

# PHI LAN THR OPY

4th

edition

*dedicated hub*  
*for* P H I L A N T H R O P Y

#philanthropy

— contact :   



Rockefeller  
Brothers Fund

Philanthropy for an Interdependent World

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TIRANA, ALBANIA

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# PHI LAN THR OPY

*dedicated hub*  
*for* P H I L A N T H R O P Y

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## ***Welcome to the fourth edition of Philanthropy magazine!***

In this edition, you will get introduced with philanthropic activity initiatives in Albania carried out in the timeframe of January - June 2022.

A special attention is given to public discussion at national and regional level with regards to the development of an **enabling legal and regulatory environment for philanthropic activity**, contributing in addressing community needs particularly during Covid-19 pandemic situation.

The crowdfunding event **"Giving Circle 2022"** was organized even this year. The total amount of 2,100,000 ALL exceeded the target of 900,000 ALL in total, reaffirming once more civic awareness and solidarity towards communities in need.

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The **second Call for Proposals** in support of community actions by non-profit organisations was launched on the online Crowdfunding Platform [Smile.al](https://smile.al). The deadline to submit the proposals is **10 October 2022**. In the same time, 5 new community actions already launched need our support!

Get introduced with **data and facts from the monthly monitoring of philanthropic activity** in Albania for the first half of 2022. The data provided through the media and online platforms, public and private institutions, present a comprehensive overview of the philanthropic landscape in Albania.

The Concert “Ende ka shpresë”, organised by the students of “Faculty of Medicine”, University of Tirana, was another important event in support of communities in need. Through the funds raised from the event, 3 (three) children who suffer from haematological diseases, were able to receive proper medical care. In this edition, Mr. Arbi Mulhaxhia, one of the organisers of this event will talk about “MedTalent” and the reason for undertaking this initiative.

Partners Albania continues to assist informal groups and non-profit organisations to operate as **Community Foundations**.

As attendees, in a series of **regional, European and international roundtables and meetings** organised by WINGS Network and ECFI, PA promoted the latest developments with regards to an enabling environment for philanthropic activity in the country.

If you have comments on any article of this edition, or if you are interested to be part of the next edition, please write to [kkeruti@partnersalbania.org](mailto:kkeruti@partnersalbania.org)

*Enjoy!*

# DATA ON PHILANTHROPIC ACTIVITY

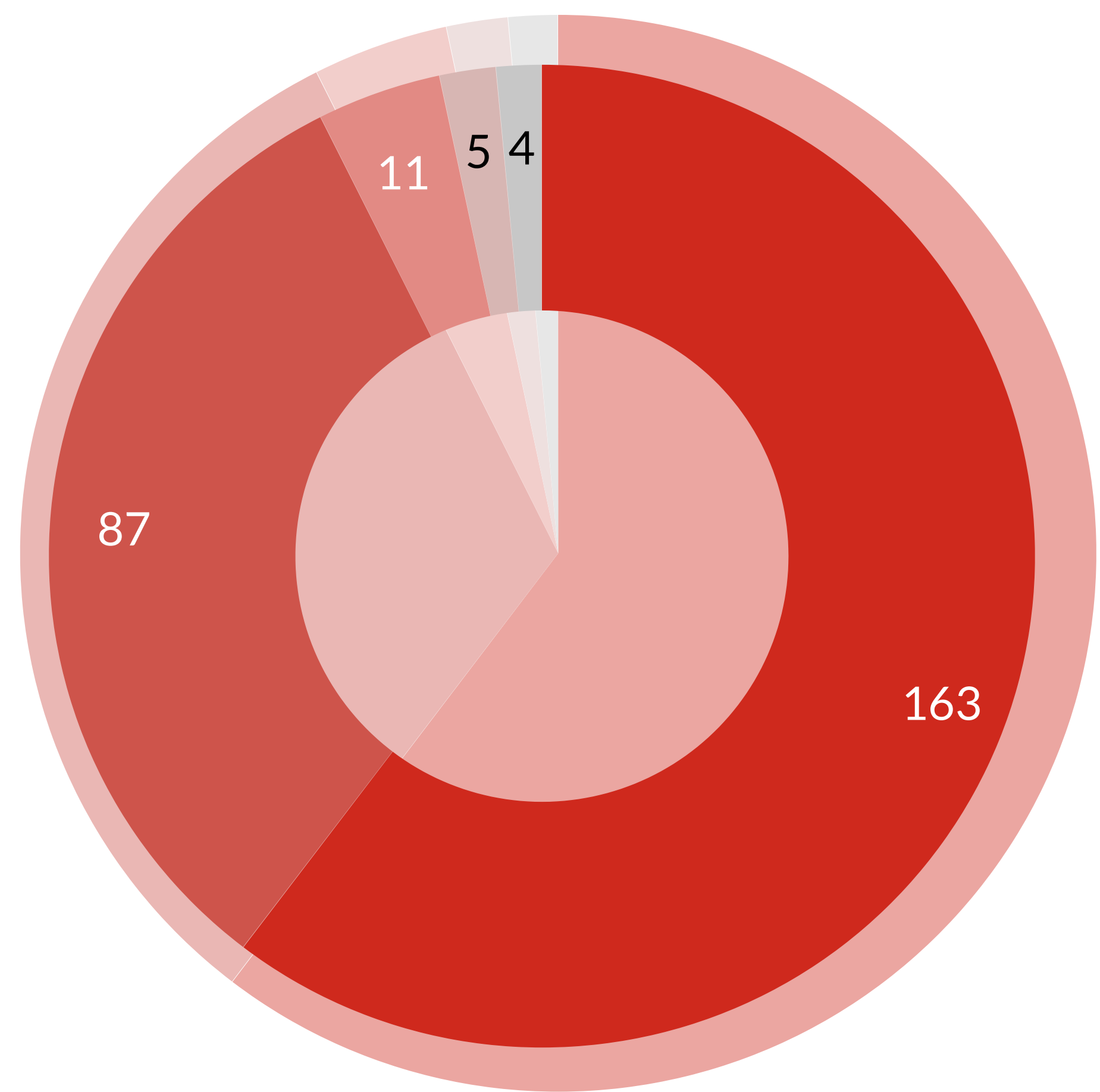
JANUARY - JUNE 2022

The following data reflect the philanthropic activity in Albania during the first six months of 2022, based on the daily monitoring of the media, including social ones, as well as from the reports and publications of public and non-public institutions.

The report analyses the main sectors and issues that have been supported, the nature and value of the donations, geographical coverage and the nature of donors and beneficiaries.

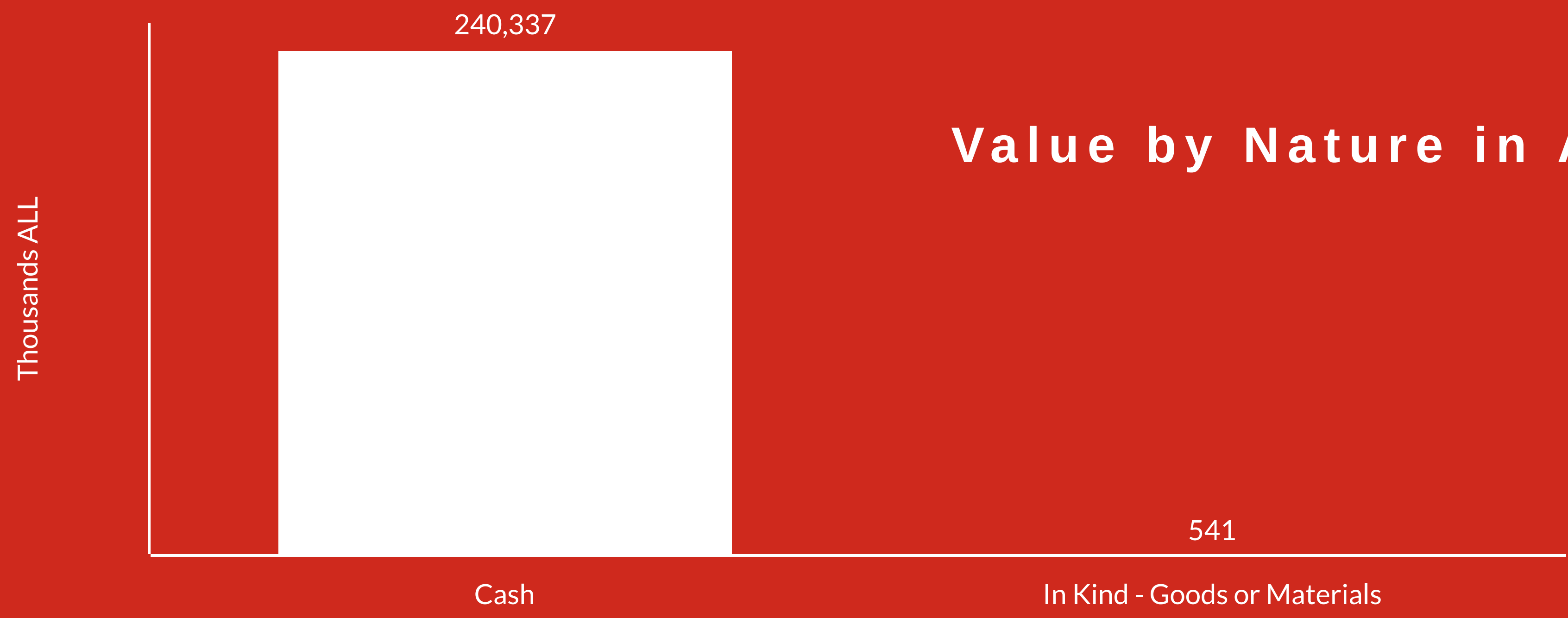
Partners Albania aims to increase public awareness regarding philanthropic activity in the country and inform all interested and involved stakeholders about its value and social impact.

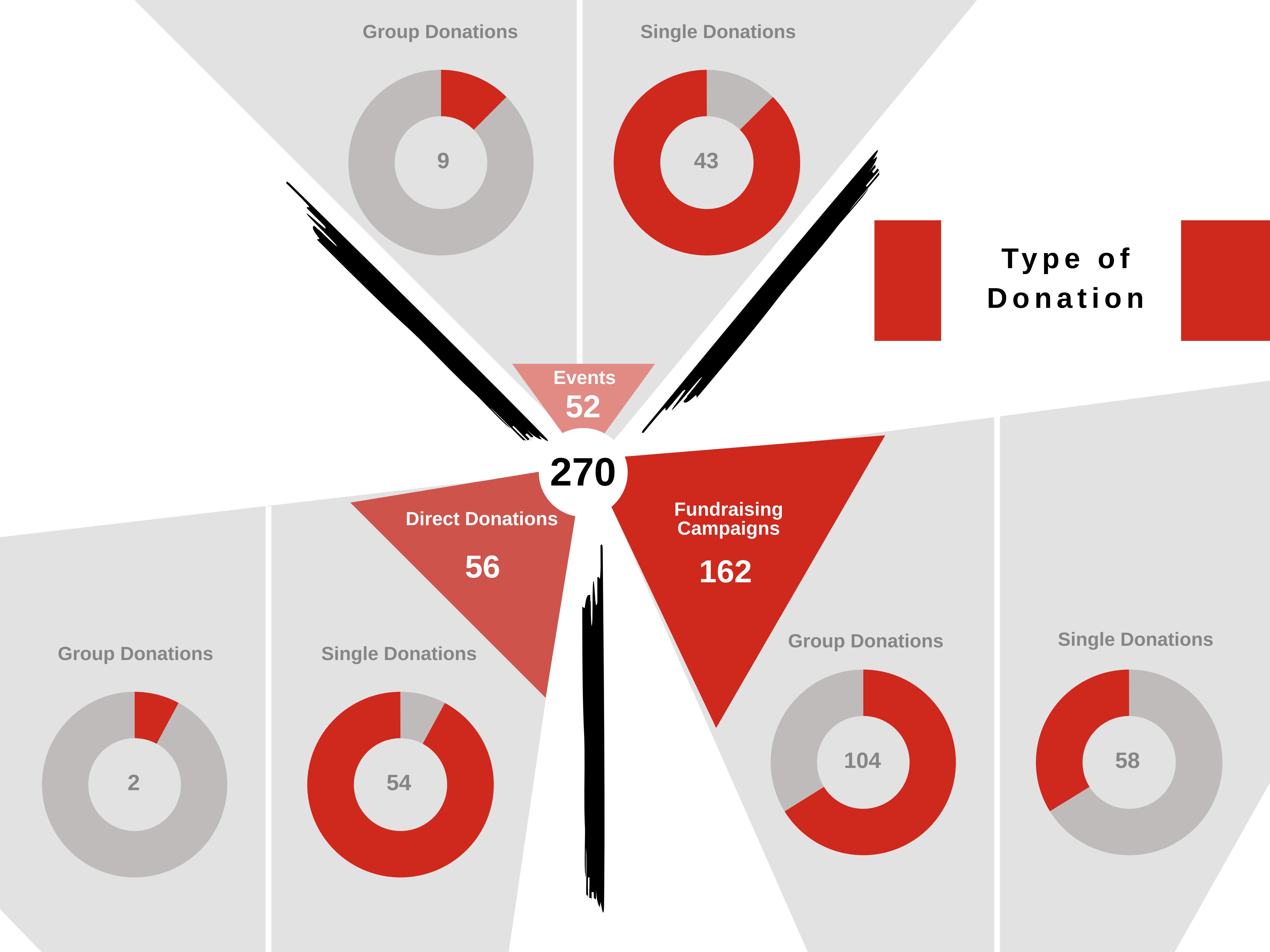
# Number of Donations



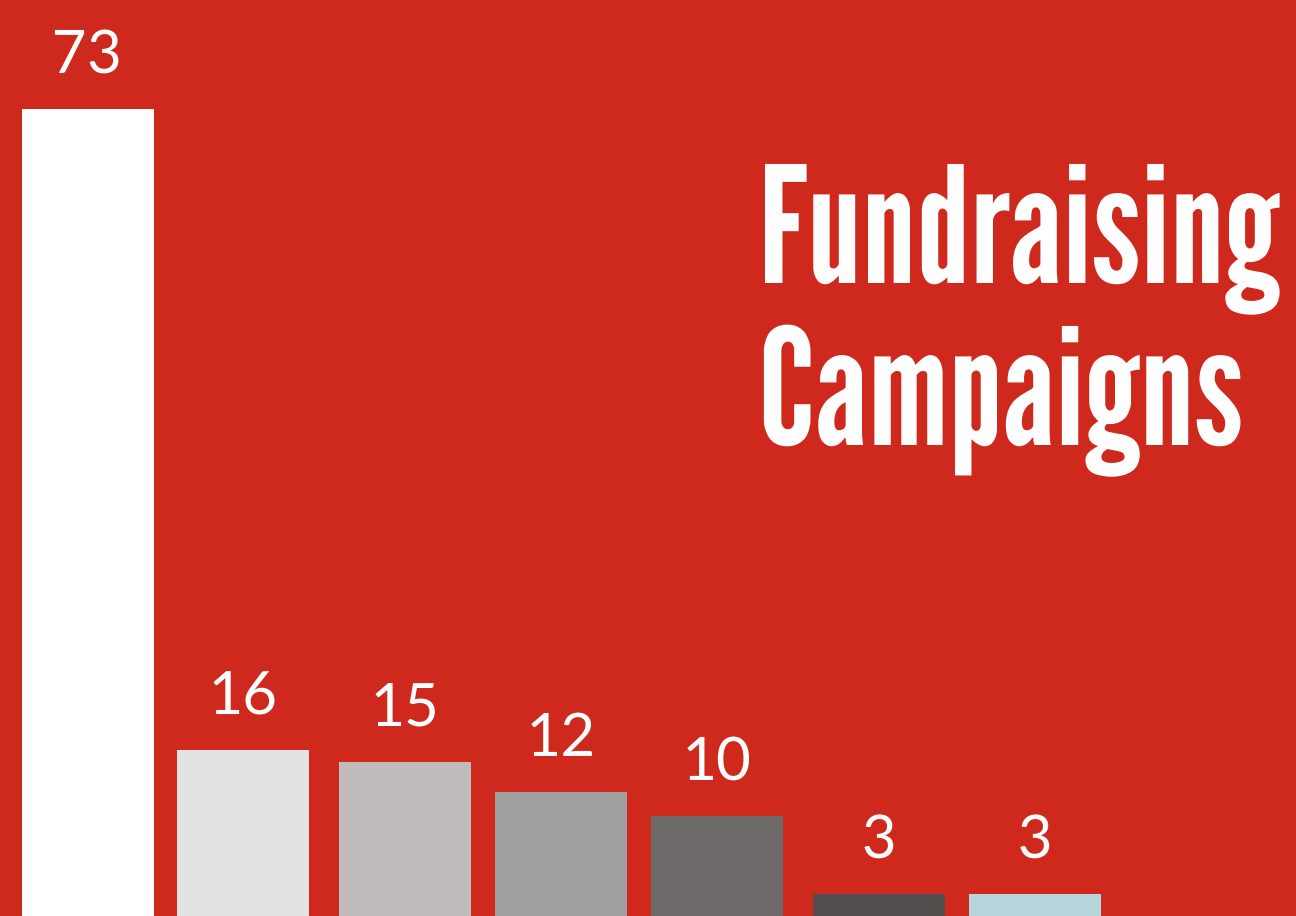
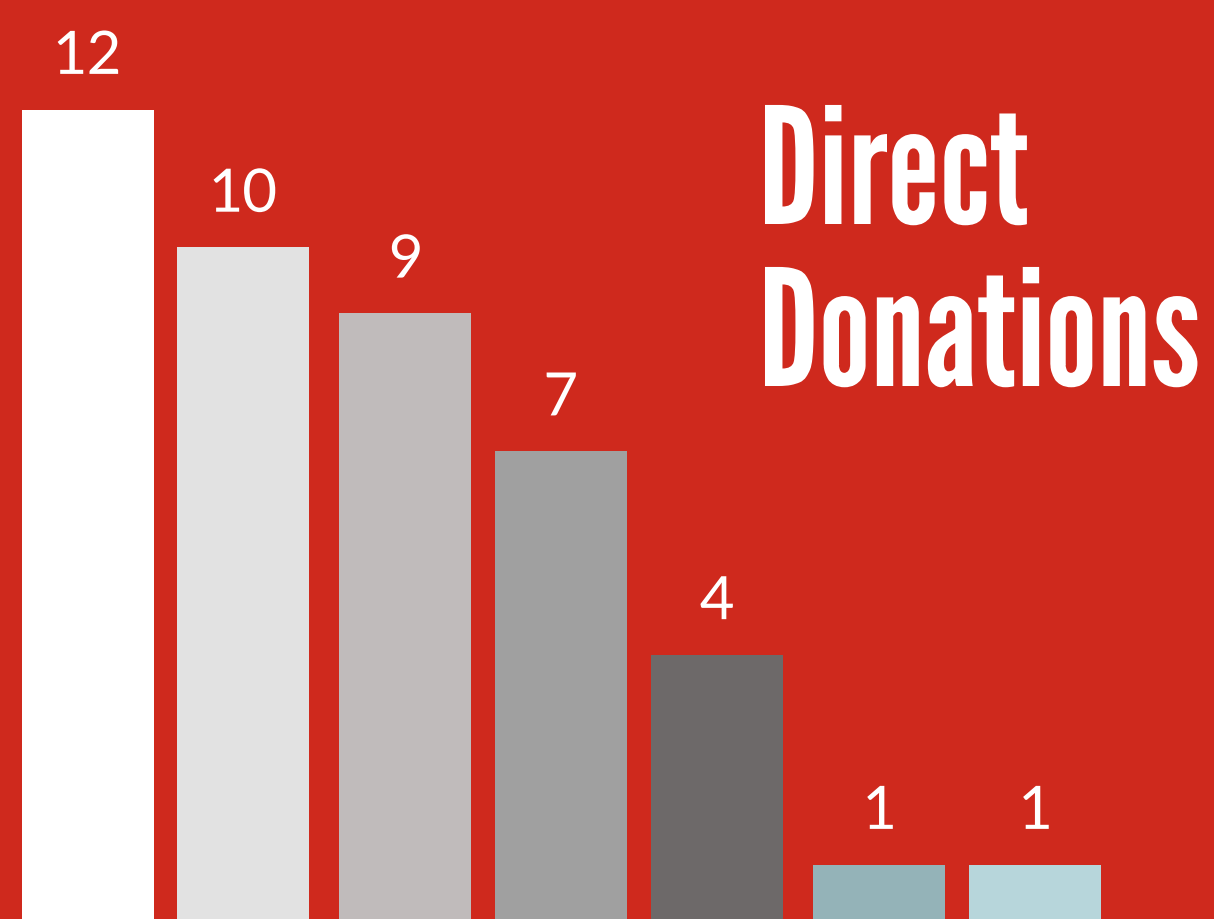
- Cash (60.37%)
- In Kind - Goods or Materials (32.22%)
- Volunteer (4.07%)
- Mixed (1.85%)
- Professional Services (1.48%)

# Value by Nature in ALL





# Donors based on Type of Donation



*\*Donors are calculated only once regardless of the number of donations carried out in each category of "type of donation".*

## Fundraising Campaigns

**91** Call for Donations

**15** Social media and online crowdfunding campaigns

**47** Online Crowdfunding Campaigns

**7** Mega Campaigns

**2** Facebook Social Impact Platform\*

## Events

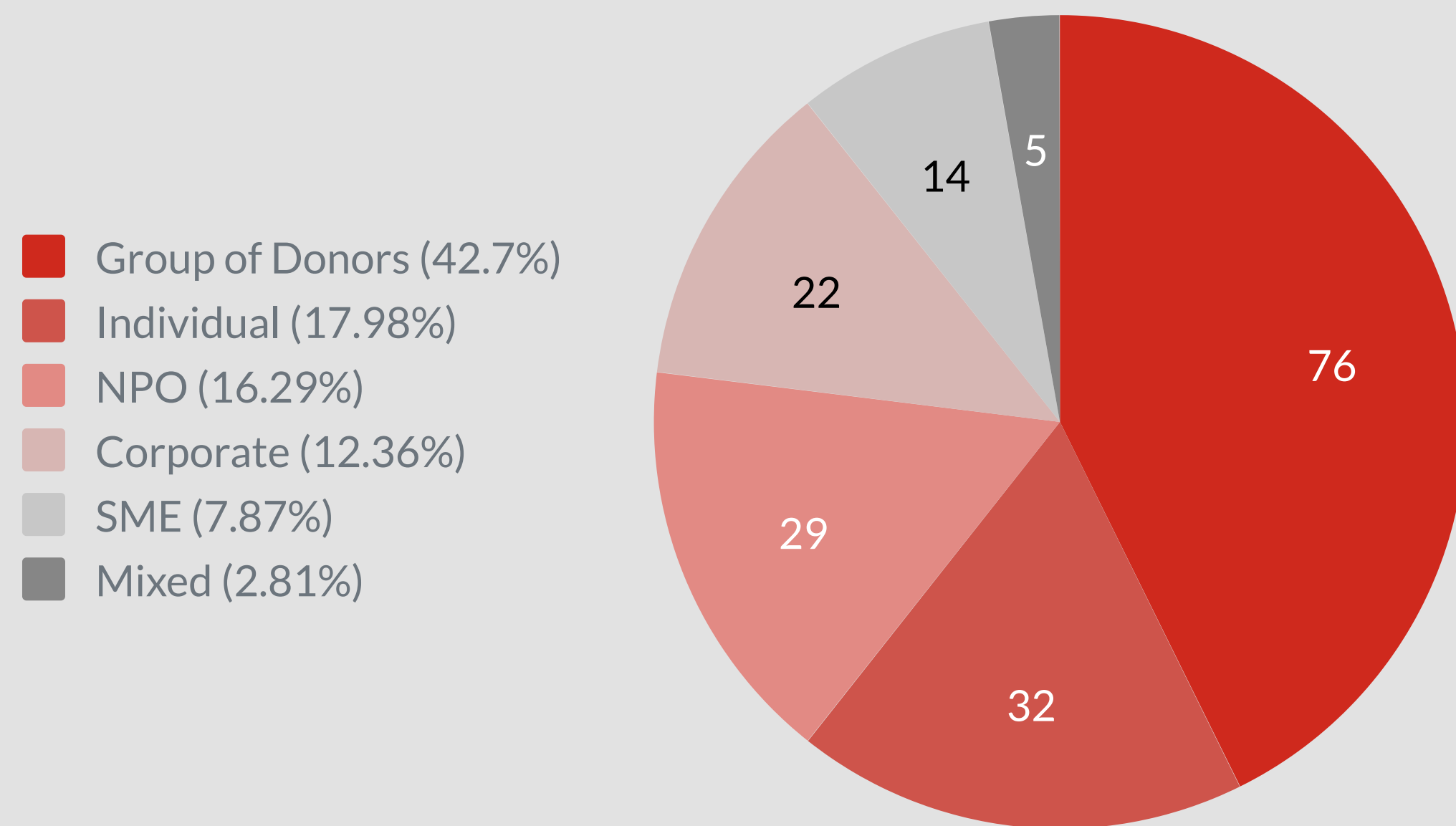
**51** Live Events

**1** Online Events

**20,090** donors tracked from crowdfunding campaigns and Facebook Social Impact platform

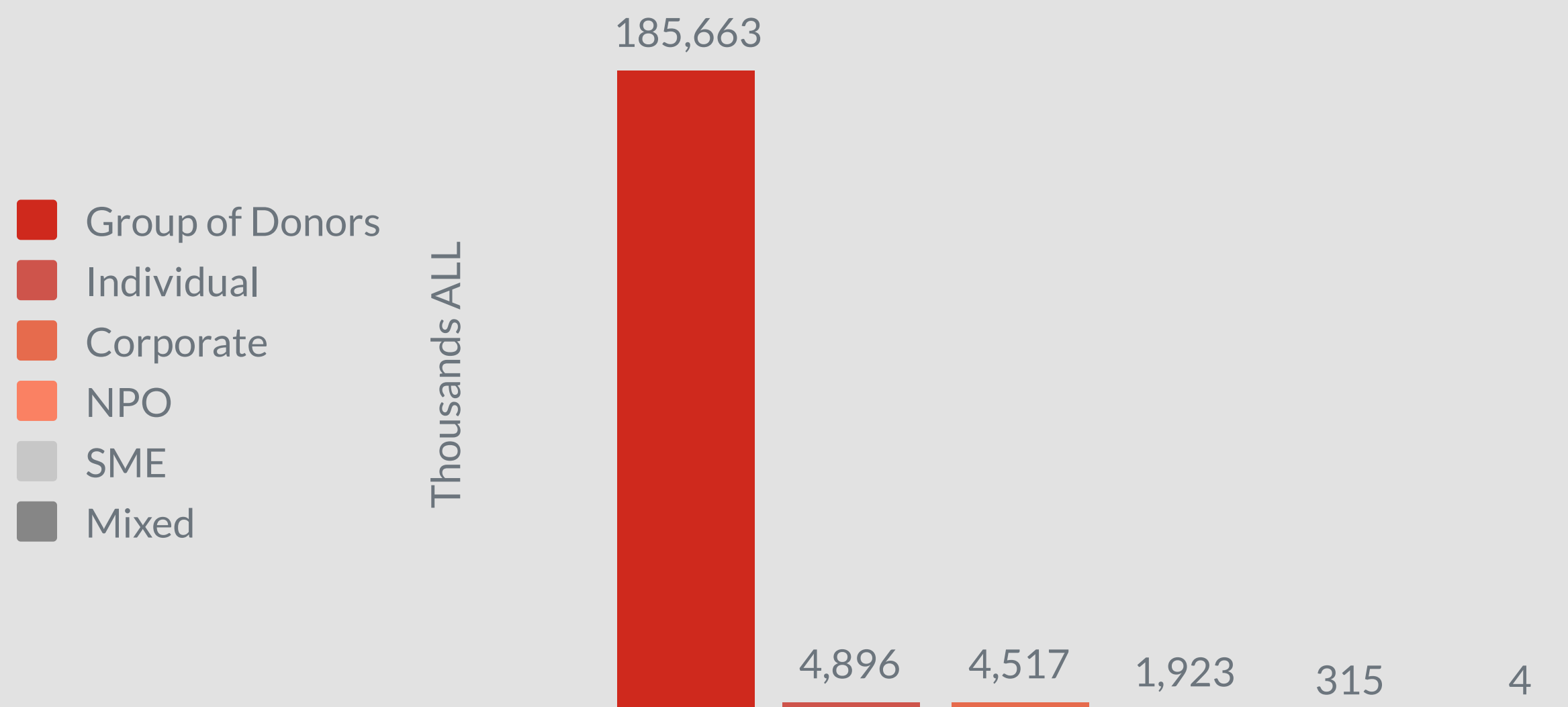
*\*Facebook's dedicated fundraising platform for social causes.*

## Total 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 Donors



## 3 MAIN DONORS by number

- #1 Credins Bank
- #2 Balfin Group
- #3 Food Bank Albania

## 3 MAIN DONORS by value

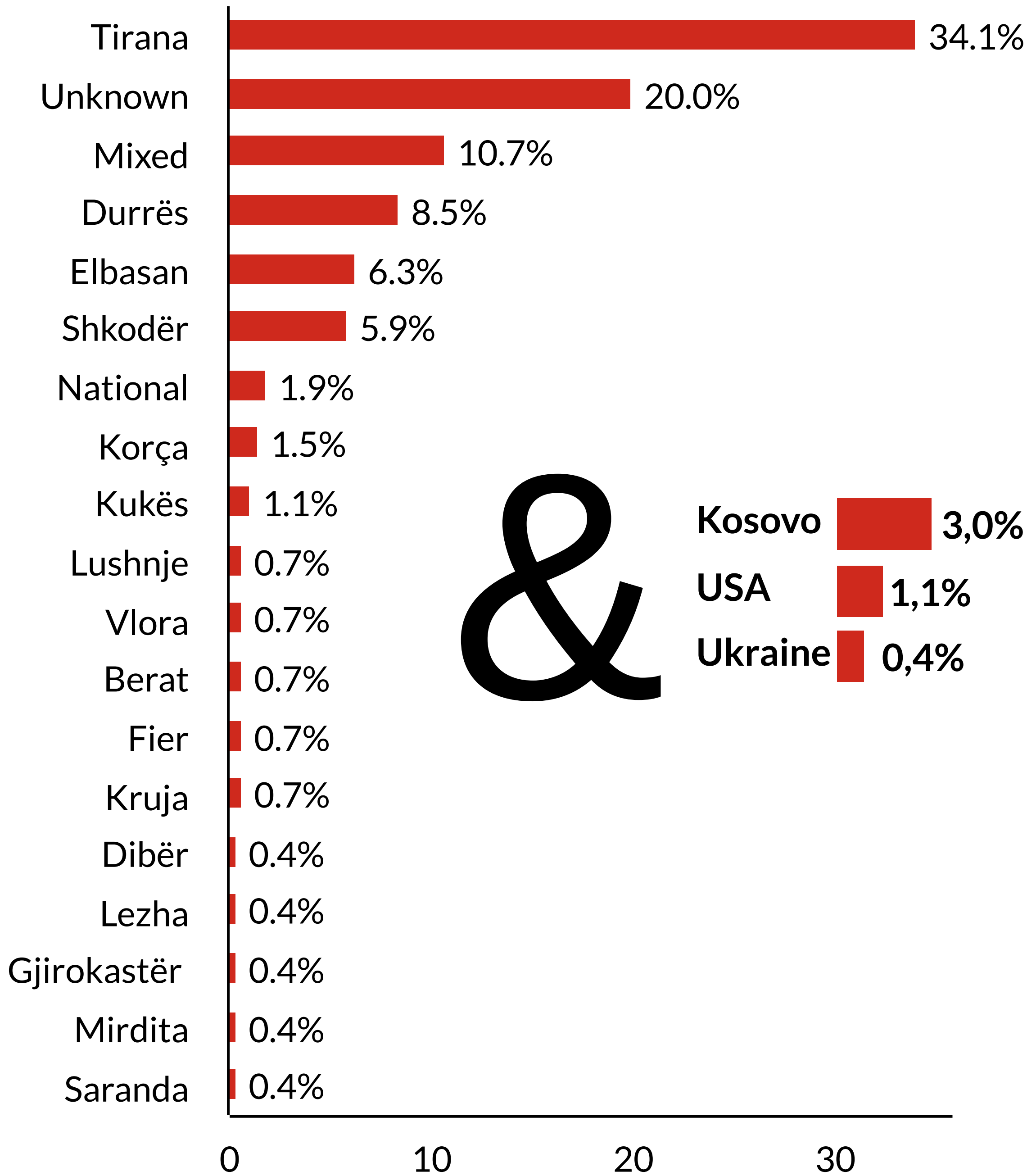
- #1 Group of Donors **21,741,984 ALL**  
*Crowdfunding campaign in support of little Omer from Kosovo.*
- #2 Group of Donors **18,432,920 ALL**  
*Crowdfunding campaign 'Të shpëtojmë jetën e Lejlës dhe Kristit!' to help two children in critical health condition.*
- #3 Group of Donors **16,644,496 ALL**  
*Crowdfunding campaign for children without parental care in Albania.*



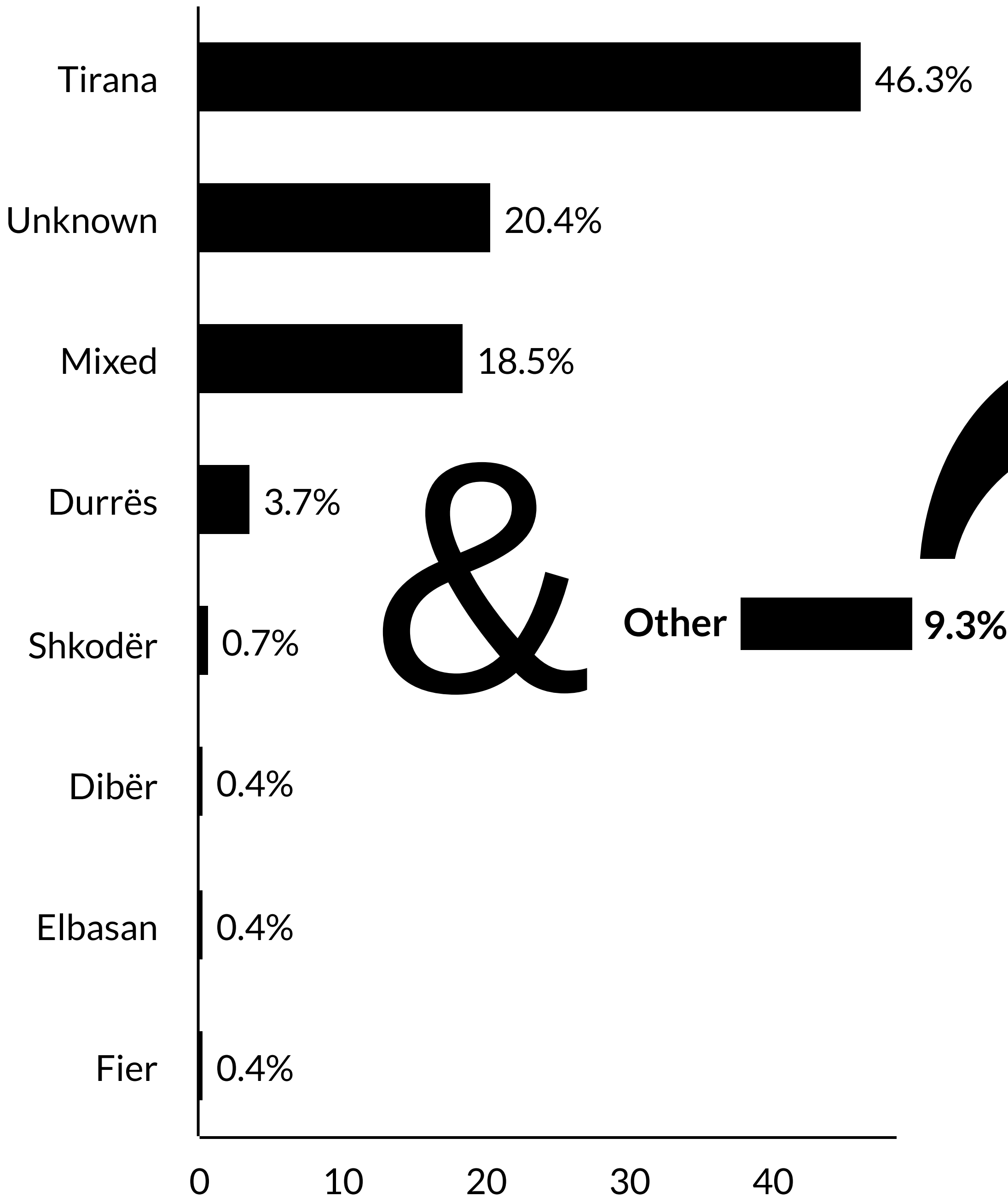
## Final Beneficiaries

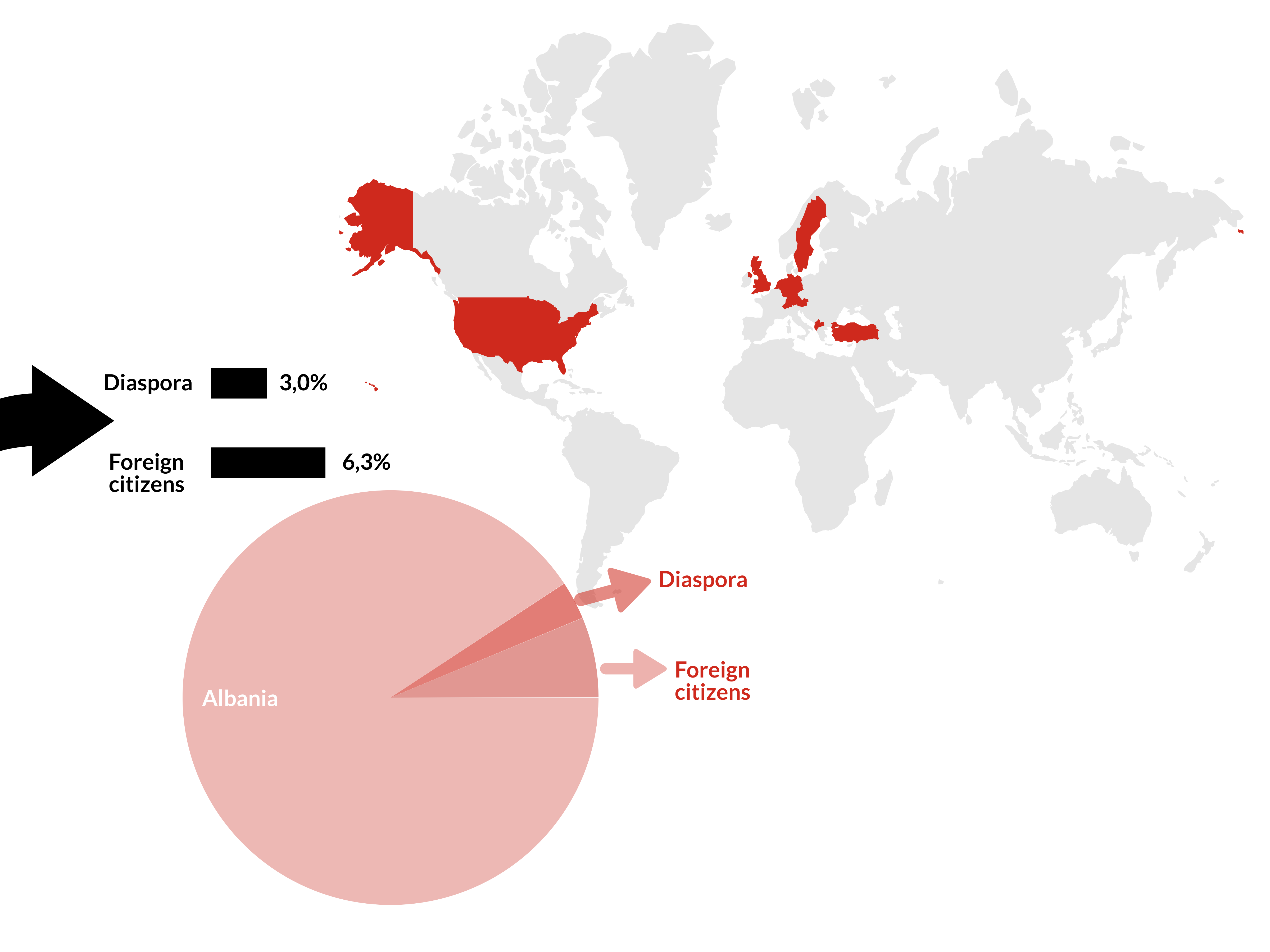


# Geographical Distribution of Beneficiaries



# Geographical Distribution of Donors

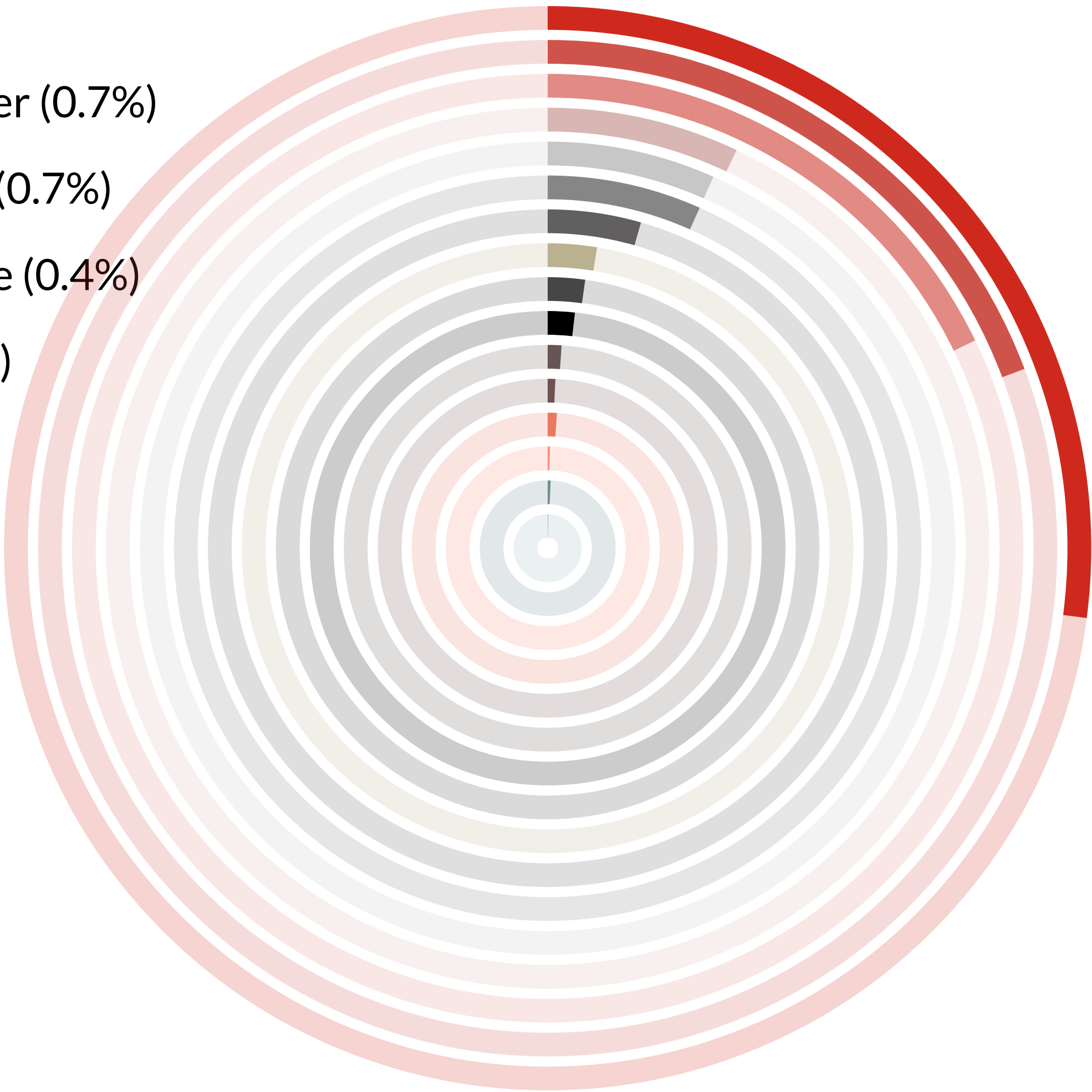




Fields of  
Donation

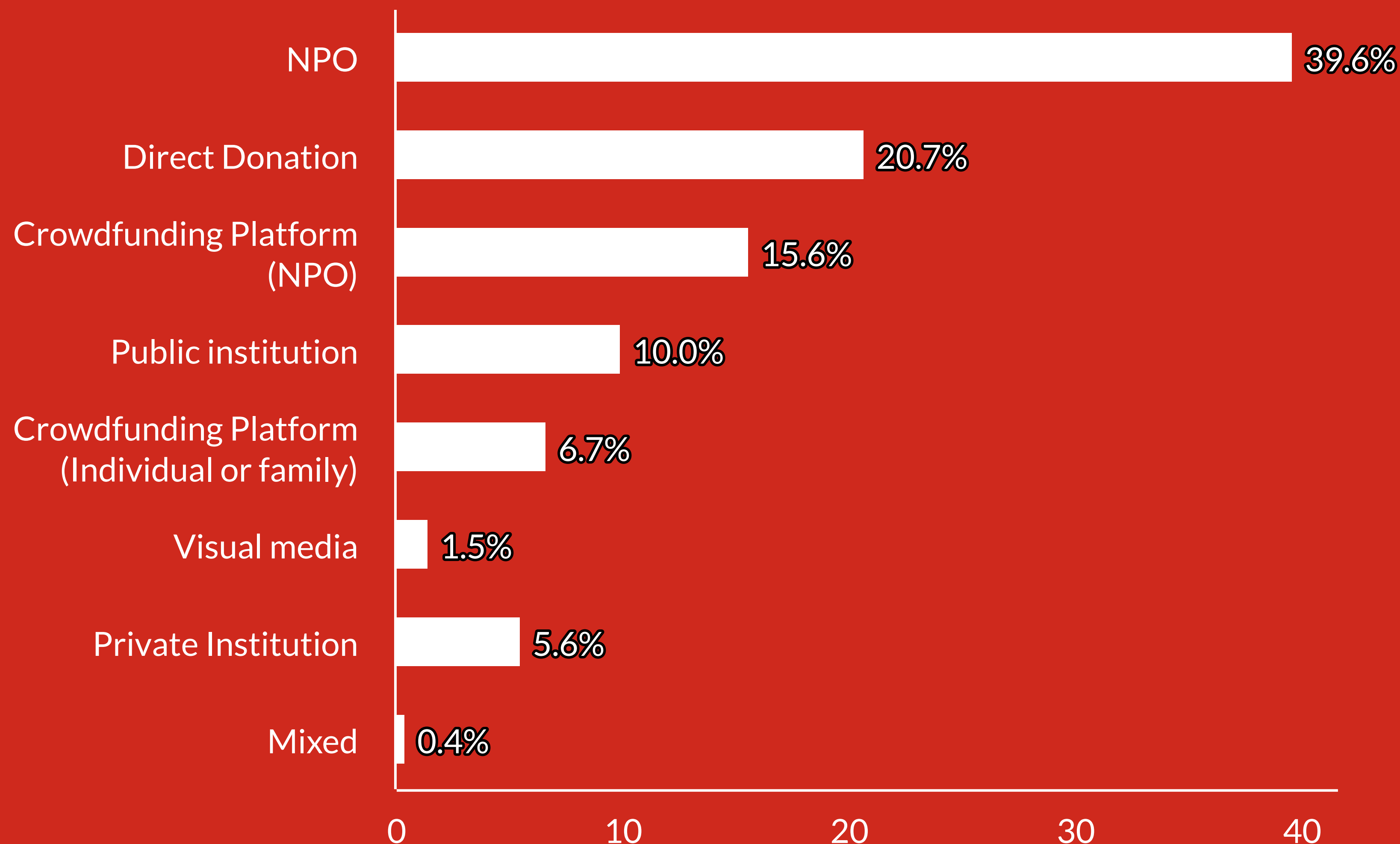
- Support to Marginalized Groups (27%)
- Healthcare (19.3%)
- Poverty Relief (17.8%)
- Seasonal Giving (7%)
- Education (6.7%)
- Art and Culture (6.7%)
- Preservation & Protection of the Environment (4.4)
- Sport (2.6%)
- Economic Development (2.2%)
- Other (1.9%)
- Public Infrastructure (1.1%)
- Religious Activities (1.1%)

- Natural Disaster (0.7%)
- Human Rights (0.7%)
- Animal Welfare (0.4%)
- Heritage (0.4%)



## Glossary

### Channels 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

**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

**Mass Individual** - 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 channelled through online crowdfunding platforms, created by individuals or families

**Crowdfunding Platform (NPO)** - donations channelled through online crowdfunding platforms, created by NPOs

17

# G I V I N G C I R C L E

1 6 J U N E 2 0 2 2

In June 2022 was organised the third event “Giving Circle”.

“Giving Circle” is an annual live crowdfunding event, a form of participatory philanthropy where groups of individuals donate their own money or time in support of 3 community projects in Albania. This way of giving, enables people to increase their impact and knowledge, and connect with their local community by bringing social change, a positive and sustainable transformation.

The image features a central logo for 'Giving Circle Albania'. The logo consists of a circular emblem with a green and blue geometric pattern, overlaid with a ring of hands in various colors (green, blue, purple). To the right of the emblem, the text '#GivingCircle' is written in a dark blue sans-serif font, and 'Albania' is written below it in a blue script font. The background is white with several faint, overlapping circular patterns of hands in light blue and green. A solid red vertical bar is on the left side.

#GivingCircle  
*Albania*

# GIVING CIRCLE



The third live crowdfunding event “Giving Circle 2022” brought together more than 90 participants, individuals and representatives of private sector, donor community, diplomatic institutions, civil society and media to offer financial, in-kind support and services for 3 (three) selected initiatives. The total amount of 2,100,000 ALL exceeded the target of 900,000 ALL in total, reaffirming civic awareness and solidarity towards communities in need.

# 2022



## ***Healthy kids, healthy Community!***

‘Healthy kids, healthy community’ aims to improve the health and well-being of 400 children of Administrative Unit no. 4, in Tirana through the establishment of a Dental Service at the Community Centre "Gonxhe Bojaxhi".

The children are from vulnerable families, with economic difficulties, families returning from emigration, families affected by the earthquake, and Roma and Egyptian communities, where dental service, in addition to being a missing right, is seen by parents as a missing service due to their economic situation. From the data obtained by the community Centre staff, about 90% of these children suffer from dental diseases and show no care for oral hygiene.

The establishment and provision of this service within the premises of the Community Centre would enable the fulfilment of a basic and missing right for these children. The Albanian Center for Family Development is the implementing organisation.



## ***Pop-up book!***

“Pop-up book!” aims to contribute to the improvement of social-educational skills of children and young people in the rural area of Ferraj, Dajt Administrative Unit, in Tirana, by providing a friendly developing and innovative environment, through reading.

Investing in the creation of a friendly, literary, developmental, and innovative space within the premises of Ferraj school will be a very impactful community initiative for more than 148 students of this community who have no opportunity for entertainment, except those the school premises, built around the 60s. The contemporary space in the form of a library, with scientific texts and art books, combined with activities organized by school teachers, psychologists, and various organizations or volunteers would create an enabling environment for children. The National Association for Life Education – Shkej is the implementing organisation.



## ***Nadja e mirë gjyshërit tanë!***

This is a community initiative aiming to build a recreational space for the elderly in the city of Shkodra. Creating such a space, located in a green park near the Perash neighborhood is a welcome idea from the elderly, who were interviewed at the design stage of this initiative. They felt very happy about the attention paid to them and hope it is realized.

The proposed location is very favorable, as it covers many resident units in the city. Creating a recreational space would be very beneficial and would reflect the care of our community towards this category. Through this initiative, the elderly will have the opportunity to stay together, play, and talk. The initiative will positively affect their social life and their mental health.

“Roots” is the implementing organisation





RTSH

MEDIA  
APPARENCE



The Funding Network

June 28 at 3:00 PM · 🌐

Did you know there are [#crowdfunding](#) events all over the world run by our network of international partners? 🌐

Last week, events in Germany and Albania each raised over 17,000 euros for change-making projects.

These projects included dental support for children in marginalised communities, the creation of a recreational space for the elderly, and the creation of a pop-up library.

Read more here 📖 <https://bit.ly/3OgcPDg>

[#TFNInternational](#) [#GivingCircle](#) [#Philanthropy](#)



The Funding Network

smile.al





S M I L E . A L

W W W . S M I L E . A L

The **second Call for Proposals** for non-profit organisations in support of community actions in the field of health, solidarity, promotion of cultural heritage, environment, social entrepreneurship and innovation, education and training, and sports activities was launched at Smile.al crowdfunding platform. The call is open until **October 10, 2022!**

Since April, the following 5 (five) new initiatives are launched on the platform, and they ask for our support:

# 5 NEW INITI



## ***I am a talent too!***

The initiative aims at advocating for and supporting children with autism spectrum disorders. It also aims education through drawing as a therapy for the development of psychological and social skills and the integration and socialisation of these children with each other. For more information on the initiative click [here](#)



## ***Boccia Albania***

The Boccia Championship will come as a first novelty project in Elbasan Qark, and in the coming years become an integral part of the programs of the Ministry of Education, Sports, and Youth. This championship aims to integrate and empower young people with special needs with the ability to concentrate and focus. For more information on the initiative click [here](#)



## ***Think for me too!***

The proposed intervention aims to further strengthen social and community responsibility towards the groups that are most in need. The anticipated support will be offered to children who belong to vulnerable communities, as in Selita and Yzberisht, and will provide the creation of a friendly environment on the premises of schools and then on the daily service centre, near the community of Selita in order to increase the sense of equality and reduce the discrimination, particularly in school premises. For more information on the initiative click [here](#)

# ATIVES



## ***Women and the green economy!***

The campaign aims to promote cooperation and economic empowerment for women in the area of Manza through green entrepreneurship as an opportunity for employment, economic independence, and user-friendly management of the land. Women will be engaged in planting organic rosemary, in the area of 2 hectares of land. For more information on the initiatives click [here](#)



## ***Offer the missing therapy!***

Nowadays, therapies for children with special needs are costly. Thus, the initiative consists of providing development therapies for one year for 7 children who cannot afford to pay for them. For more information on the initiative click [here](#)



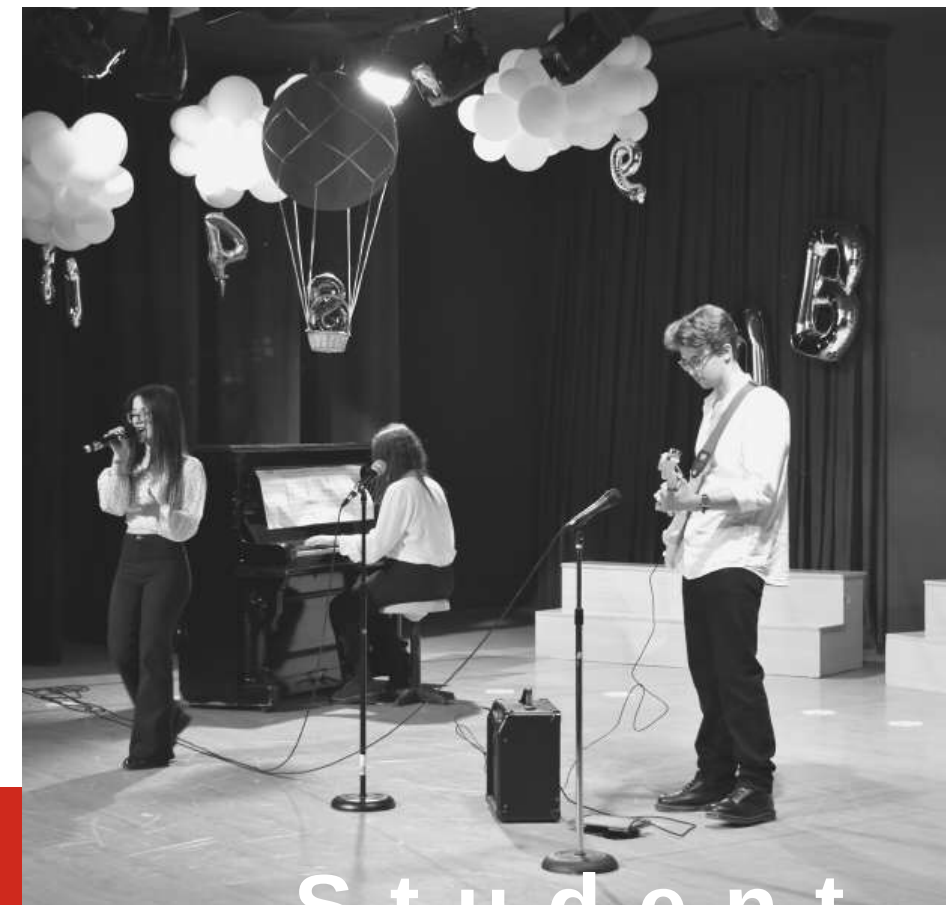
INTERVIEWS WITH  
REPRESENTATIVES  
OF PHILANTHROPIC  
INITIATIVES IN THE  
COUNTRY





SOLIDARITY FOR  
PEOPLE IN NEED

# Arbi Mulhaxhia



Student at "Faculty of  
Medicine"  
Member of "MedTalent" group

**Please can you tell us more about this initiative, the reasons, and motivations behind it?**

We are a group of students from the Faculty of Medicine, who on December 8, 2021, on the Albanian National Youth Day, established the "MedTalent". The purpose of the group is to promote the medical students' talents in the fields of music, dance, painting, photography, sports, books, and medical education. So far, we are organised in six departments, implementing weekly activities, engaging many students in these activities.

"Ende ka shpresë" concert was organized at the time when some of us were on internship at Paediatric Hospital at University Hospital Centre "Mother Theresa". The idea of organizing an activity to promote not only the talents of medical students, but at the same time to show our humanity as future doctors. And this is how "Ende ka shpresë" was born!

## Which is your target group, areas, and impact of the interventions?

During our internship, we identified hospitalized children, whose families were in difficult economic conditions. In May, we discussed with the Head of the Paediatrics Department, Mrs. Anila Gode, and the social worker of the hospital, assessing the target group's needs. As a result, we decided to support 3 children who suffer from haematological diseases.

Within a timeframe of two weeks, everything related with “Ende ka shpresë” concert preparations was finalized. In my opinion, the success of this event is on the spirit of cooperation among students. Some students got involved with the organization of the activity by communicating with artists and singers, who voluntarily performed at the concert and supported our cause. Some other students volunteered by acting, singing, and performing themselves during the concert. At the premises of the concert was organized an

exhibition of paintings and photographs made by the students. The amount raised through the sales of the concert' tickets and exhibition was approximately 138,000 ALL, and each family was supported with an amount of 46,000 ALL.

The impact of our initiative was multidimensional. Firstly, we gave hope to the supported children and their families, giving the message that they were not alone in this journey. Secondly, we increased public awareness on haematological diseases impact on children's life. An awareness-raising video was presented during the event by providing information about these diseases based on medical facts, without using a medical jargon to be understandable by everyone. Thirdly, the concert contributed to the promotion of the youngsters' talents and humanitarism, apart of being the future doctors. Our dream came true!

We didn't expect it, but the Head of the Paediatric Department Mrs. Anila Gode, on behalf of the Management of the University Hospital Centre “Mother Theresa”, awarded us a “Certificate of Appreciation” and this is the reward for fatigue and efforts in organizing this event.





## What are your future plans?

“MedTalent” will organize in future various activities addressing a variety of topics/issues. We intend to organise other campaigns in support of individuals who are affected by various health issues. Based on the impact of the concert, we plan that “Ende ka shpresë” will be an annual event.



F U N D R A I S I N G  
C A M P A I G N S  
F O R P E O P L E I N  
N E E D



# Campaigns

some of the campaigns carried out during January - June 2022.

## #1

“Credins Foundation” offers continuous assistance to the Albanian community. One of the main areas of intervention is the increase of social welfare for groups and communities in need. Credins Foundation has collaborated with the “Pope John XXIII Institution” to support low-income families in Shkodra.

They provided also various equipment (such as tables, chairs, etc.), contributing to the improvement of the Institution’s premises, impacting indirectly on the improved services to the citizens provided by “Pope John XXIII”.

## #2

**Diaspora contributes!** Thanks to Mr. Arben's financial support of 20,000 EUR the Haxhia family in Shkodër built their new house.

# Credins Donates



# Diaspora



# #3

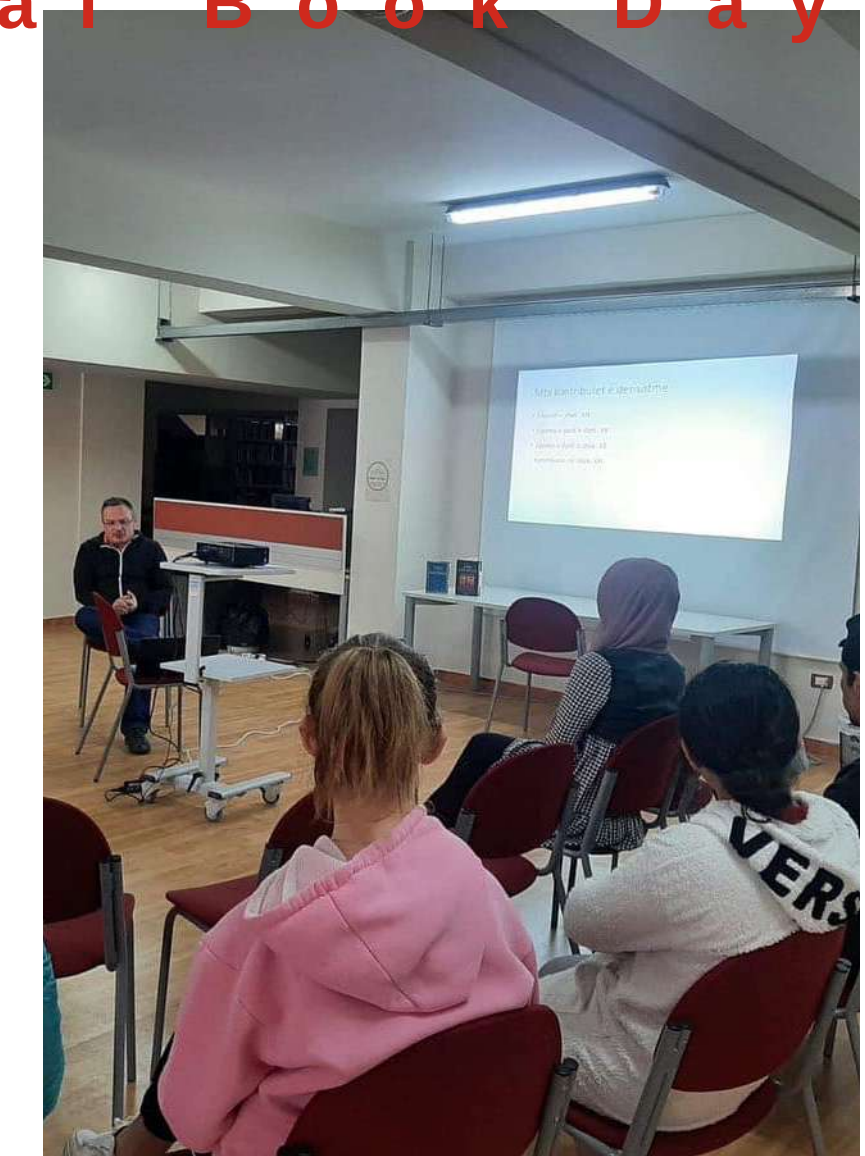
"Jetimi në Fokusin Tonë" organisation together with a lawyer, Mr. Enea Cenke, and a notary Mr. Klajdi Kaci helped families in need during the month of Ramadan.



# #4

In the framework of the International Book Day, the State Social Service, organized an event with the participation of the youngsters of Family-Home in Shkodra and local writers on the importance of reading in youngsters' education. In addition to the meetings, they contributed by donating books, and enriching the library of the Center!

## International Book Day

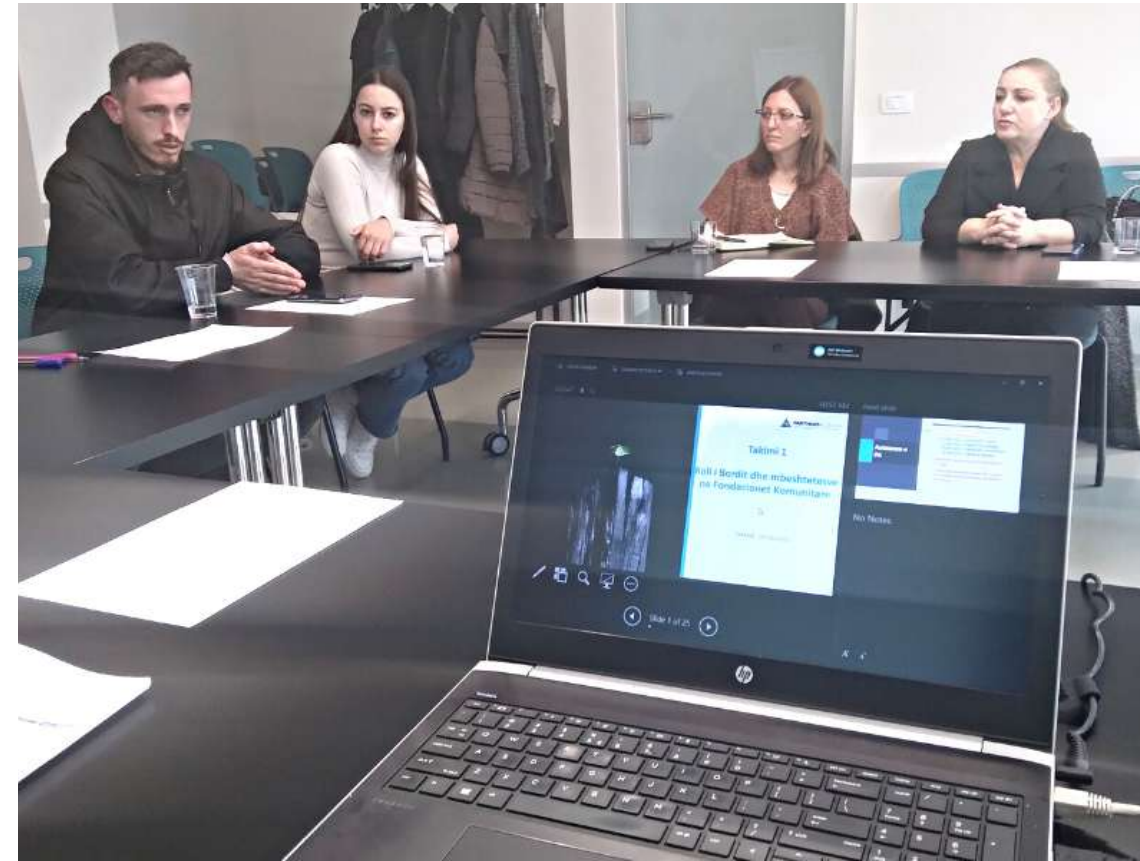




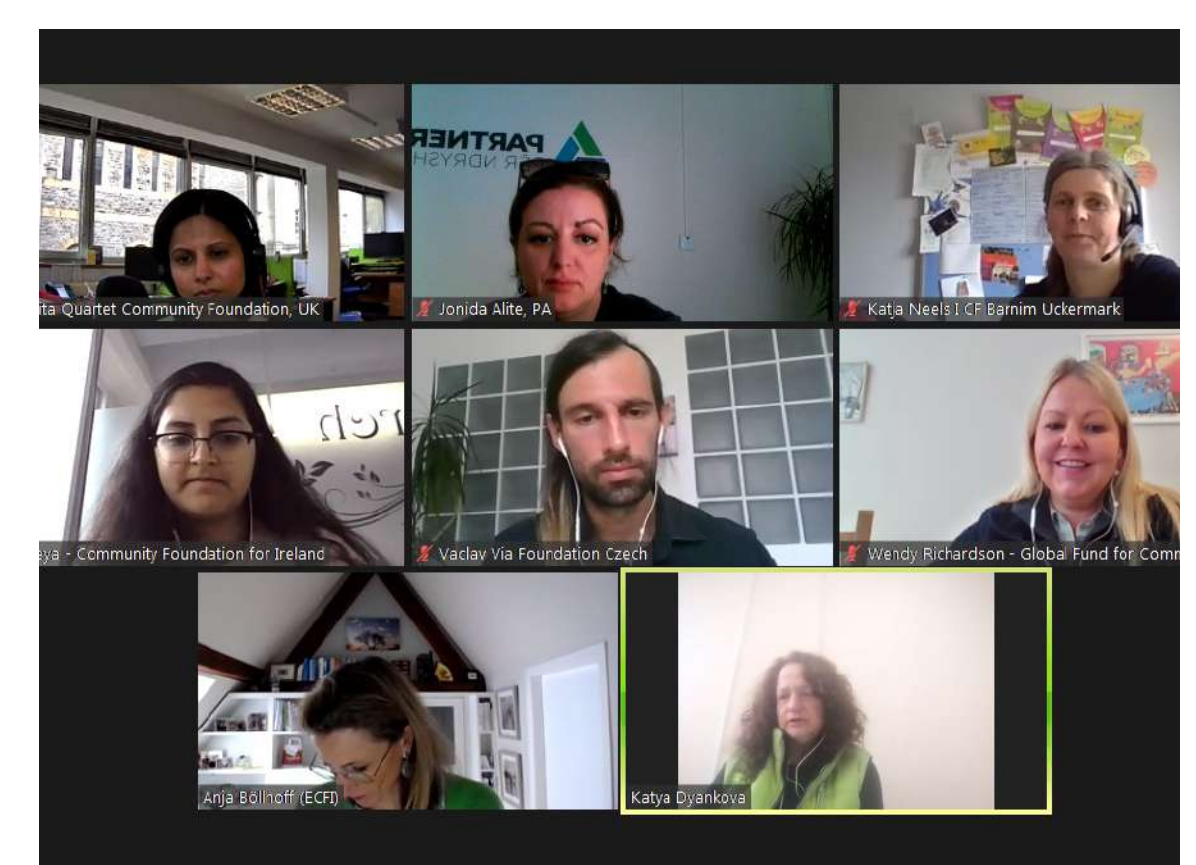
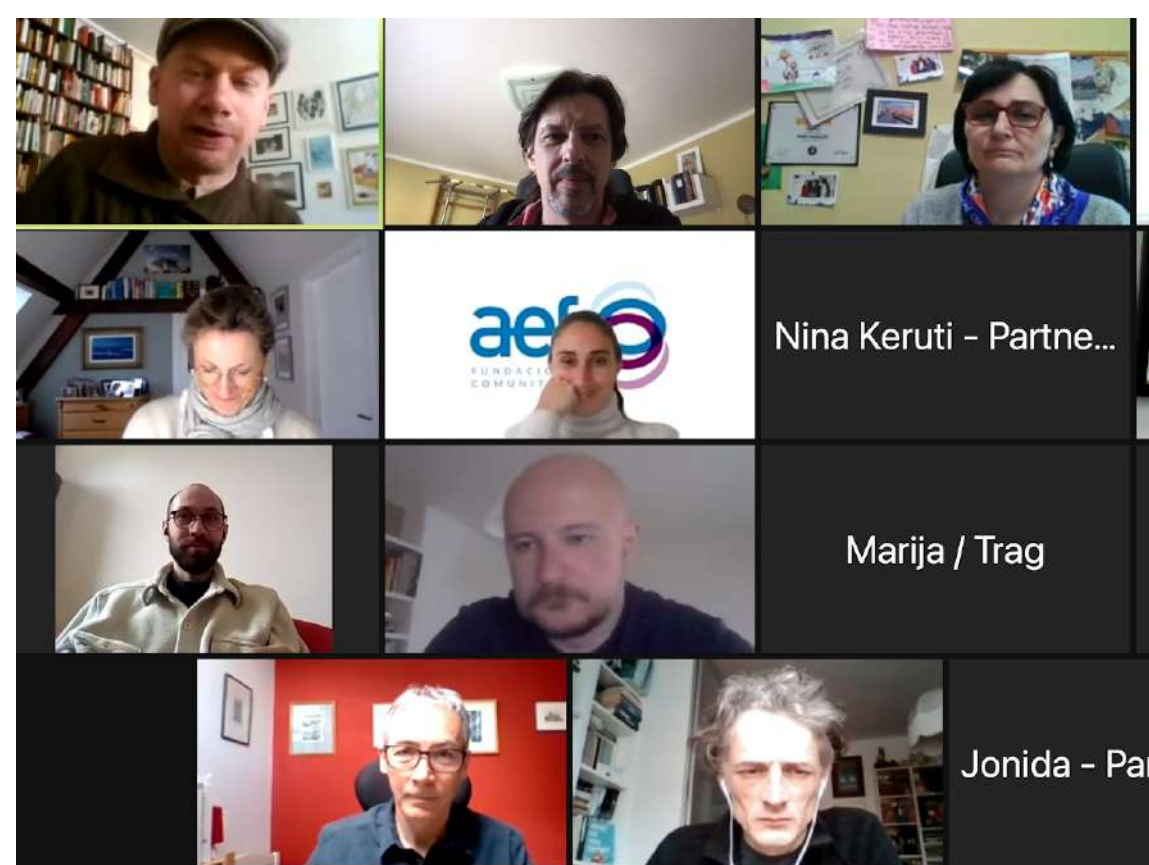
**C O M M U N I T Y**  
**F O U N D A T I O N S**



Partners Albania is providing tailored assistance to a close group of non-profit organisations and informal groups interested in acting as Community Foundations. During these six months, the assistance was focused on the identification of community issues, drafting of a community mobilisation plan, and income generation plan that will serve to address the identified community issues.



Being a support organisation for Community Foundations, Partners Albania during April attended various discussions organised by the European Community Foundation Initiative (ECFI). A series of interventions undertaken by Community Foundations and Community Foundation Support Organisations carried out in support of the Ukrainian refugee crisis were shared among participants.

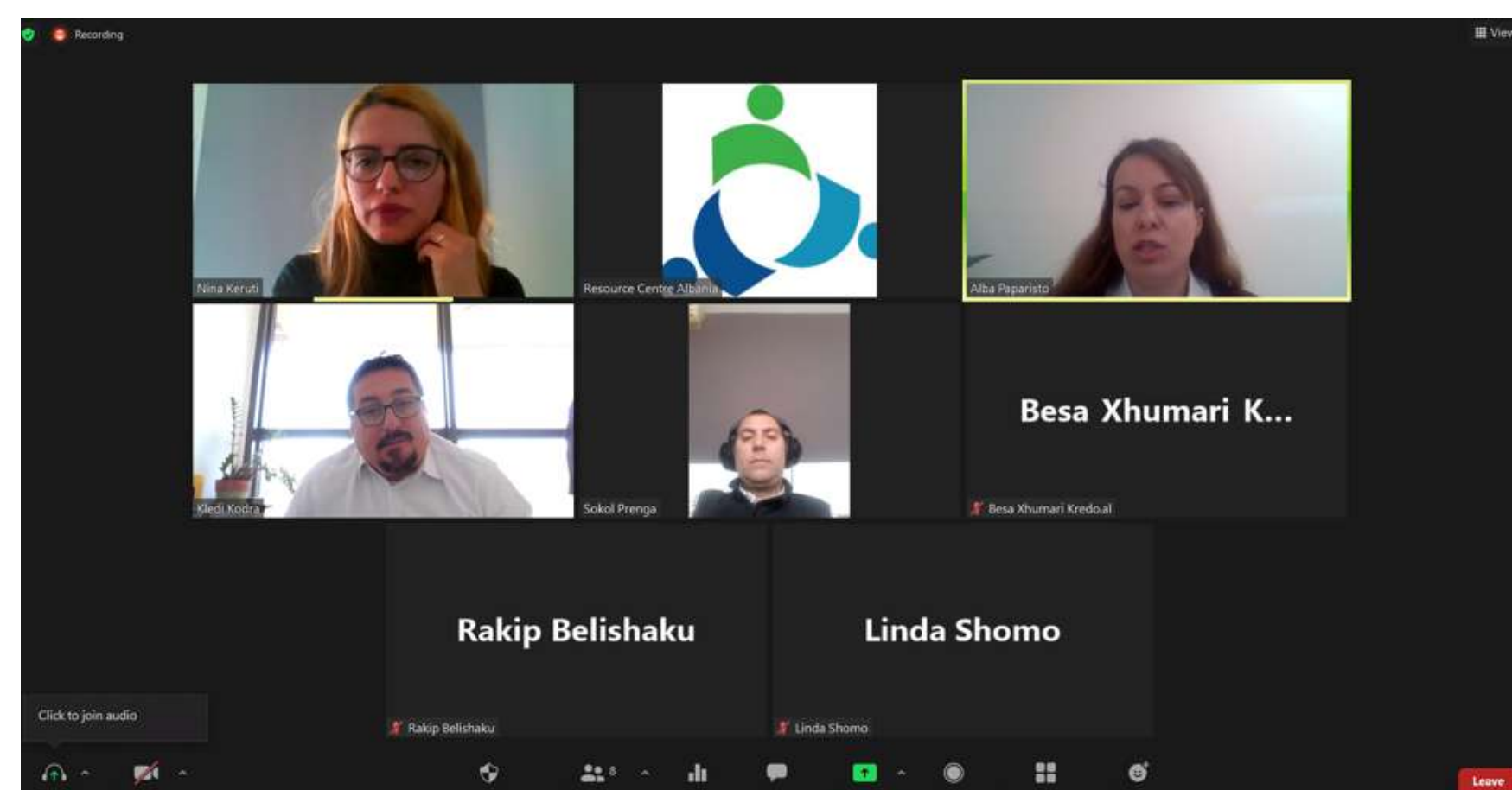


# ENABLING A LEGAL ENVIRONMENT FOR PHILANTHROPIC ACTIVITY

In 2022, Partners Albania prepared the policy paper *“Conducive Environment for Philanthropic Activity in Albania”*. This policy paper focuses on a comparative analysis of Albania, Western Europe, and Western Balkan countries with regard to the legal and regulatory framework for philanthropy. More specifically the paper provides information on the areas of activities legally recognised for tax deductions and the incentives for the private sector. Through this policy paper, Partners Albania aims to provide legal examples that can be applied and adapted to the Albanian context.

In March, Partners Albania organized three forums with representatives from businesses, Chambers of Commerce, CSR Network etc. discussing the challenges, sharing of experiences, and providing feedback on the tax incentives in place with regards to donations. Based on discussions, there is still room for improvements with regards to legal framework on philanthropy and the need to broaden the areas of activities for tax incentives in cases of donations.

## FORUMS ON THE LEGAL AND REGULATORY FRAMEWORK FOR PHILANTHROPIC ACTIVITY *with private sector*



### Çështjet për diskutimi

#### Vlerësimi i mjedisit aktual

- Si e vlerësoni mjedisin ligjor aktual lidhur me aktivitetin filantropik?
- A janë lehtësirat fiskale stimuluese për kompanitë për të mbështetur këto aktivitete?
- Si e vlerësoni procesin e përfitimit të lehtësirave tatimore për aktivitetin e mbështetur? Si e vlerësoni marrëdhënien

#### Mjedisin mundësues për zhvillimin e aktivitetit filantropik

- Cili do të ishte një mjedis mundësues për zhvillimin e filantropisë në vend.



**The role of an enabling  
environment in fostering**

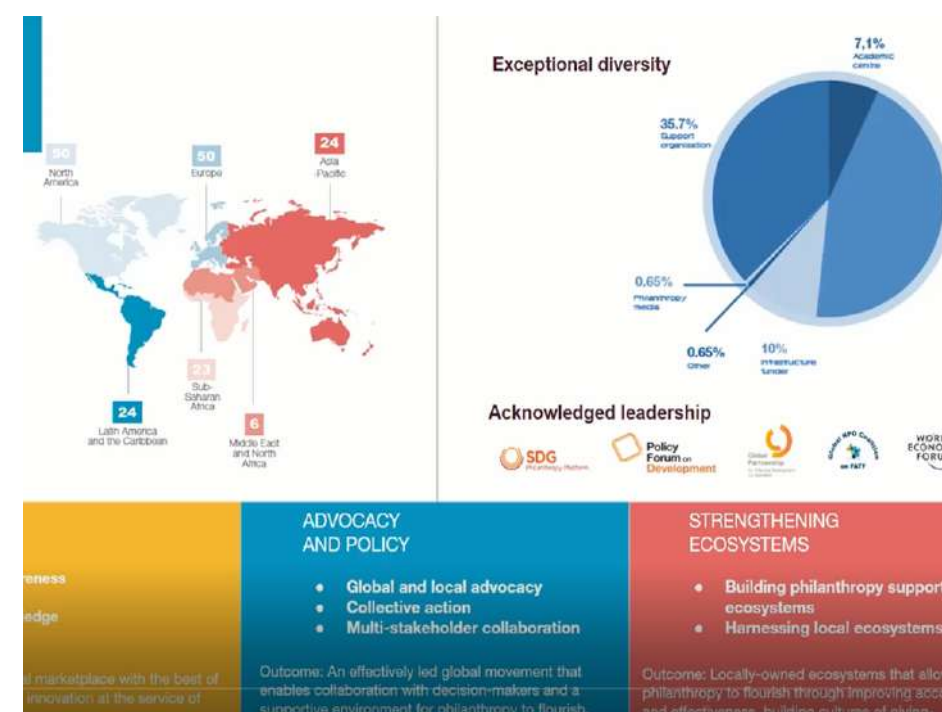
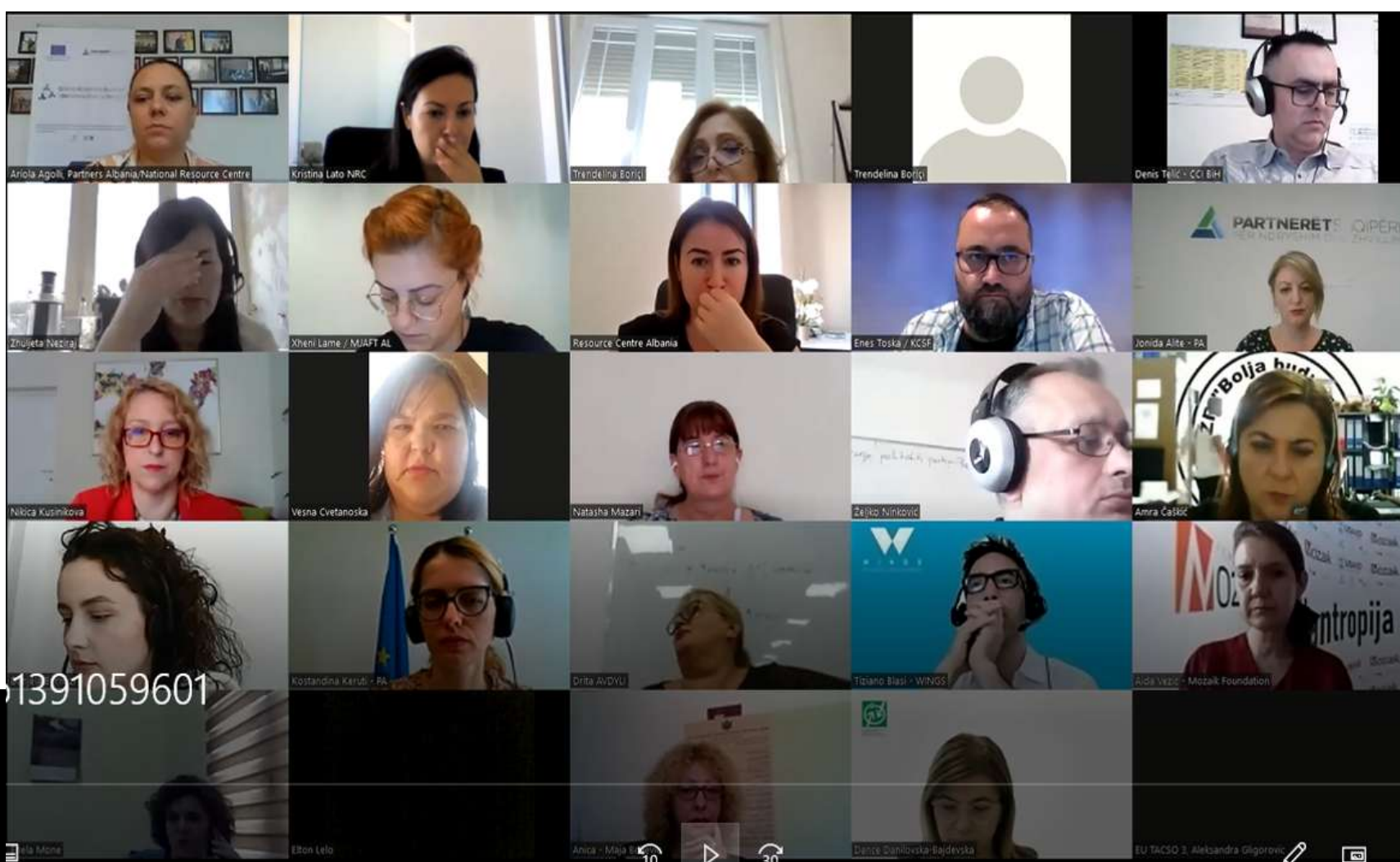
**Philanthropy.**

***and***

**Solidarity**

**in times of crises**

**ON  
LINE  
REGIONAL  
FORUM**



### Struktura e raportit

- ❖ Raporti fokusohet në **dy aspekte kryesore ligjore**:
  - Veprimtaritë e pranueshme ligjërisht për përfitime tatimore
  - Fasha e lehtësirave tatimore
- ❖ Raporti fokusohet vetëm tek **aktiviteti filantropik i kompanive**
- ❖ Hulumtim i kuadrit ligjor dhe rregullator mbi filantropinë në **Evropë**
- ❖ Hulumtim i kuadrit ligjor dhe rregullator në **vëndet e Ballkanit Perëndimor**
- ❖ Hulumtim i kuadrit ligjor dhe rregullator në **Shqipëri**
- ❖ Rekomandime



On May 26, was organised in Albania the regional forum *“The role of an enabling environment in fostering philanthropy and solidarity in times of crises”*. The regional event brought together in a virtual meeting about 135 representatives from civil society organisations, donor community, public institutions, the business sector, media, etc.

The discussions were focused on the role and impact of philanthropic activity during the COVID-19 pandemic, by highlighting the legal and regulatory framework enabling philanthropic activity, and tax benefits for individuals and companies engaged in voluntary and financially addressing immediate and long-term needs.

The importance of volunteering and solidarity in emergency situations were discussed as well. The lack of an official public registry on donations, the downward trend of donations towards non-profit organisations, and the channelling of donations to public *institutions (mainly affected by the effects of COVID-19)*, bureaucratic and time-consuming procedures for donors and recipients of donations were some of the issues raised, that need to be addressed by public institutions, to enable a conducive environment for philanthropic activity.





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1010 Tirana, Albania