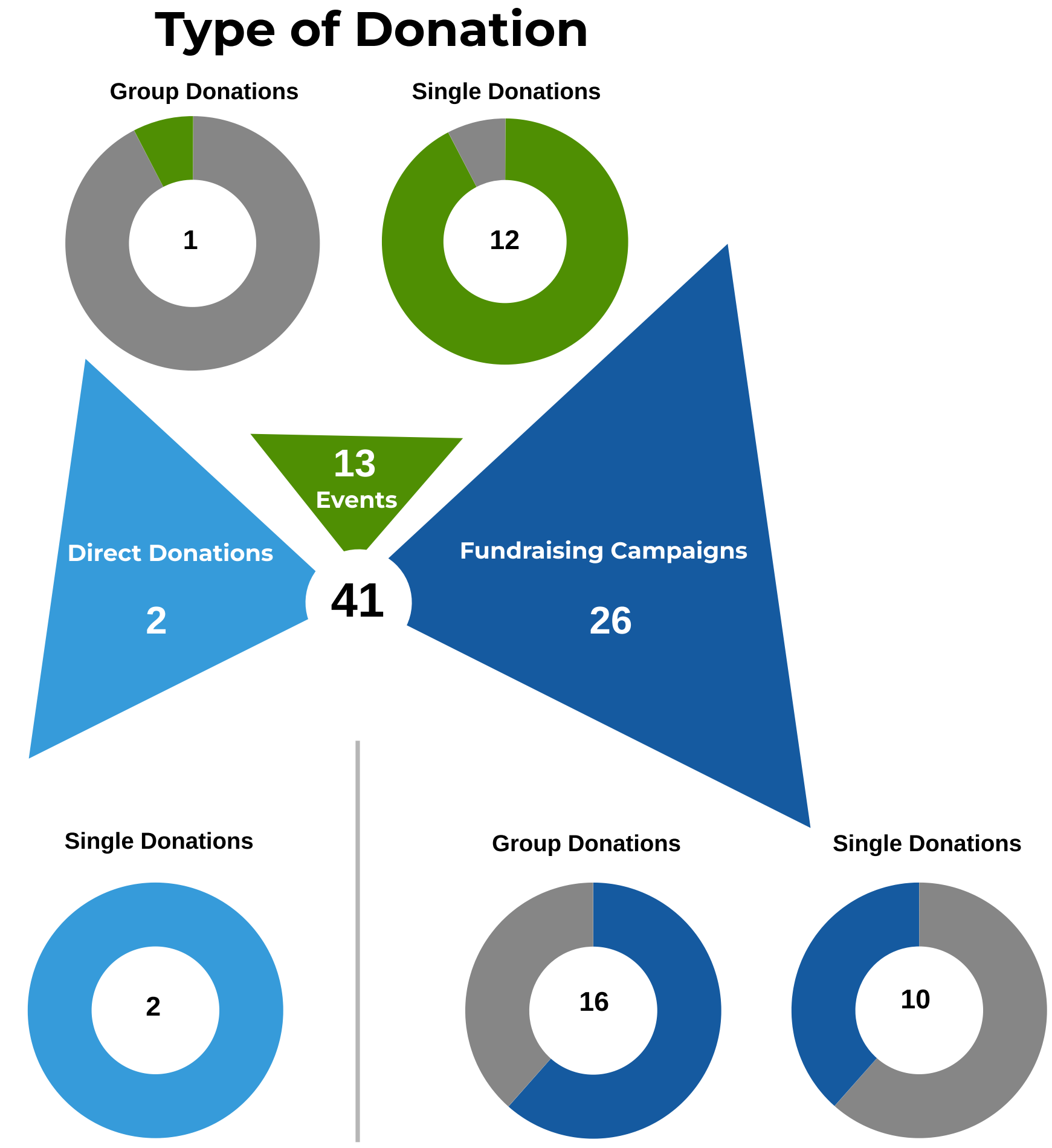
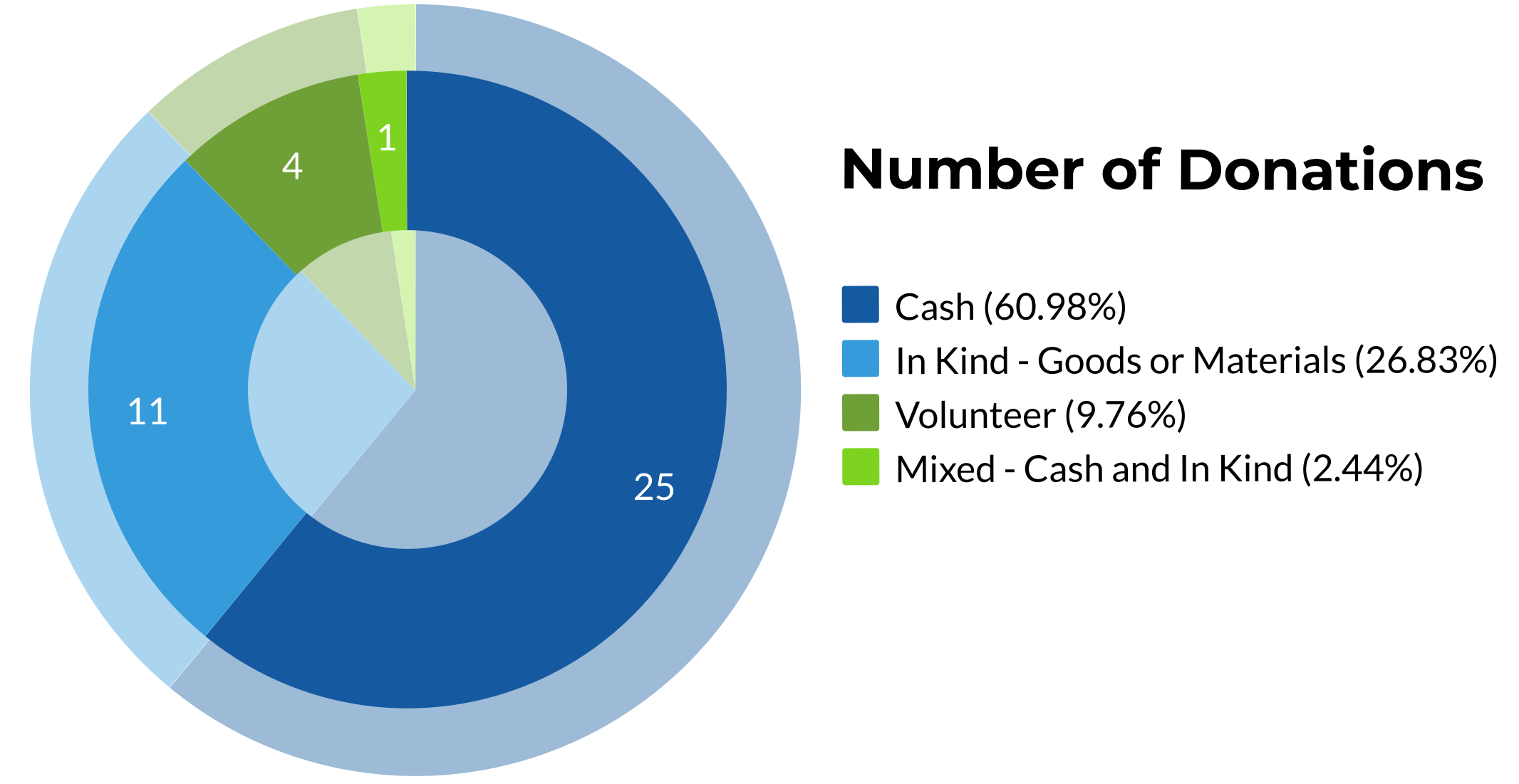
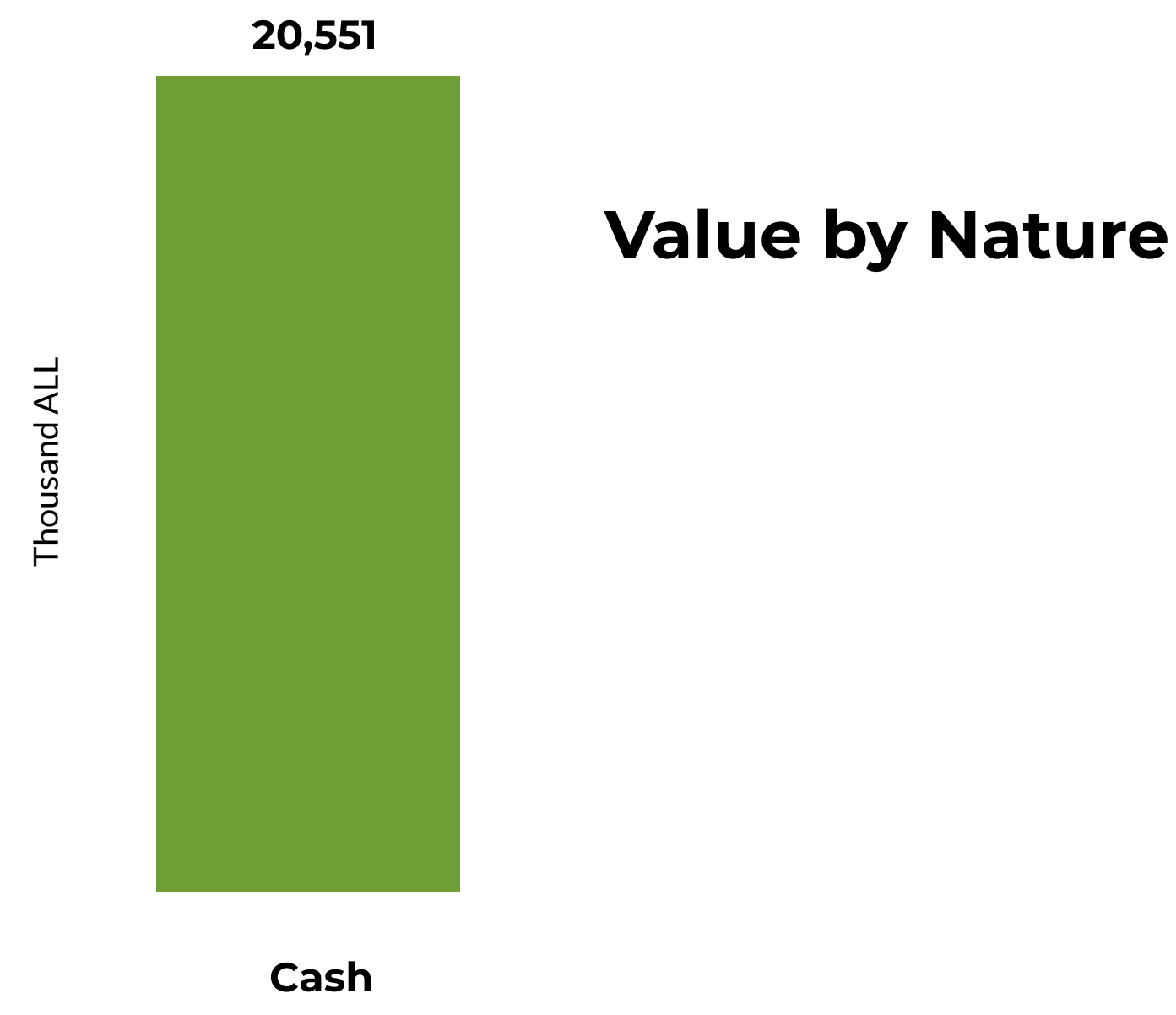


Data on Philanthropic Activity

tracked through online and media platforms
June 2022



Fundraising Campaigns

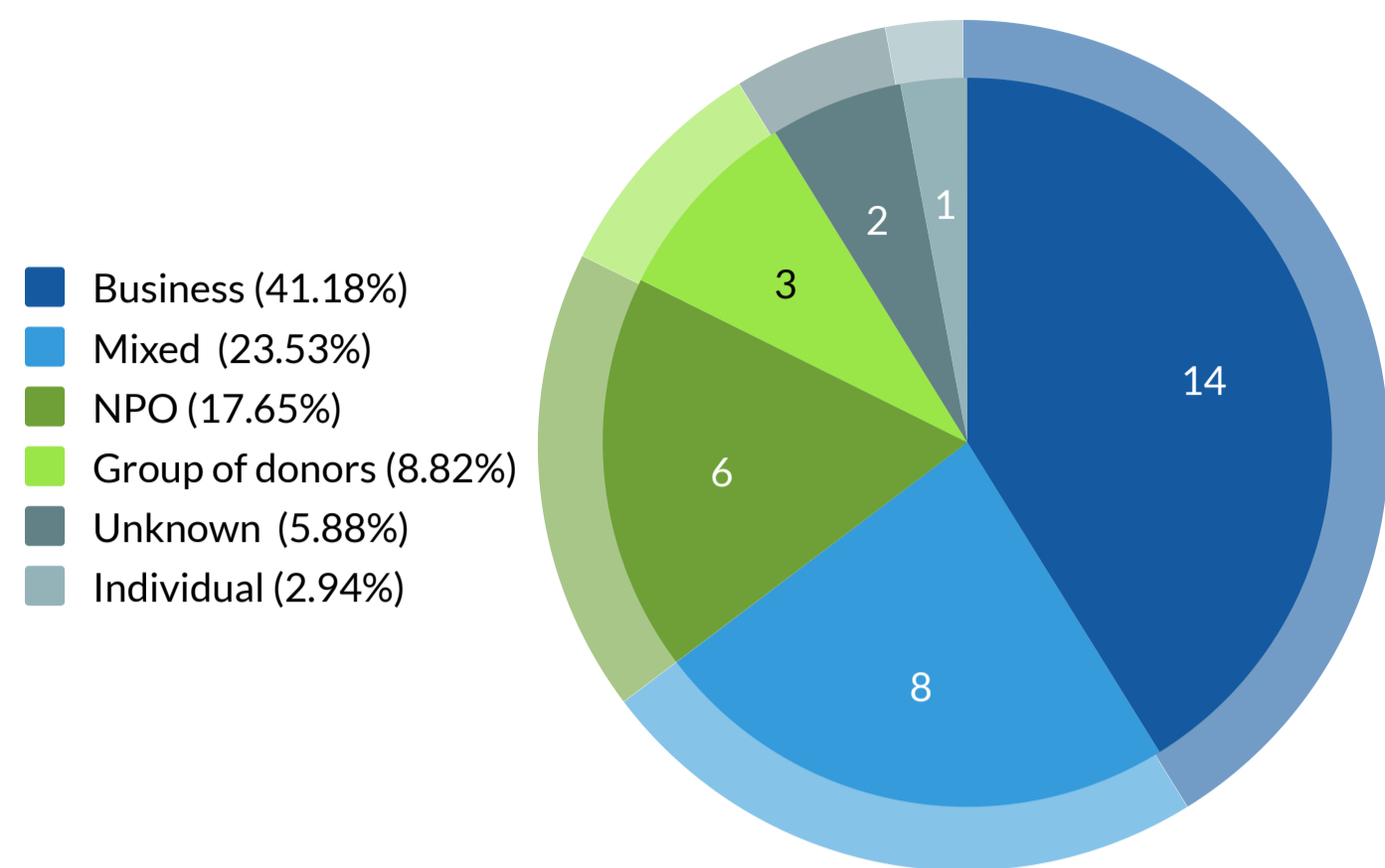
- 14 Call for Donations
- 7 Online and Social Media Crowdfunding Campaigns
- 2 Facebook Social Impact Platform
- 3 Online Crowdfunding Campaigns

4,063
donors tracked from crowdfunding campaigns and Facebook Social Impact platform

Events

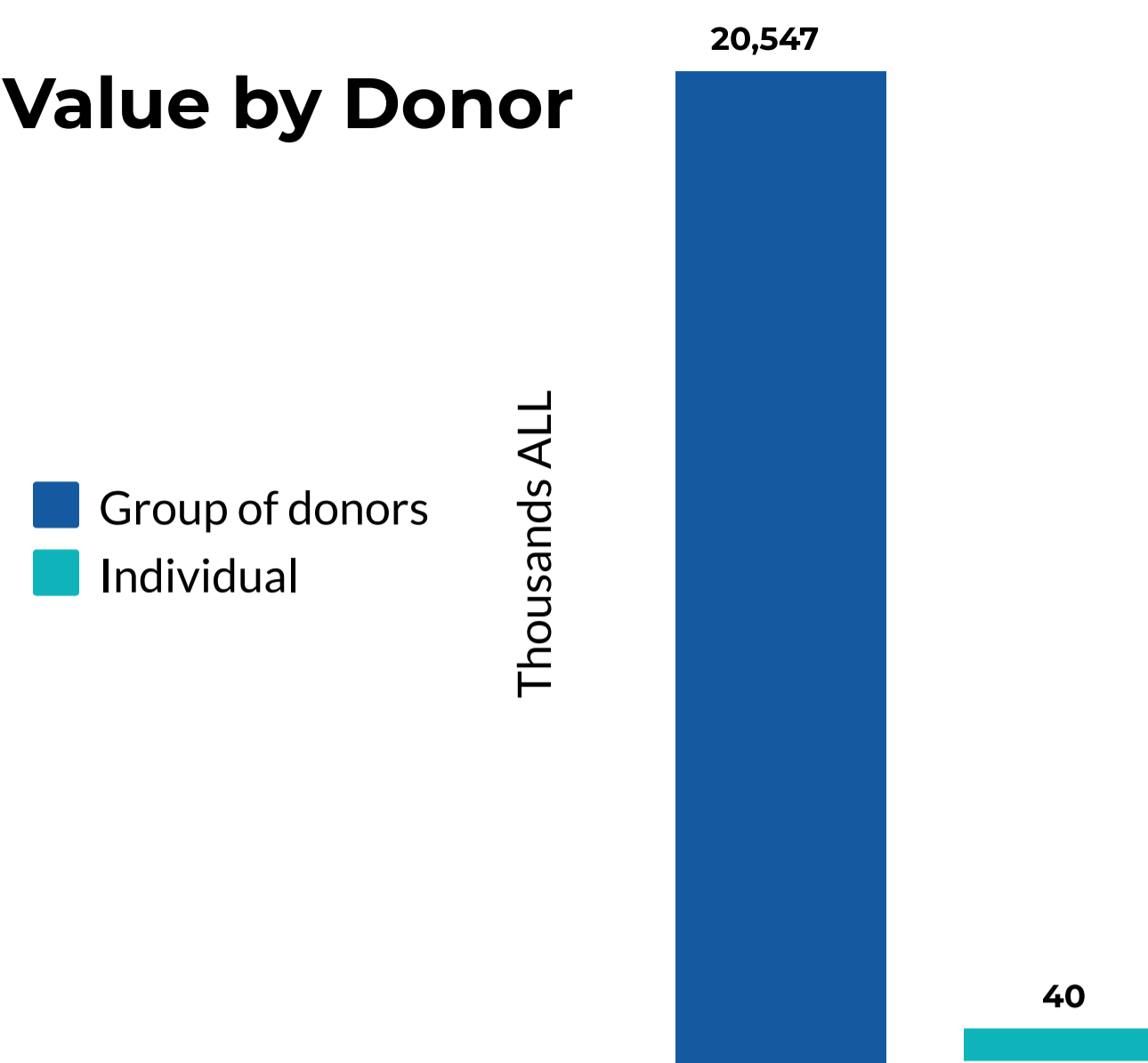
13 Live Events

Number of Donors*



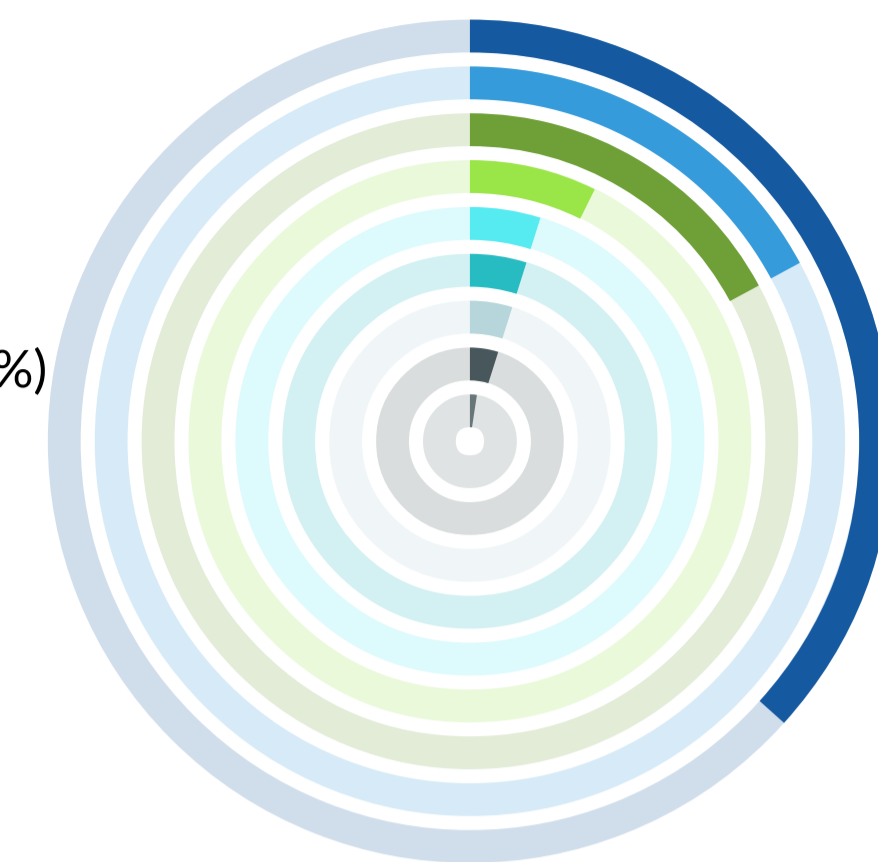
*In the framework of this analysis donors are calculated only once regardless of the number of donations carried out during all the monitoring process.

Value by Donor

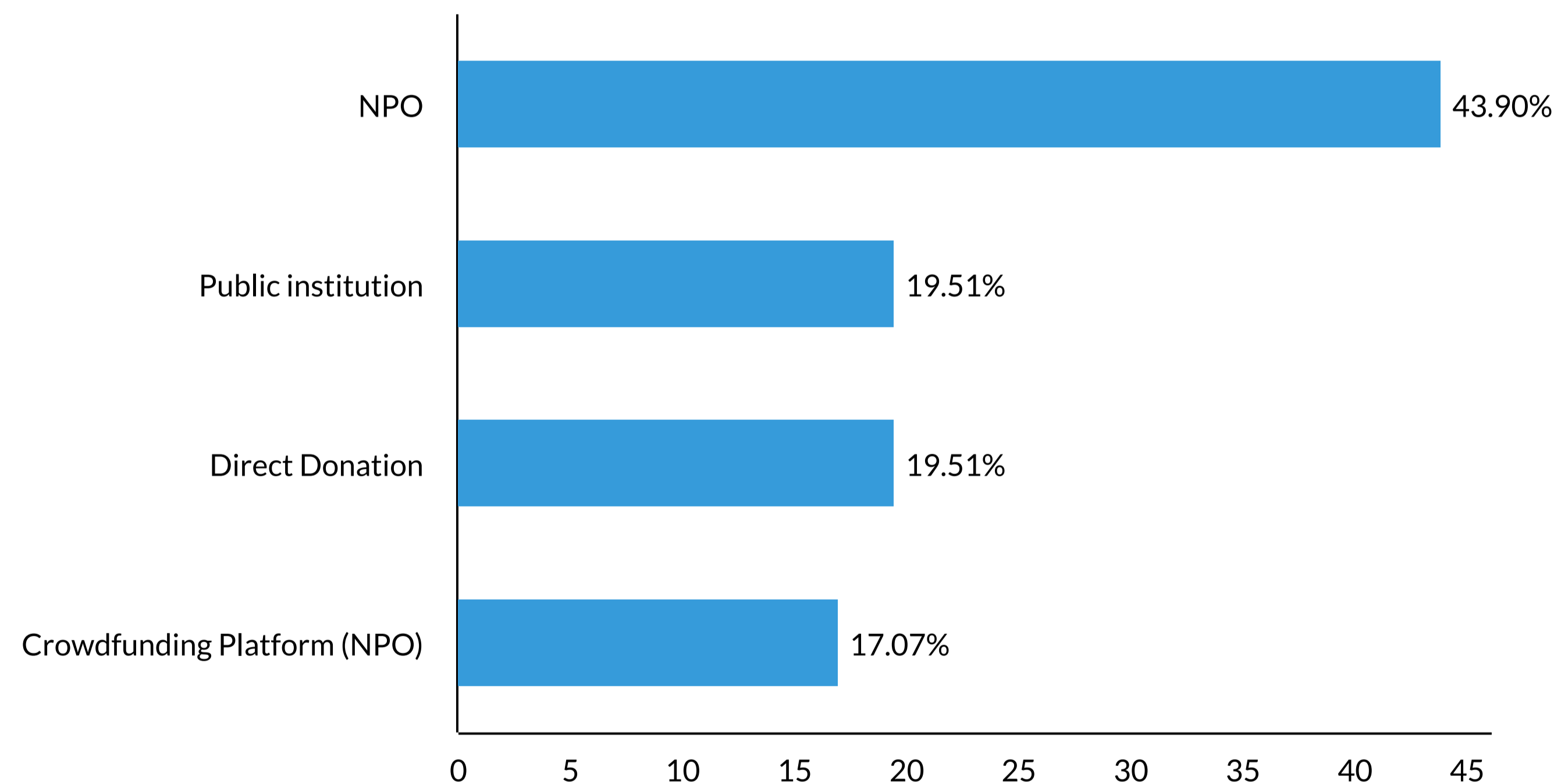


Purpose of Donation

- Support to Marginalized Groups (36.59%)
- Healthcare (17.07%)
- Poverty Relief (17.07%)
- Preservation & Protection of the Environment (7.32%)
- Public Infrastructure (4.88%)
- Art and Culture (4.88%)
- Education (4.88%)
- Economic Development (4.88%)
- Other (2.44%)

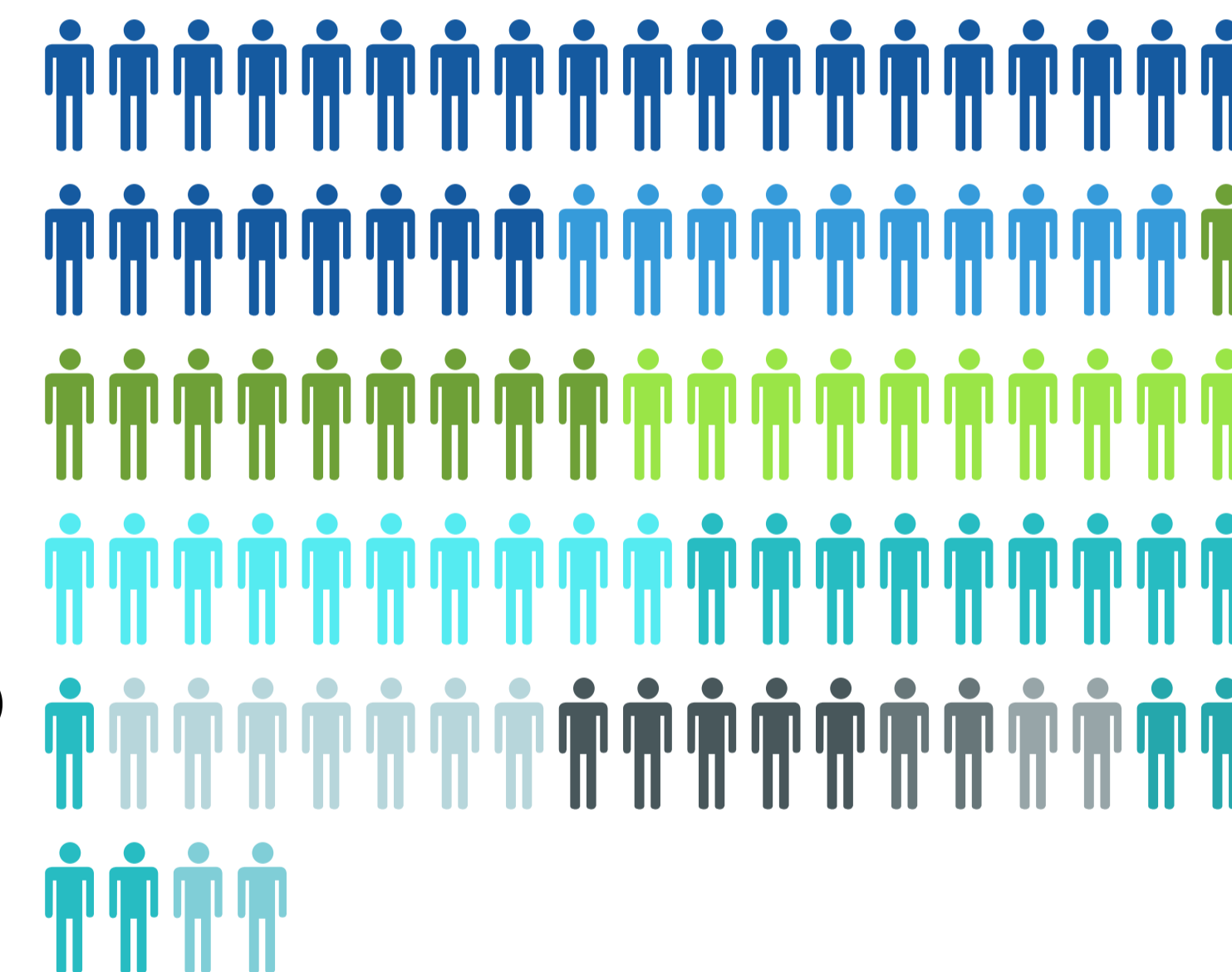


Channels of Donation



Final Beneficiaries

- Ch&Y - PWD (26.83%)
- Ch&Y - Specific Geography (9.76%)
- Ch&Y - Without Parental Care (9.76%)
- People - Economic Need (9.76%)
- People - Specific Geography (9.76%)
- People - General Population (9.76%)
- Ch&Y - Gifted/Talented (7.32%)
- Mixed (4.88%)
- People - Minority communities (2.44%)
- People - Living in Other Countries (2.44%)
- Children & Youth (2.44%)
- Adults - PWD (2.44%)
- Ch&Y - Economic Need (2.44%)



3 main DONORS by value of donations

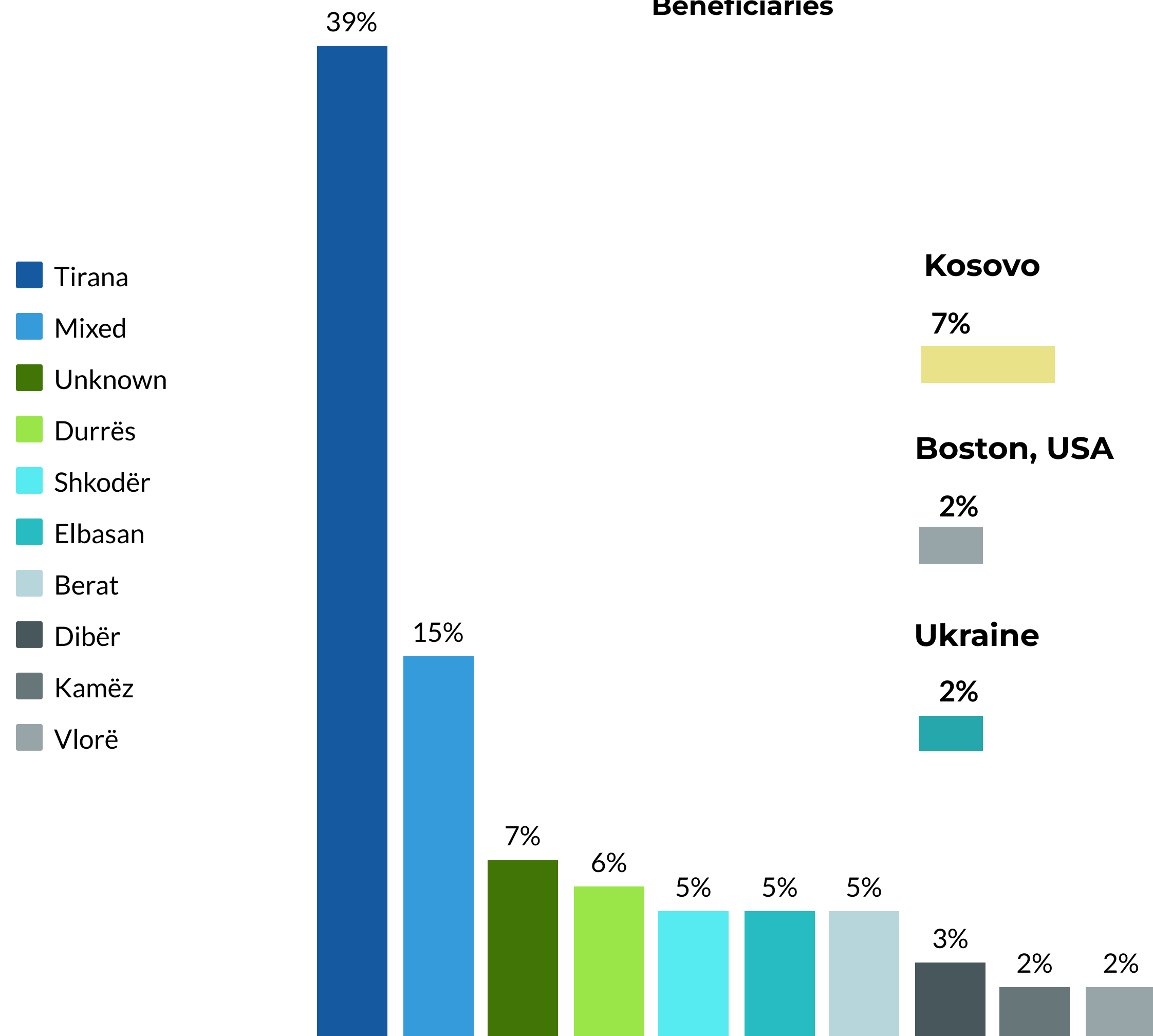
- #1 Group of Donors - 12,203,805 ALL**
Fundraising campaign "Të shpëtojmë jetë fëmijësh!", for father and its son who are in serious condition due to scoliosis.
- #2 Group of Donors - 2,667,116 ALL**
Fundraising campaign "Të shpëtojmë Muhamedin!", for a 5-year-old from Tetova, who is in critical condition.
- #3 Group of Donors - 2,547,251 ALL**
Fundraising campaign "Të shpëtojmë Angjelon", for the 11-year-old who is suffering from a spinal tumor and scoliosis that has affected every organ.

Main DONORS by number of donations

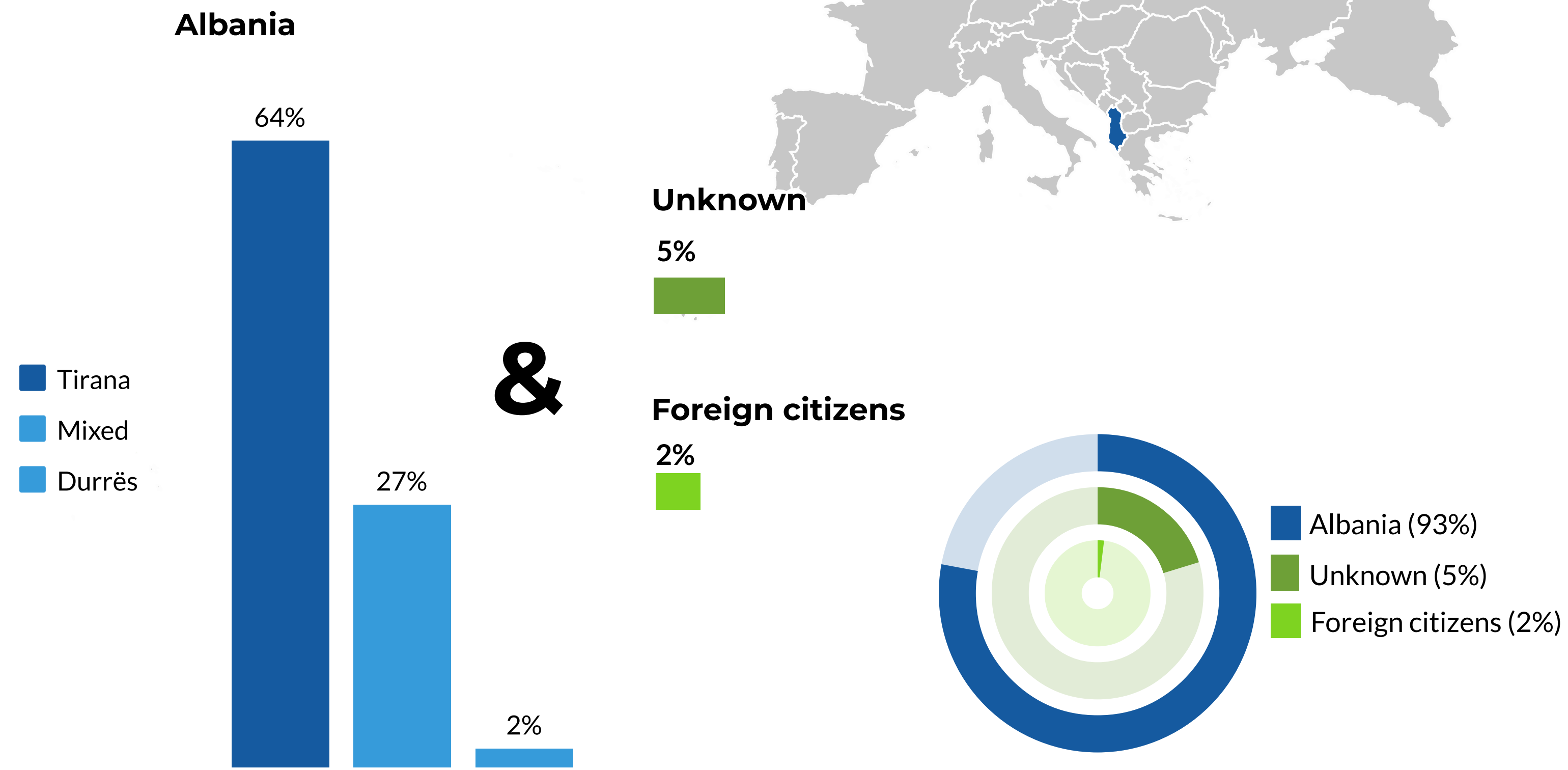
- #1 Credins Bank**
- #2 Food Bank Albania**
- #3 Vodafone Albania**

Geographic Coverage of Donations

Beneficiaries



Donors



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

