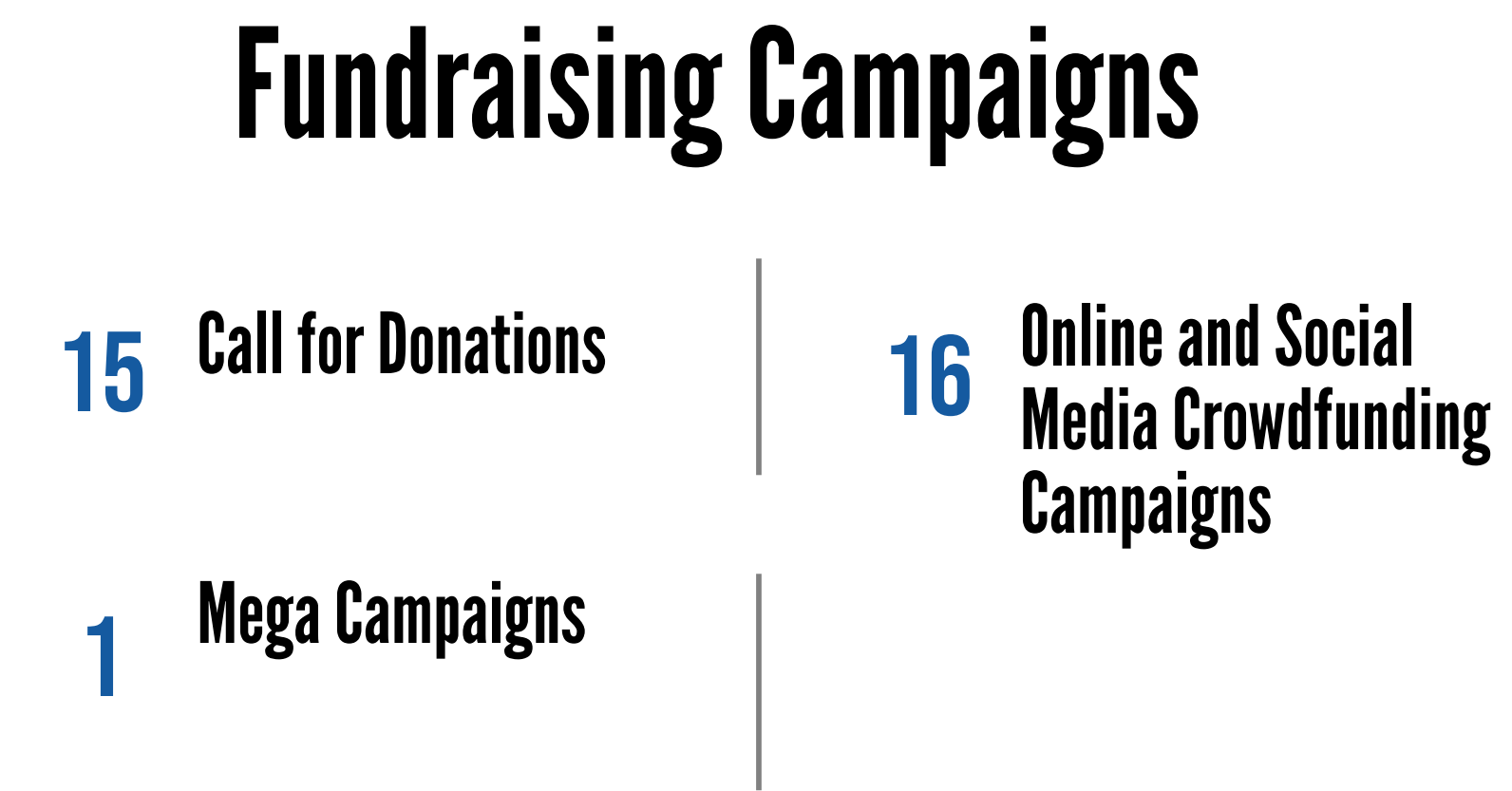
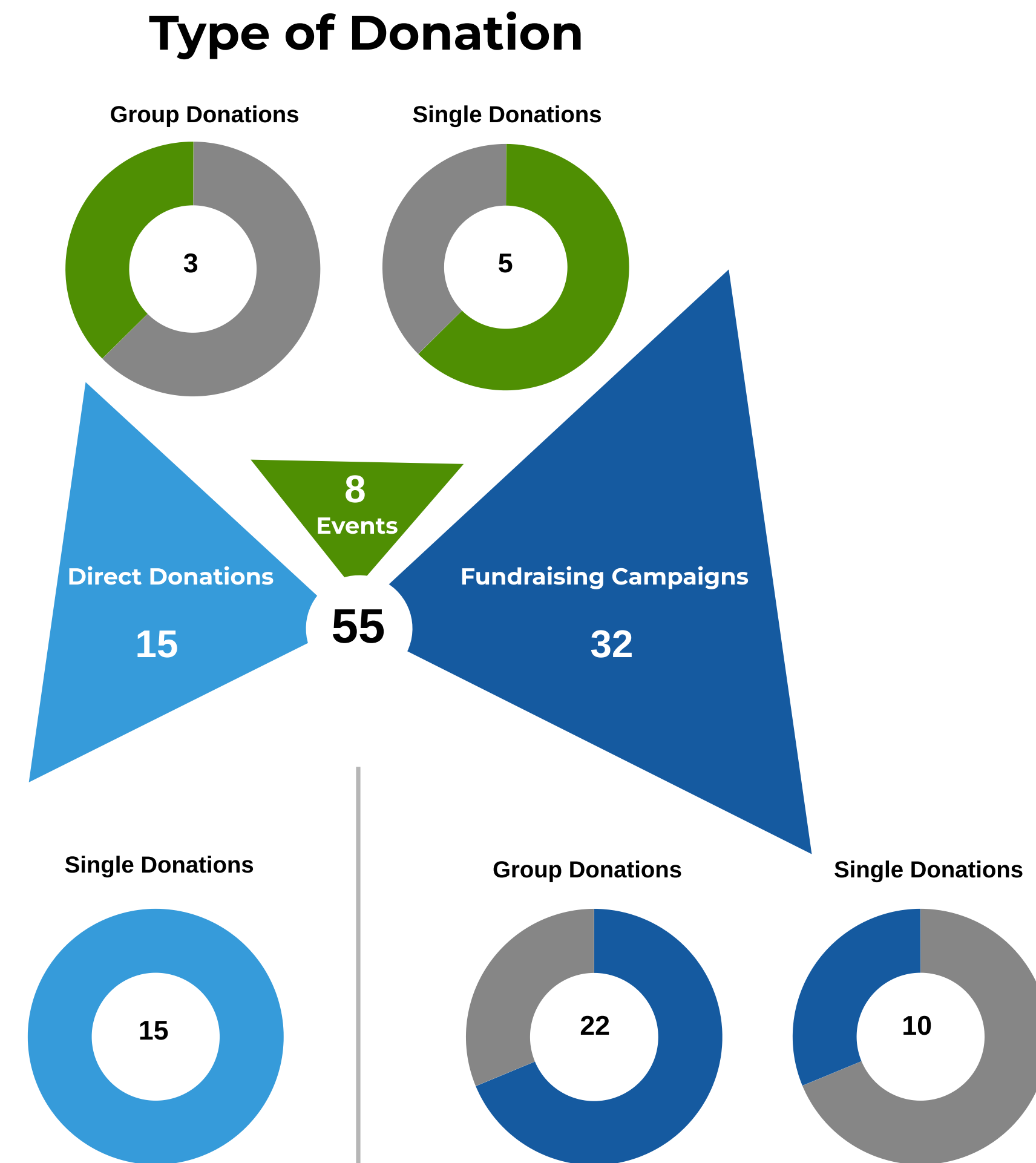
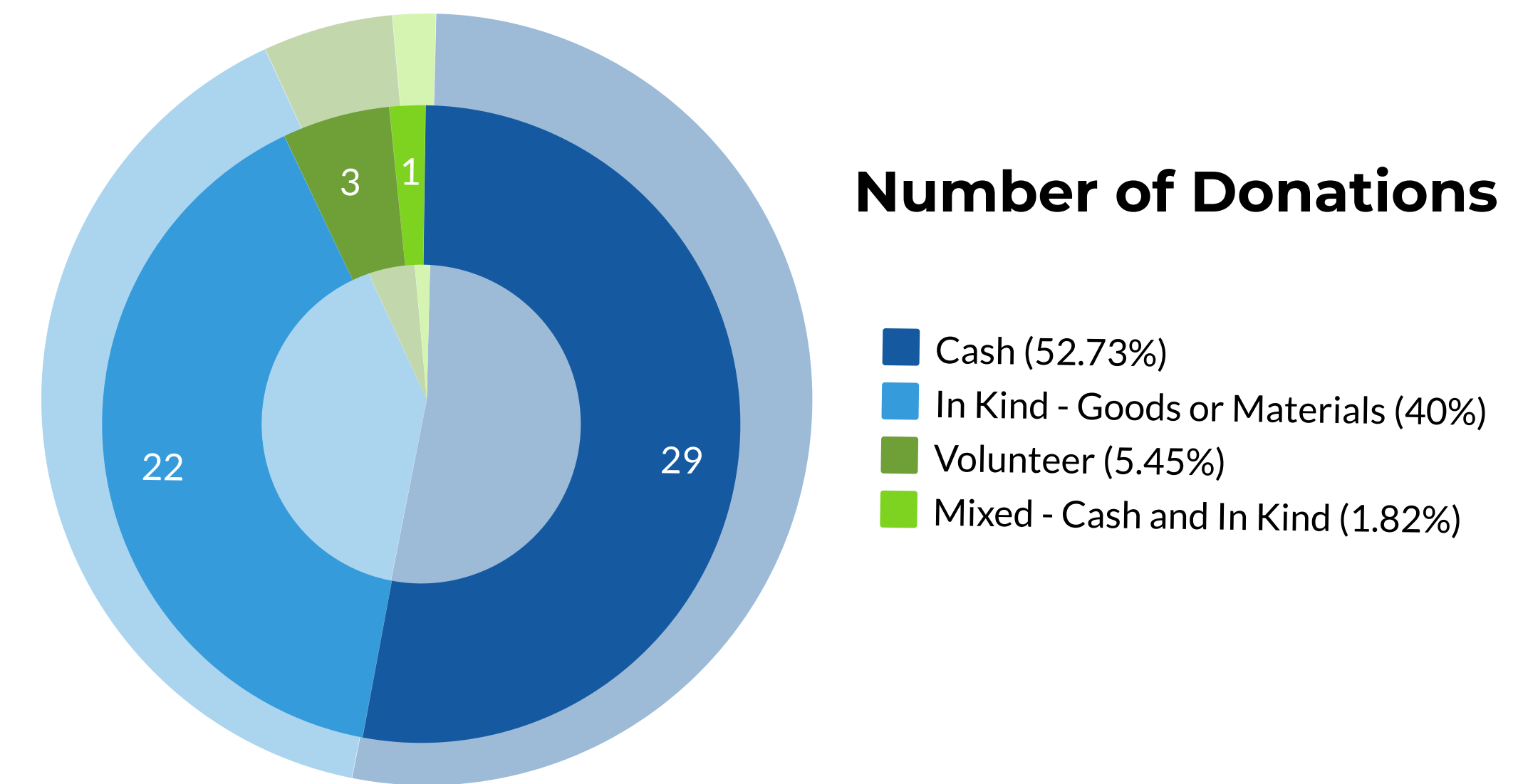
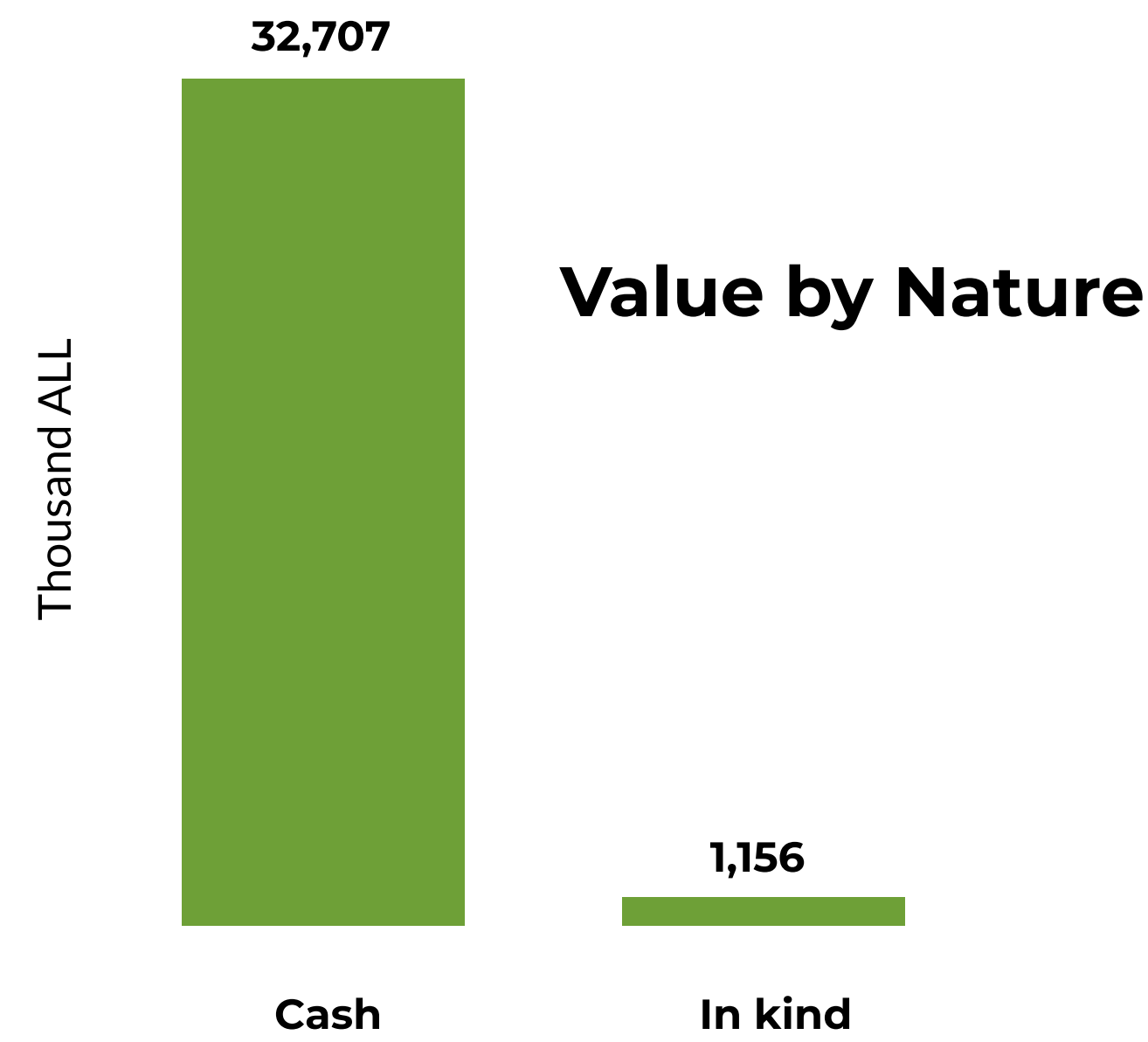
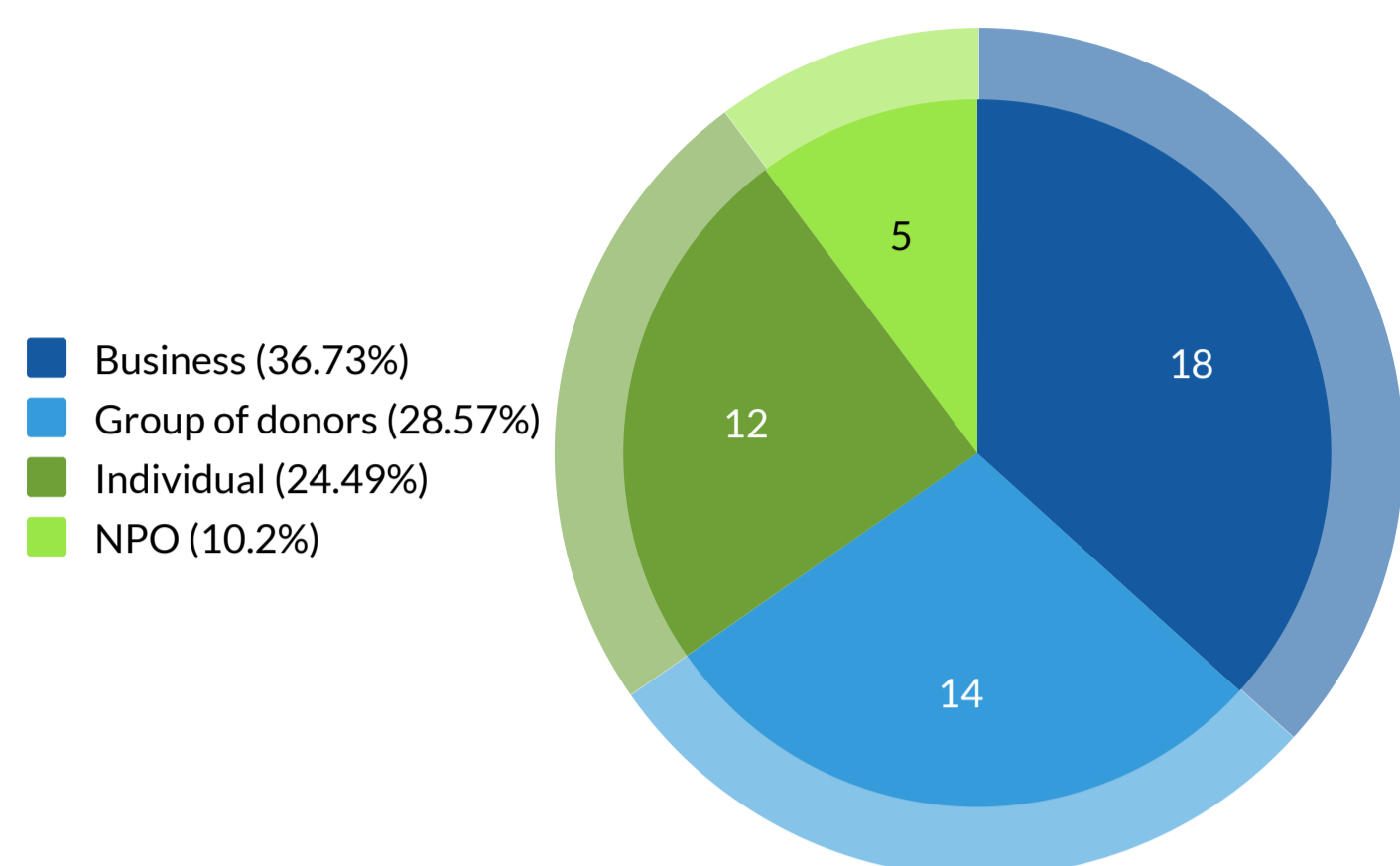


# Data on Philanthropic Activity

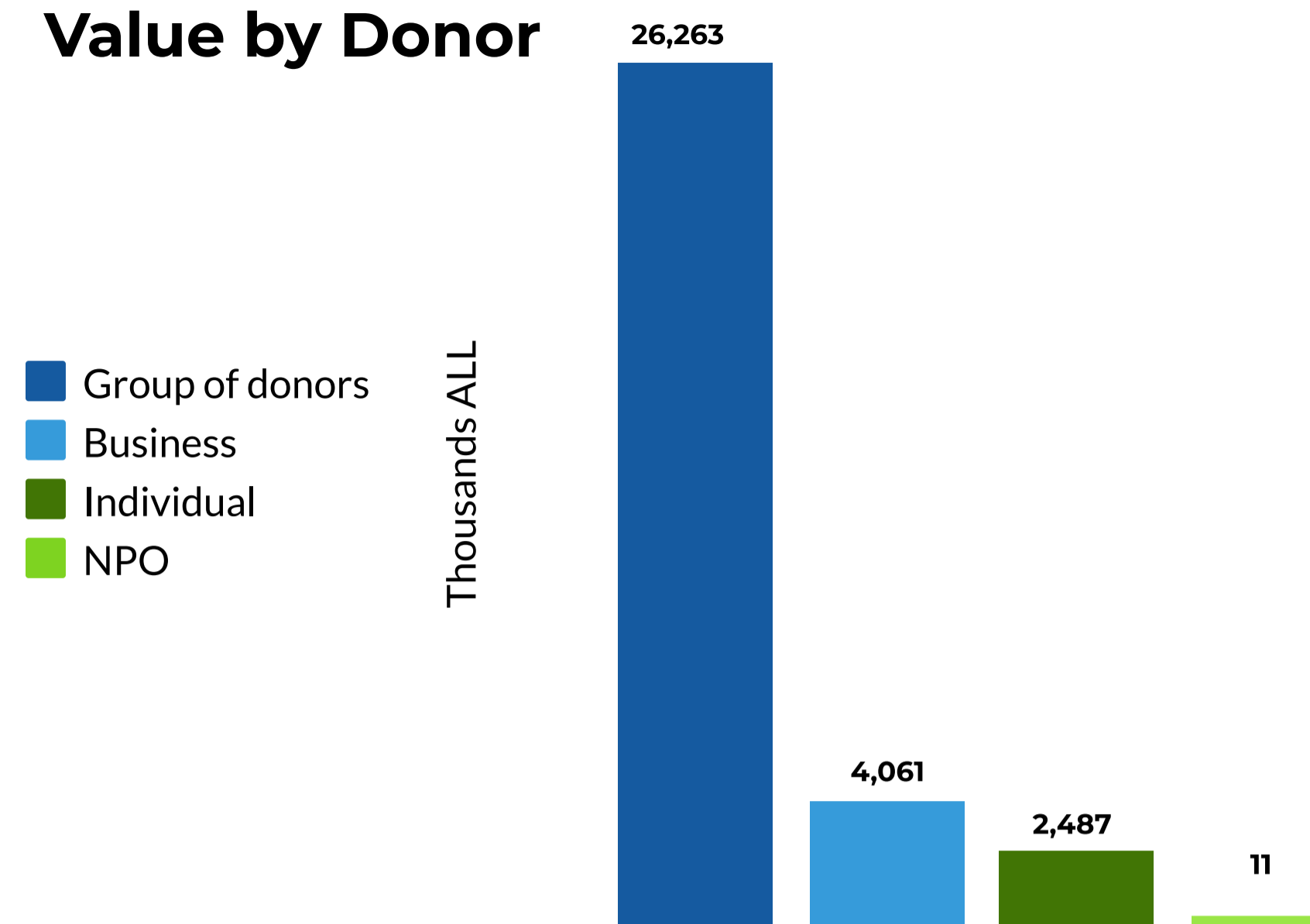
tracked through online and media platforms  
May 2022



## Number of Donors\*

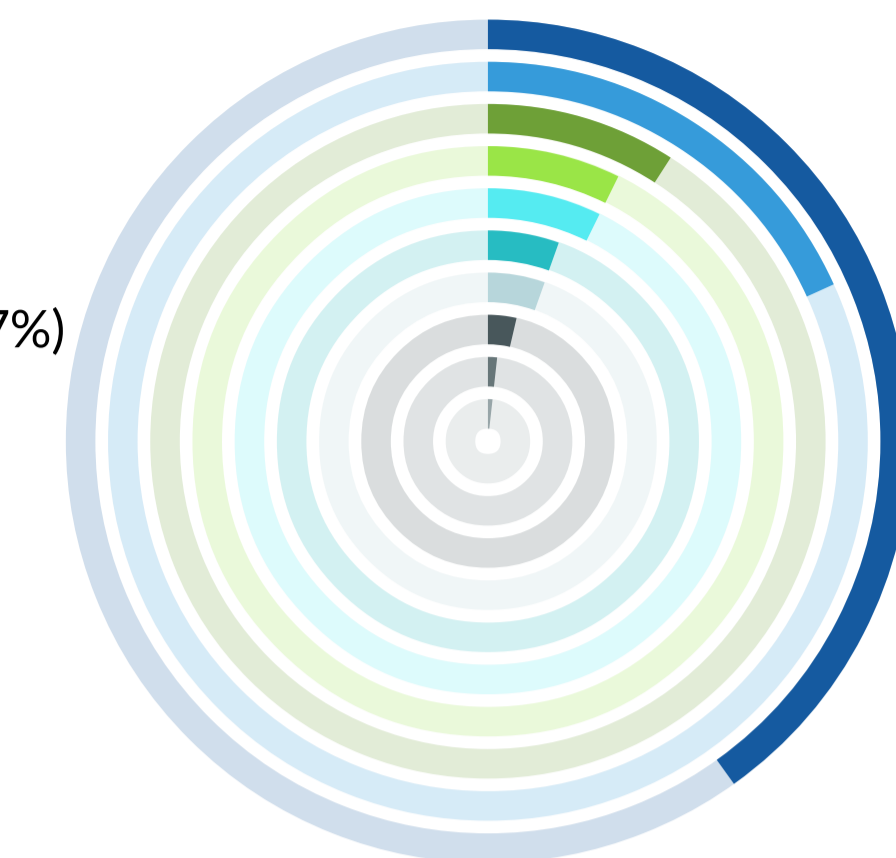


## Value by Donor



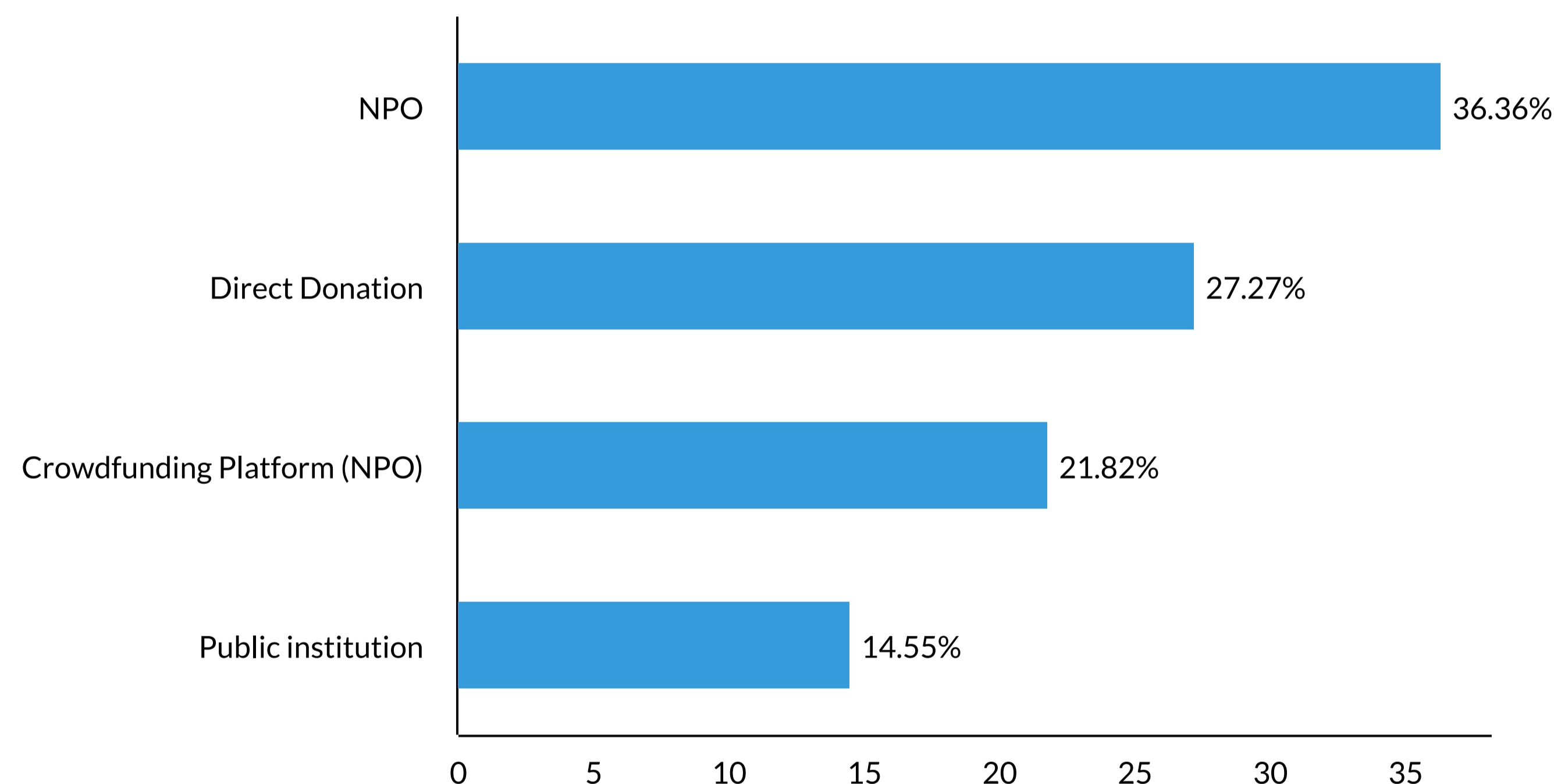
## Purpose of Donation

- Support to Marginalized Groups (40%)
- Healthcare (18.18%)
- Poverty Relief (9.09%)
- Preservation & Protection of the Environment (7.27%)
- Education (7.27%)
- Religious Activities (5.45%)
- Sport (5.45%)
- Art and Culture (3.64%)
- Response to Natural Disaster (1.82%)
- Economic Development (1.82%)



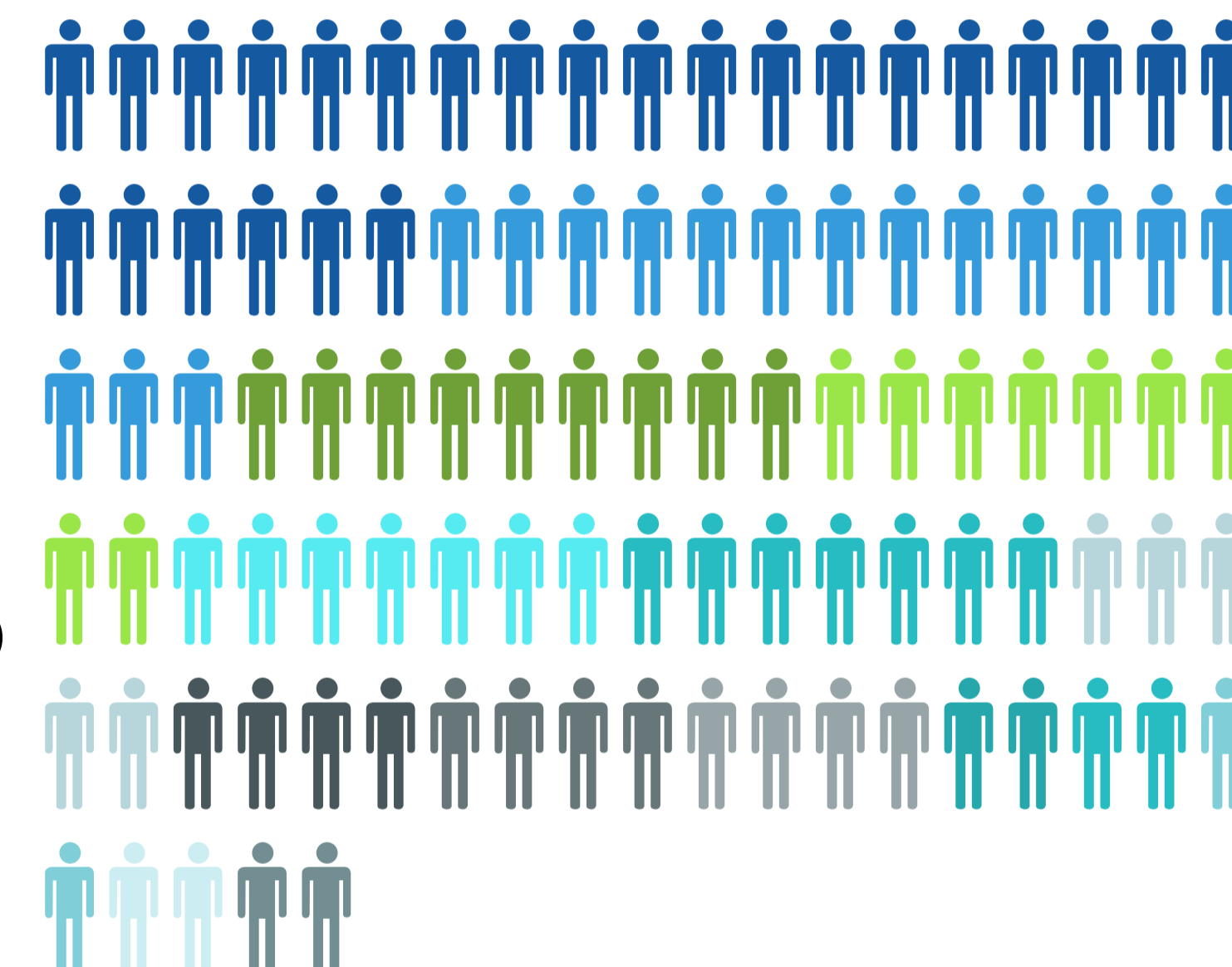
\*In the framework of this analysis donors are calculated only once regardless of the number of donations carried out during all the monitoring process.

## Channels of Donation



## Final Beneficiaries

- Ch&Y - PWD (25.45%)
- Ch&Y - Without Parental Care (16.36%)
- People - In Economic Need (9.09%)
- Others (9.09%)
- Mix (7.27%)
- People - Specific Geography (7.27%)
- People - Religious Communities (5.45%)
- Adults - Elderly (3.64%)
- Ch&Y - Gifted/Talented (3.64%)
- People - Living in Other Countries (3.64%)
- Adults - Unemployed (1.82%)
- Adults - PWD (1.82%)
- Ch&Y - From Specific Geography (1.82%)
- People - General Population (1.82%)
- Ch&Y - Minority Communities (1.82%)



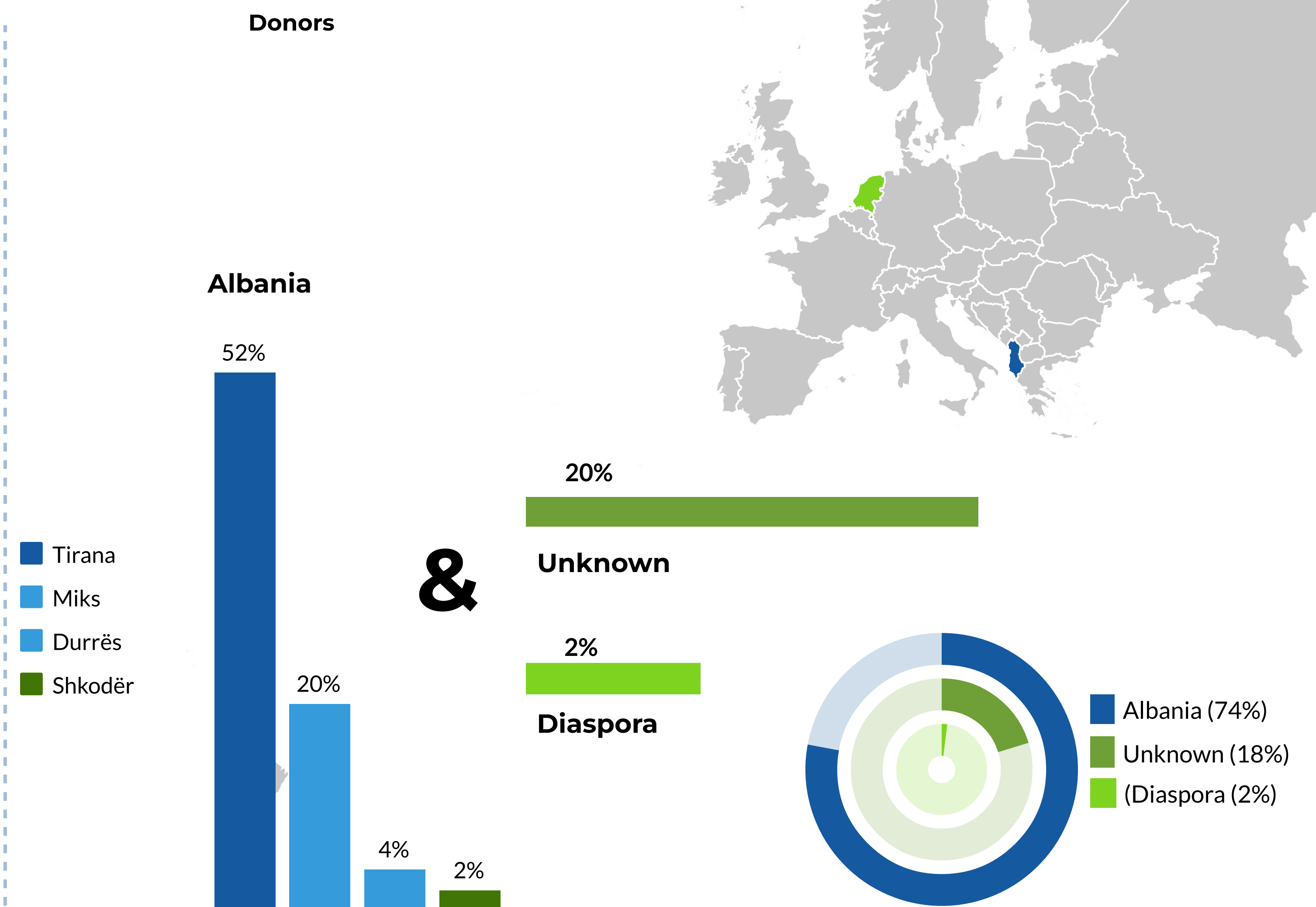
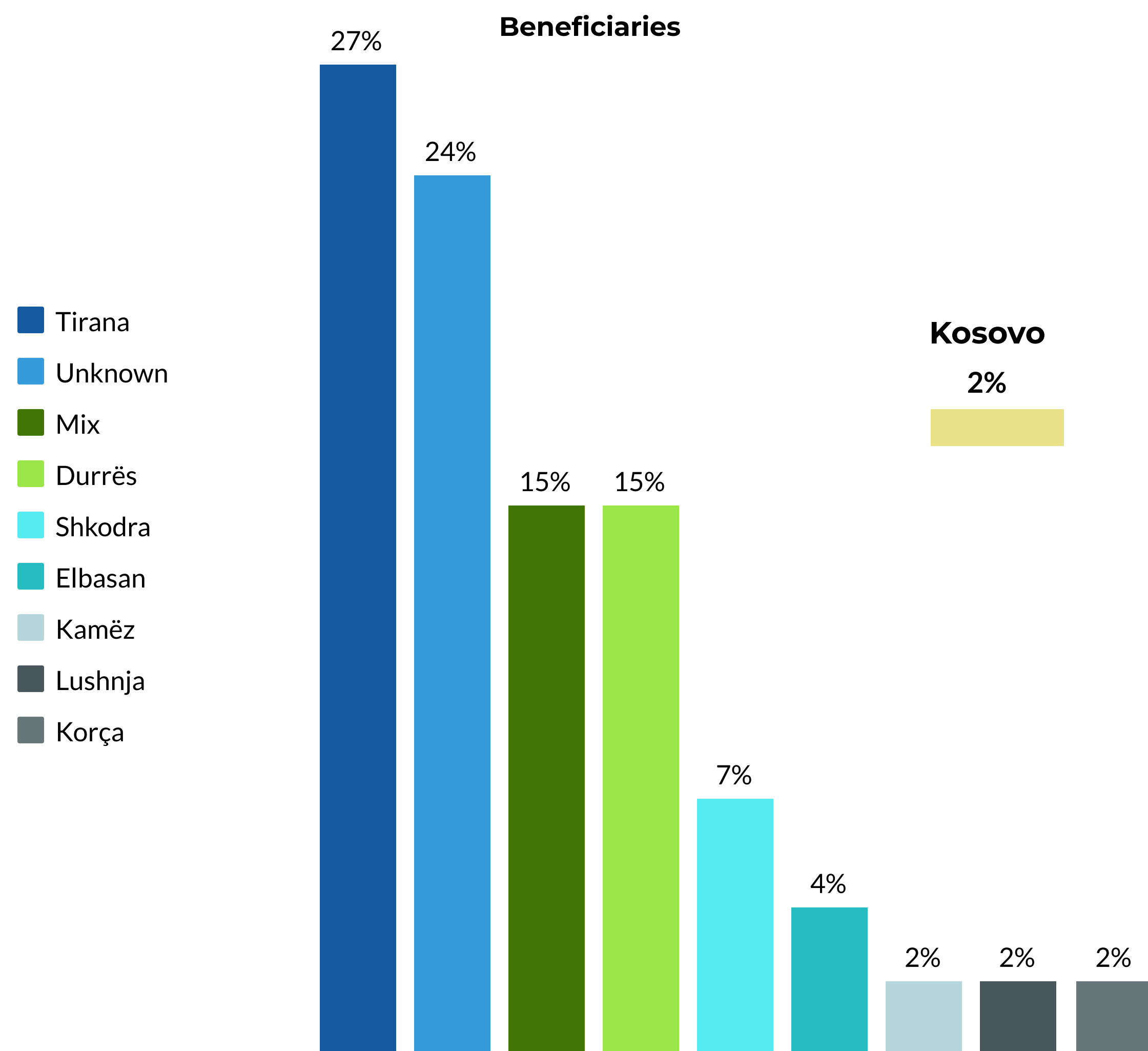
## 3 main DONORS by value of donations

- #1 Group of Donors - 47,600,000 ALL**  
Online and social media crowdfunding campaign 'Të shpëtojmë jetën e Erkidit!' to help, the little baby who was born prematurely and risked blindness.
- #2 Top Channel - 40,460,000 ALL**  
Response to the appeal for help for two children Sonjela and Enes, in support of their healthcare.
- #3 Arben- 10,537,635 ALL**  
Immigrant from Austria, Arben responds to the appeal of the Haxhiaj family from Shkodra, for the reconstruction of their house.

## Main DONORS by number of donations

- #1 Credins Bank**
- #2 Fondacioni Firdeus**
- #3 Vodafone Albania**

# 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  
**CH&Y** - Children and Youth

