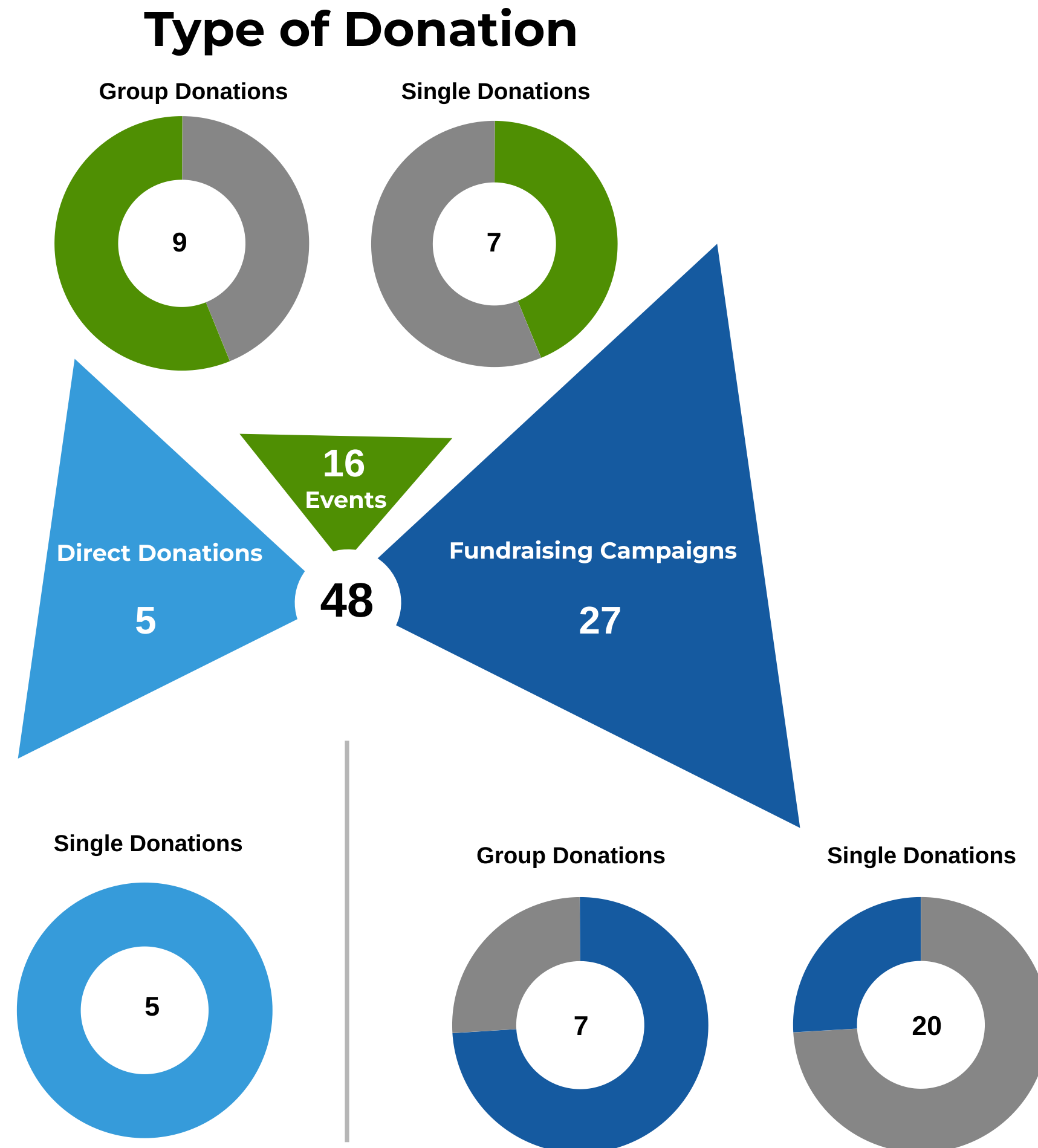
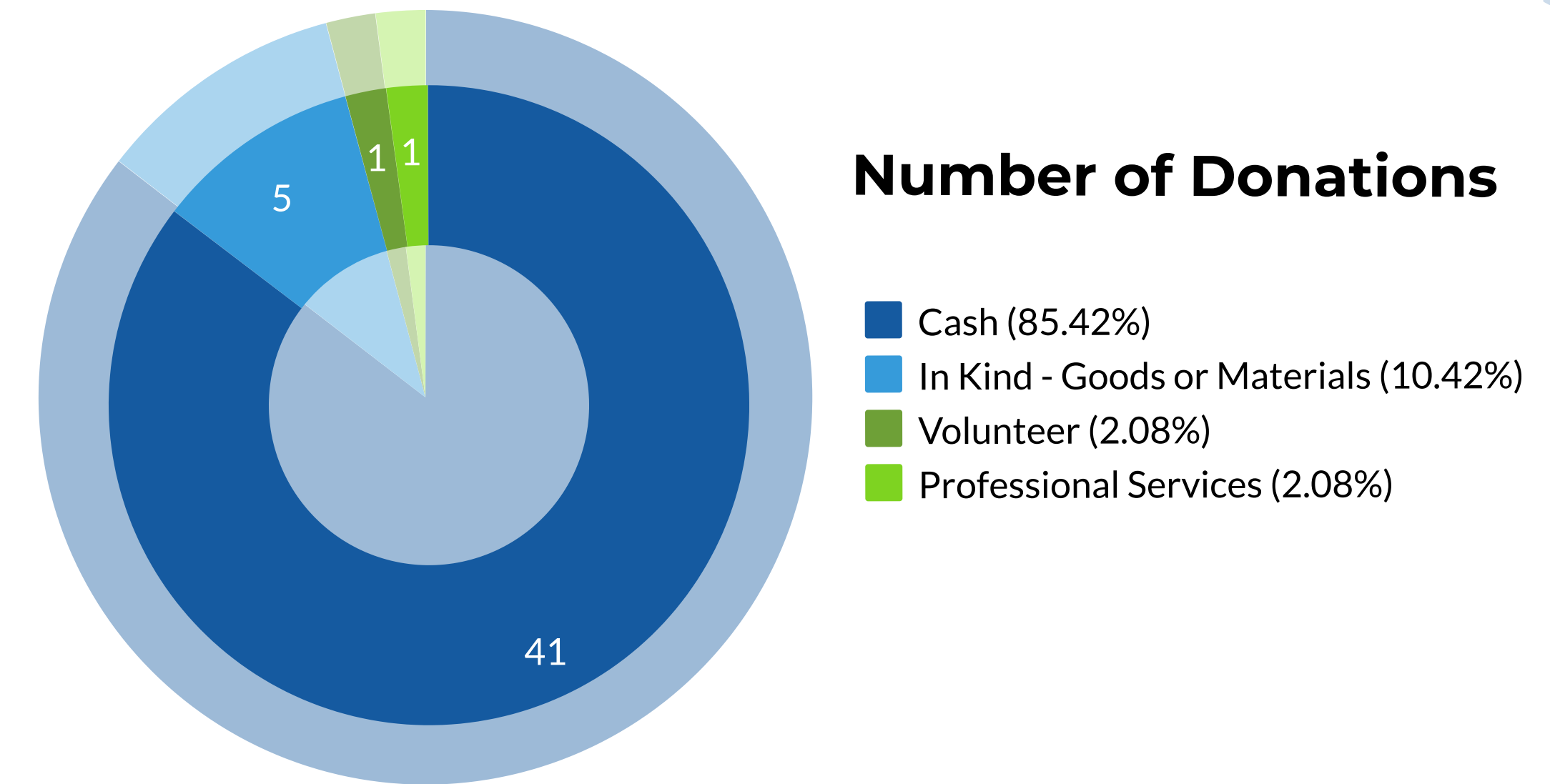
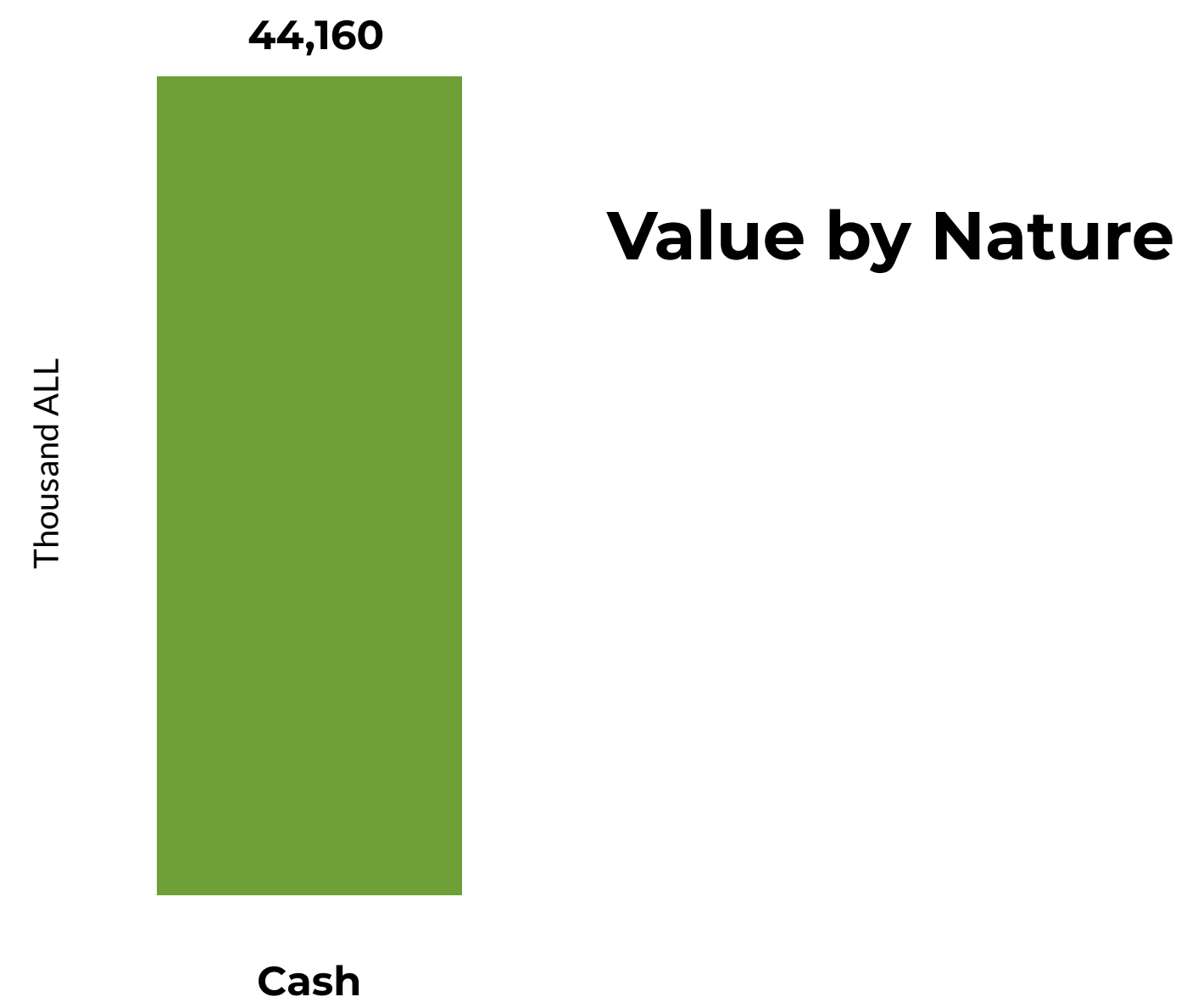


# Data on Philanthropic Activity

tracked through online and media platforms  
July 2022



## Fundraising Campaigns

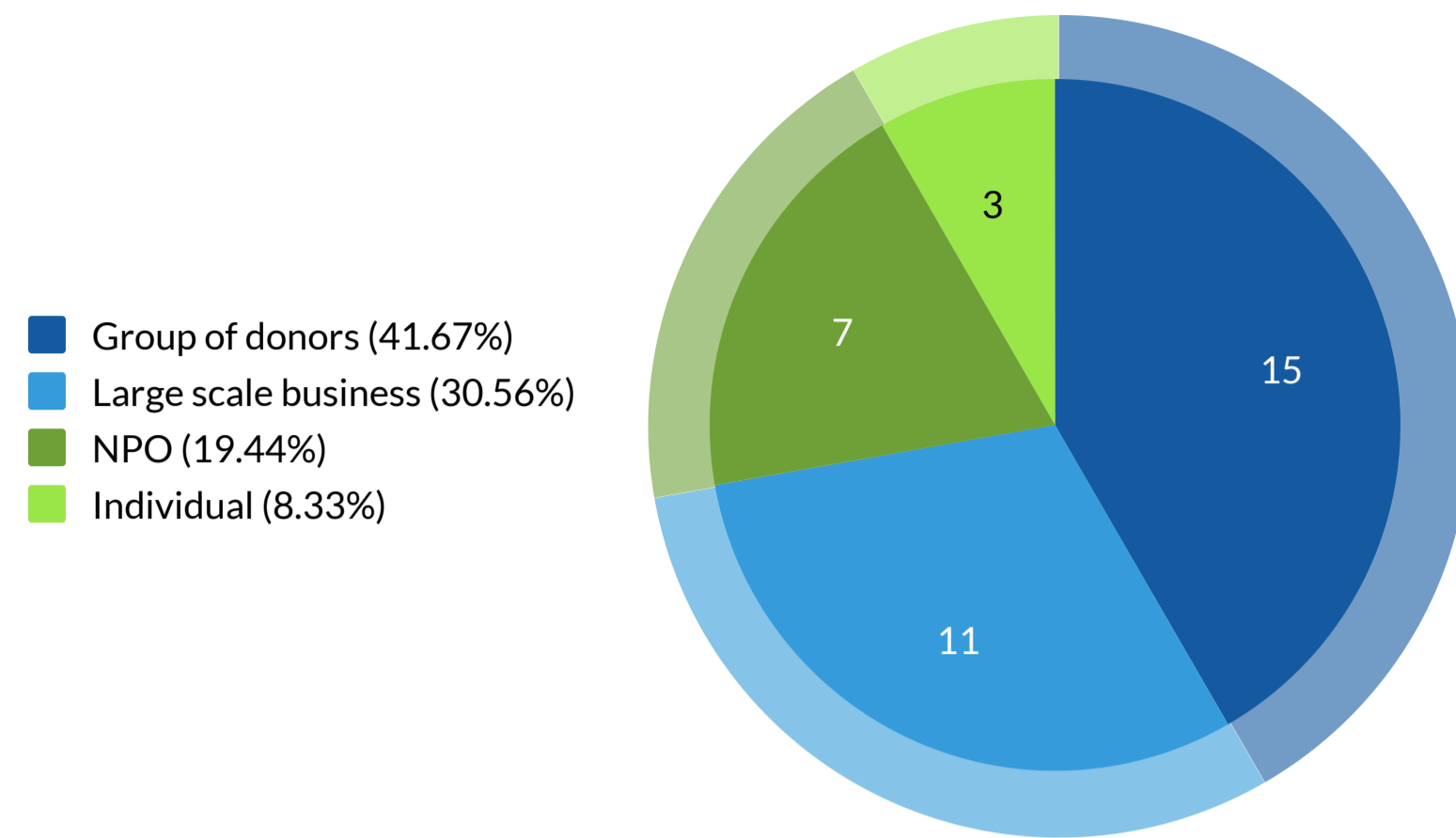
- 10 Call for Donations
- 2 Facebook Social Impact Platform
- 5 Mega Campaigns
- 2 Online and Social Media Crowdfunding Campaigns
- 8 Online Crowdfunding Campaigns

## Events

- 16 Live Events

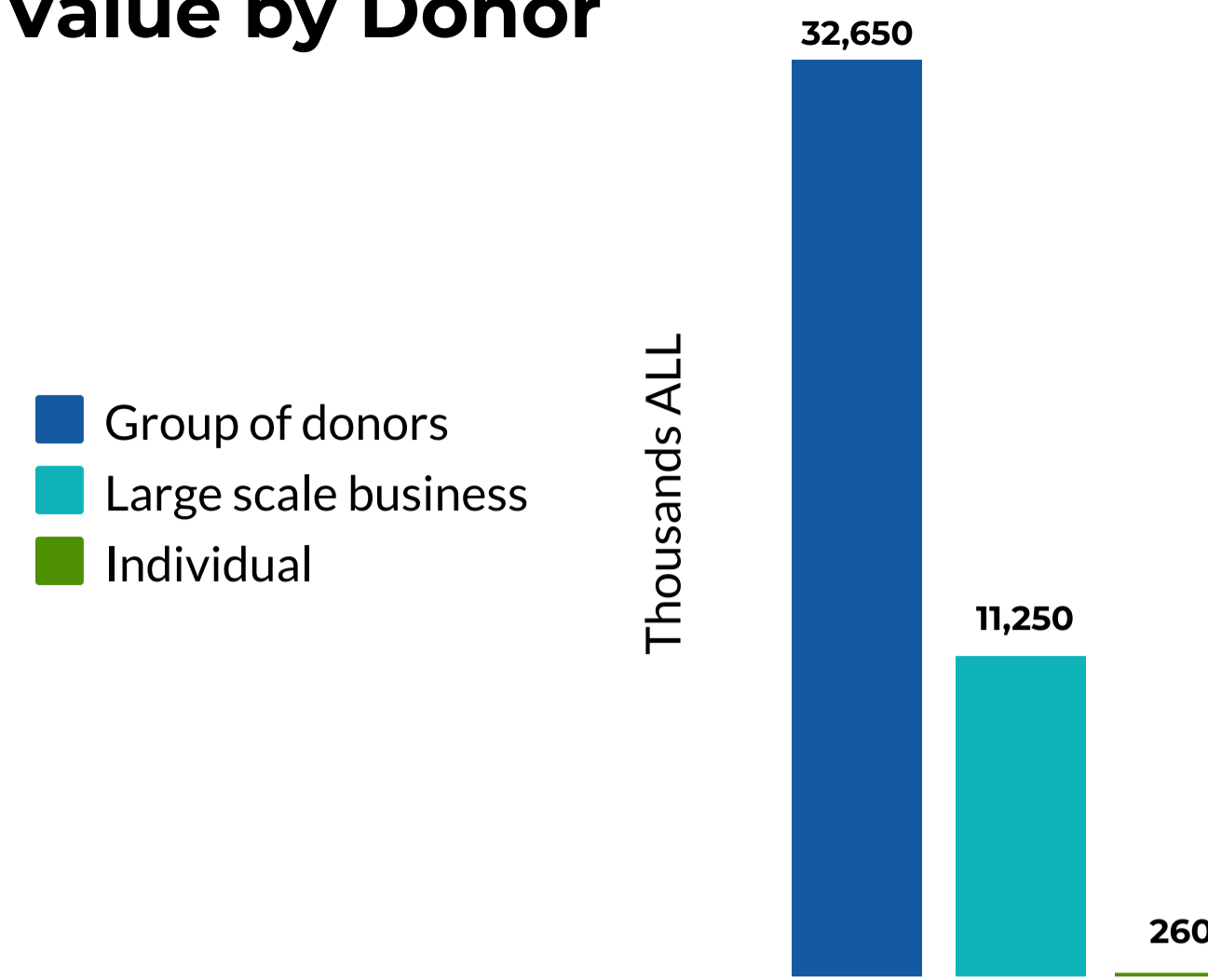
**6,391**  
donors tracked from crowdfunding campaigns, Facebook Social Impact platform and mega campaigns

### Number of Donors\*



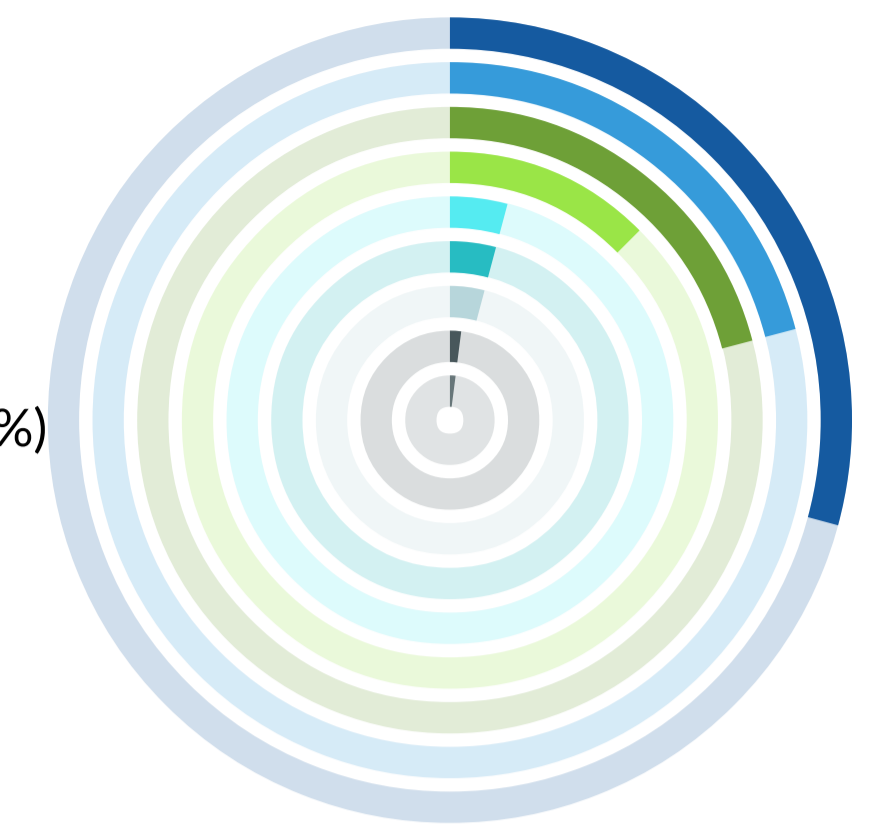
\*In the framework of this analysis donors are calculated only once regardless of the number of donations carried out during all the monitoring process.

### Value by Donor

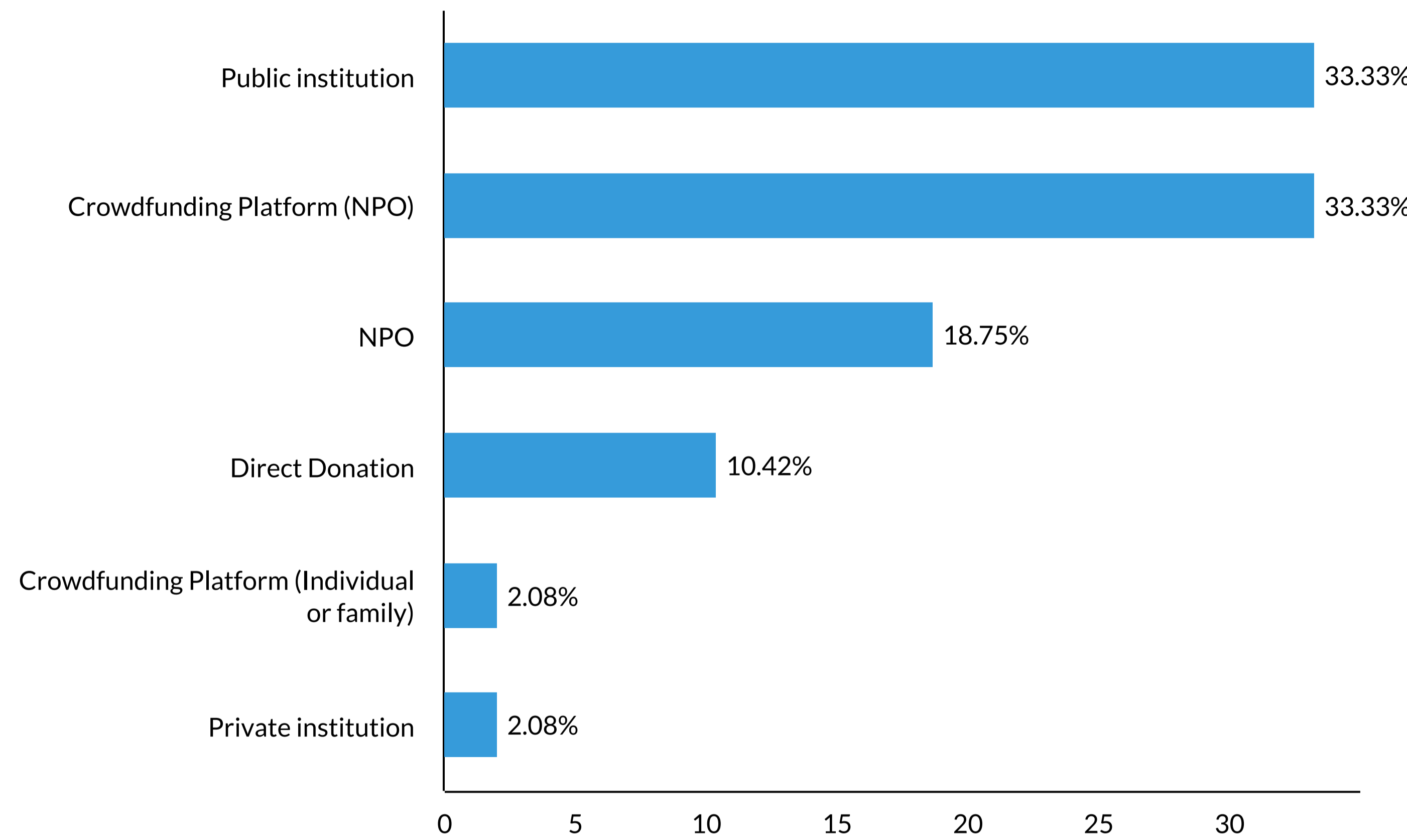


### Purpose of Donation

- Art and Culture (29.17%)
- Poverty Relief (20.83%)
- Healthcare (20.83%)
- Support to Marginalized Groups (12.5%)
- Preservation & Protection of the Environment (4.17%)
- Public Infrastructure (4.17%)
- Education (4.17%)
- Economic Development (2.08%)
- Response to Natural Disaster (2.08%)



### Channels of Donation



### Final Beneficiaries

- People - Specific Geography (29.17%)
- Ch&Y - PWD (10.42%)
- People - Economic Need (8.33%)
- Ch&Y - General (8.33%)
- Ch&Y - Economic Need (6.25%)
- Ch&Y - Health Problems (6.25%)
- Mixed (4.17%)
- Ch&Y - Without Parental Care (4.17%)
- People - Health Problems (4.17%)
- People - General Population (4.17%)
- Ch&Y - Specific Geography (2.08%)
- Women and Children - with Infants (2.08%)
- Ch&Y - From Minority Communities (2.08%)
- Adults - PWD (2.08%)
- Adults - Unemployed (2.08%)
- Adults - Homeless (2.08%)
- Adults - Elderly (2.08%)



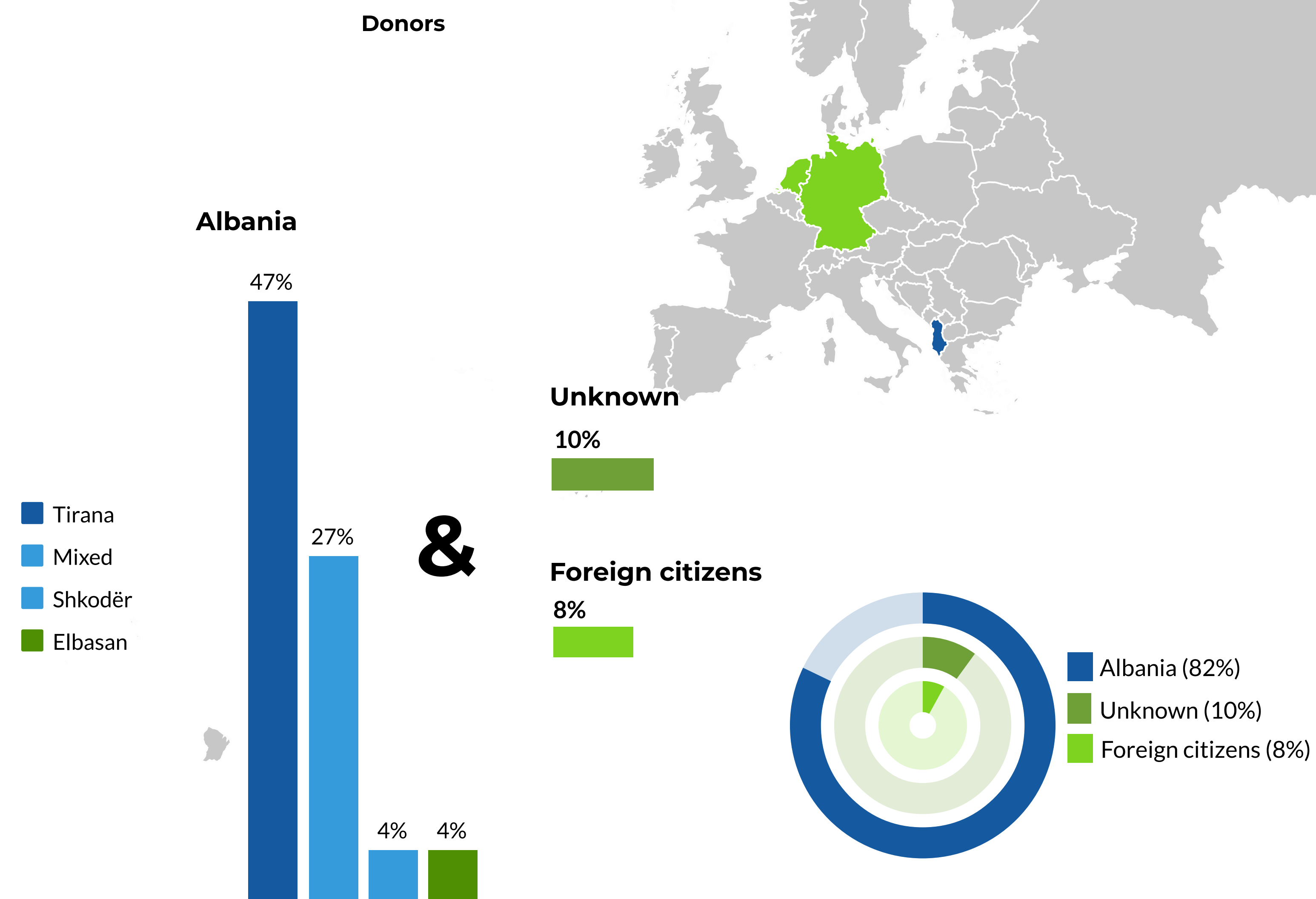
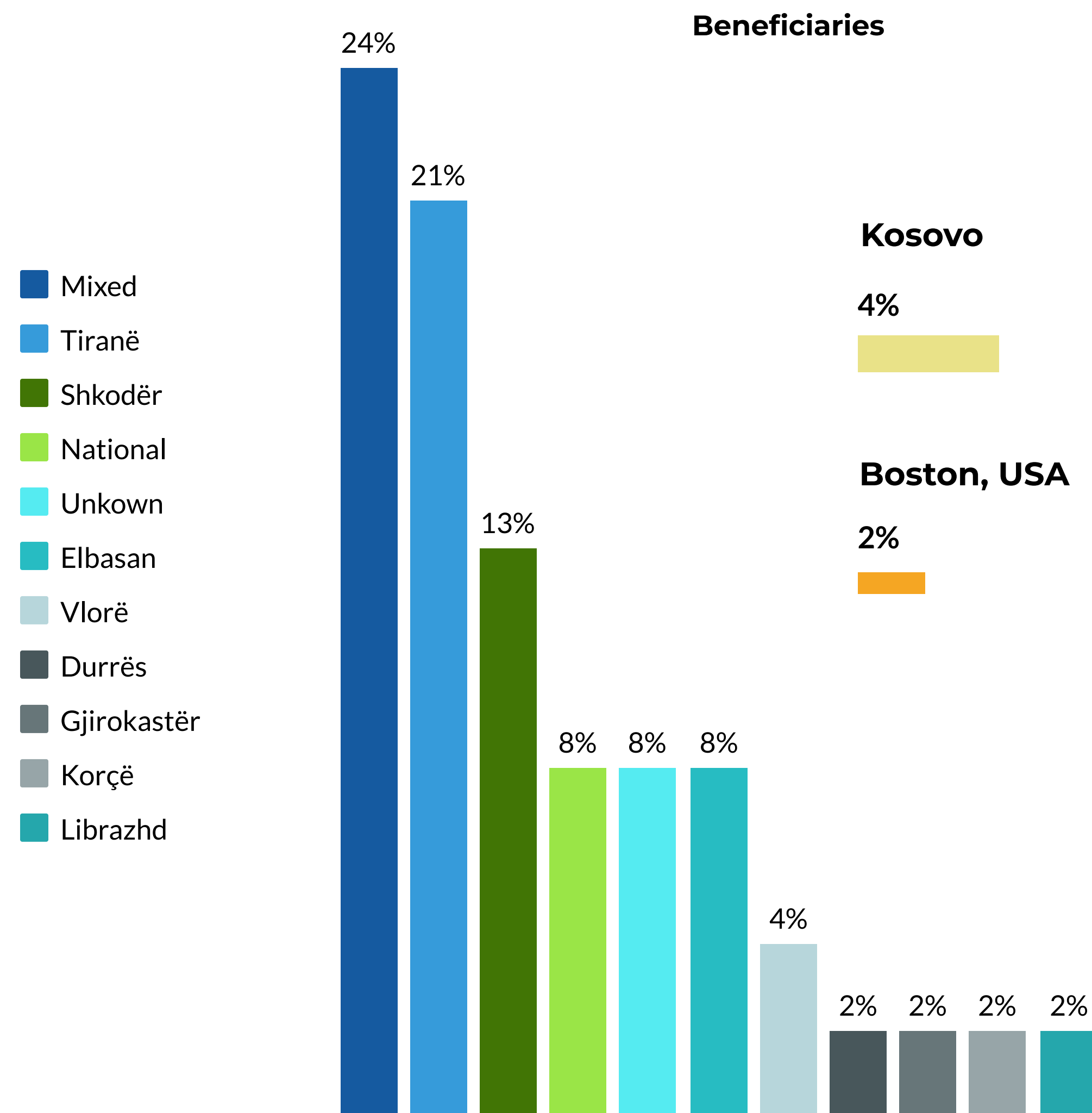
## 3 MAIN DONORS by value of donations

- #1 Group of Donors - 14,347,360 ALL**  
Fundraising campaign "Të kthejmë lotët e dëshpërimit në lot gëzimi!", in support of children with health problems.
- #2 Group of Donors - 13,596,682 ALL**  
Fundraising campaign "Të ndihmojmë ata me më pak fat se ne!", in support of people suffering from serious terminal illnesses.
- #3 ABI Bank - 11,480,000 ALL**  
Campaign "Parteritet për Zhvillim", ABI Bank supports 50 micro and small businesses affected by the earthquake.

## 3 MAIN DONORS by number of donations

- #1 Credins Bank
- #2 Vodafone Albania
- #3 One Telecommunications

# 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

