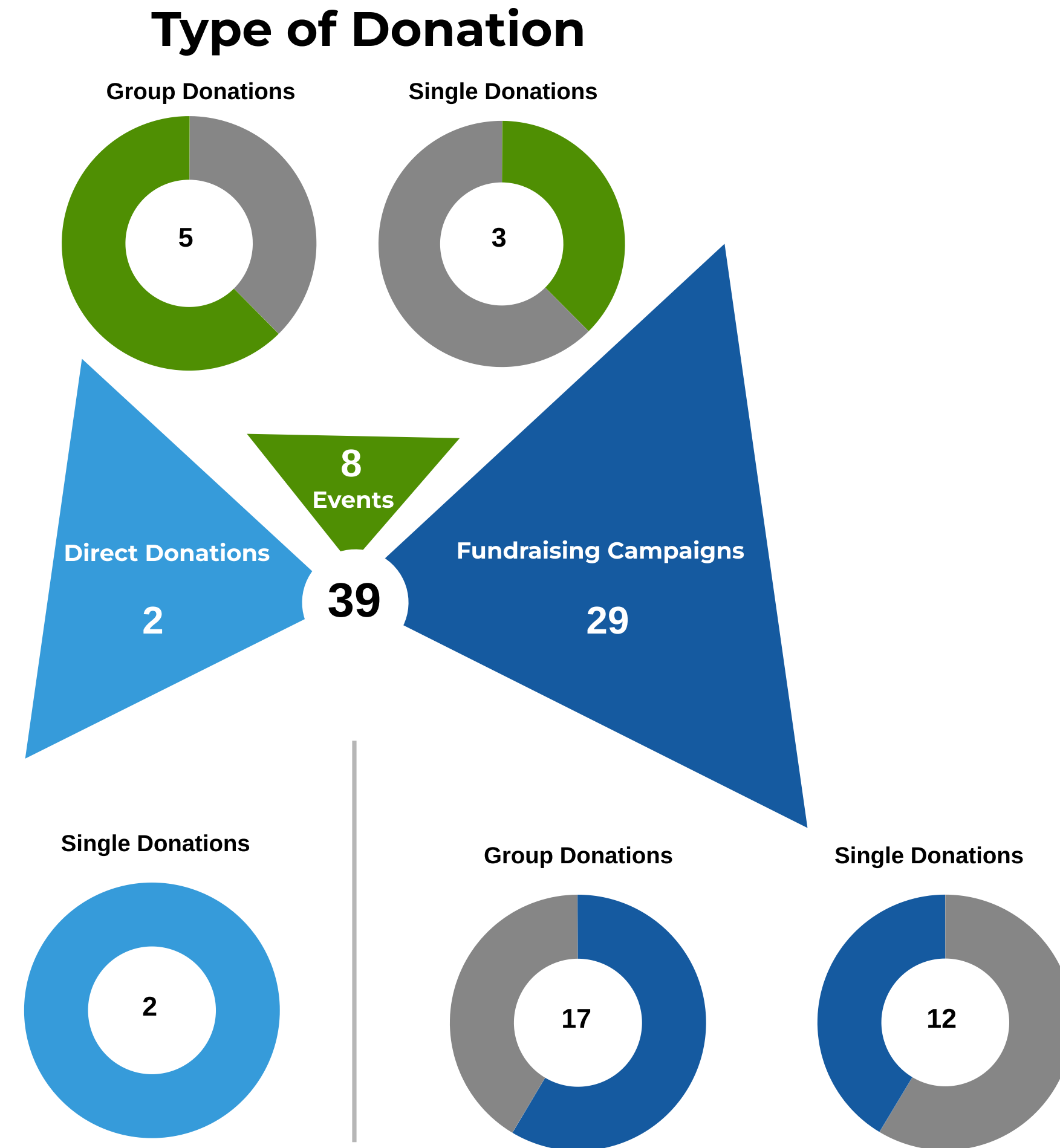
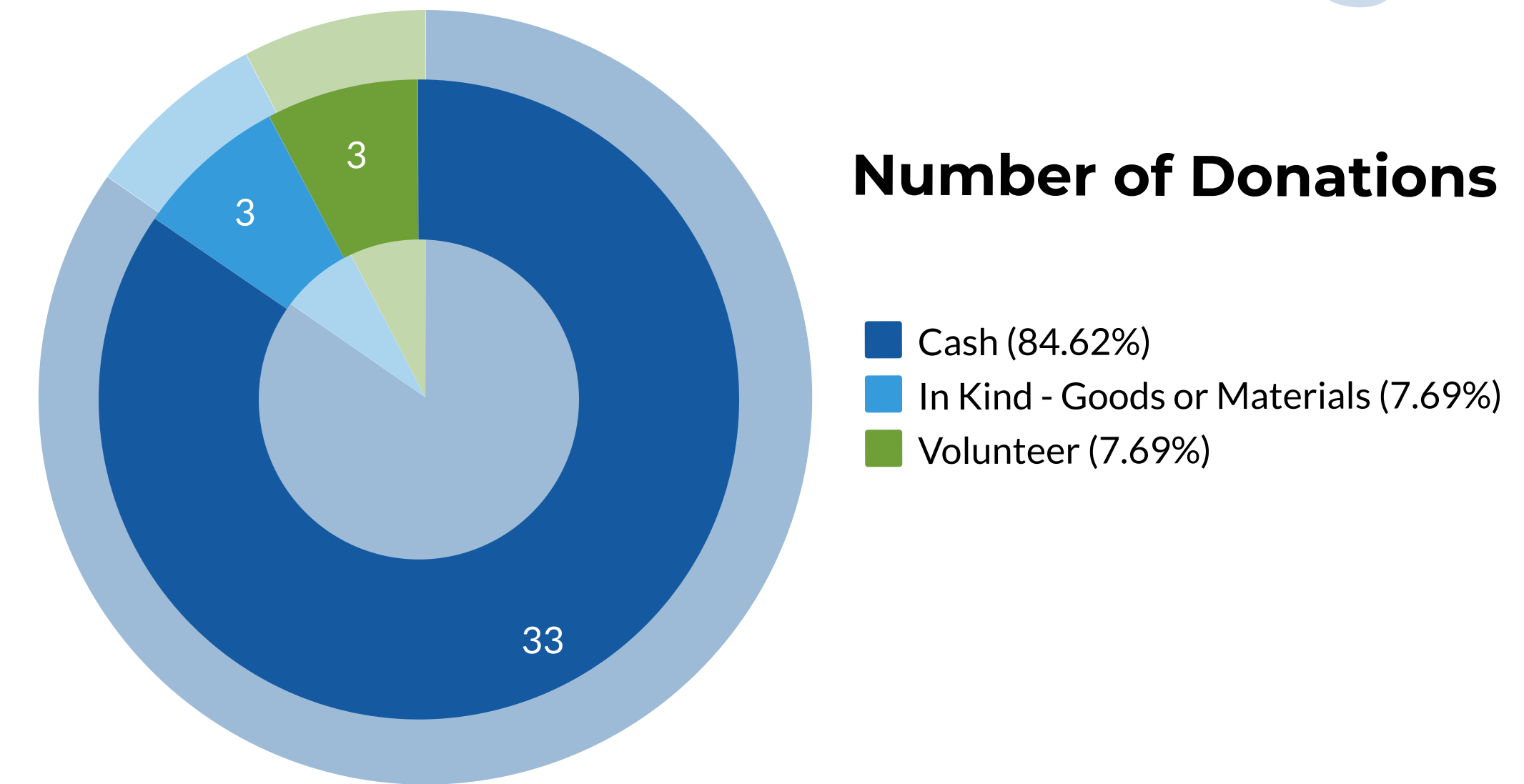
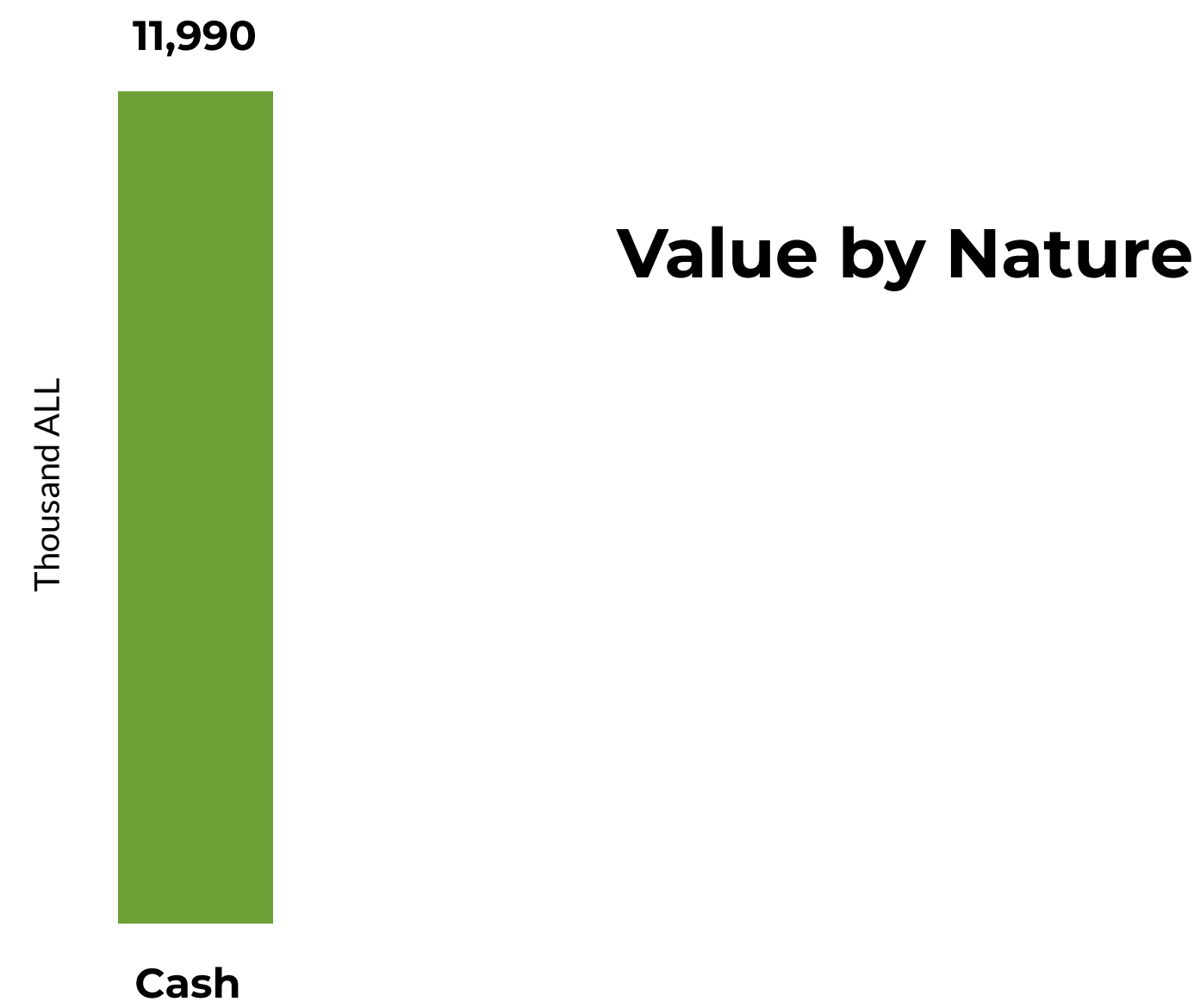


Data on Philanthropic Activity

tracked through online and media platforms
August 2022



Fundraising Campaigns

13 Call for Donations

1 Mega Campaign

4 Online and Social Media Crowdfunding Campaigns

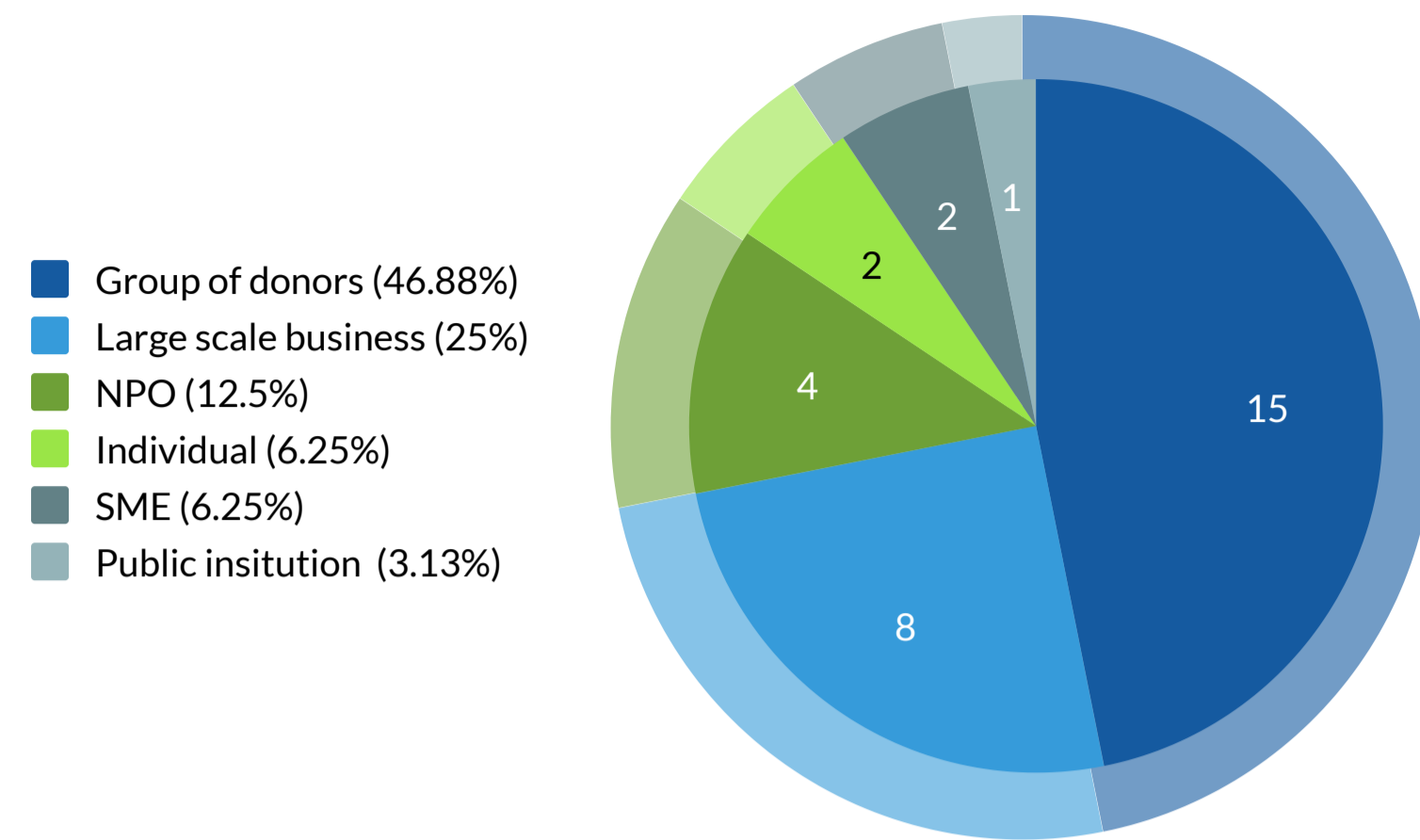
11 Online Crowdfunding Campaigns

1,624
donors tracked through Crowdfunding Campaigns

Events

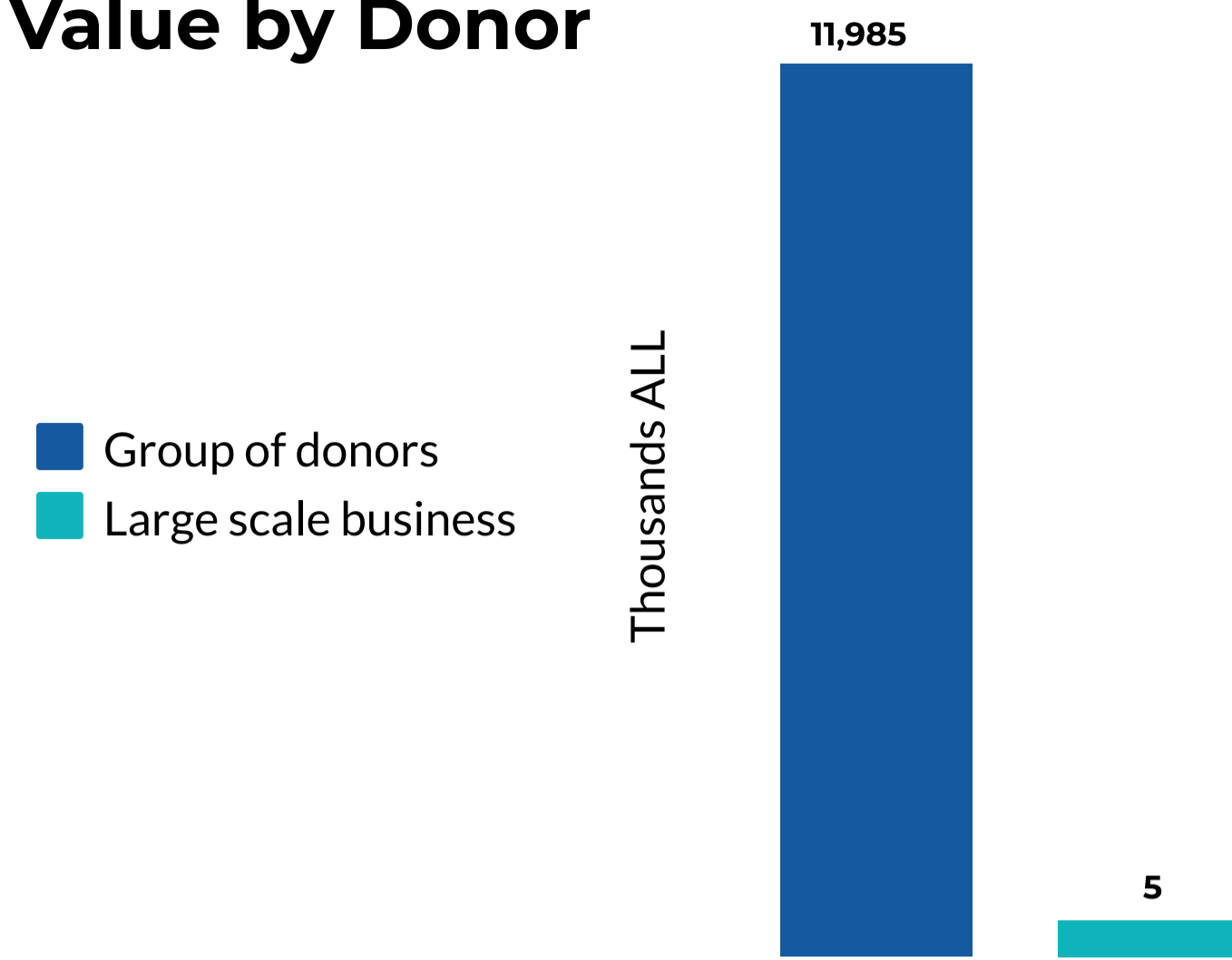
8 Live Events

Number of Donors*



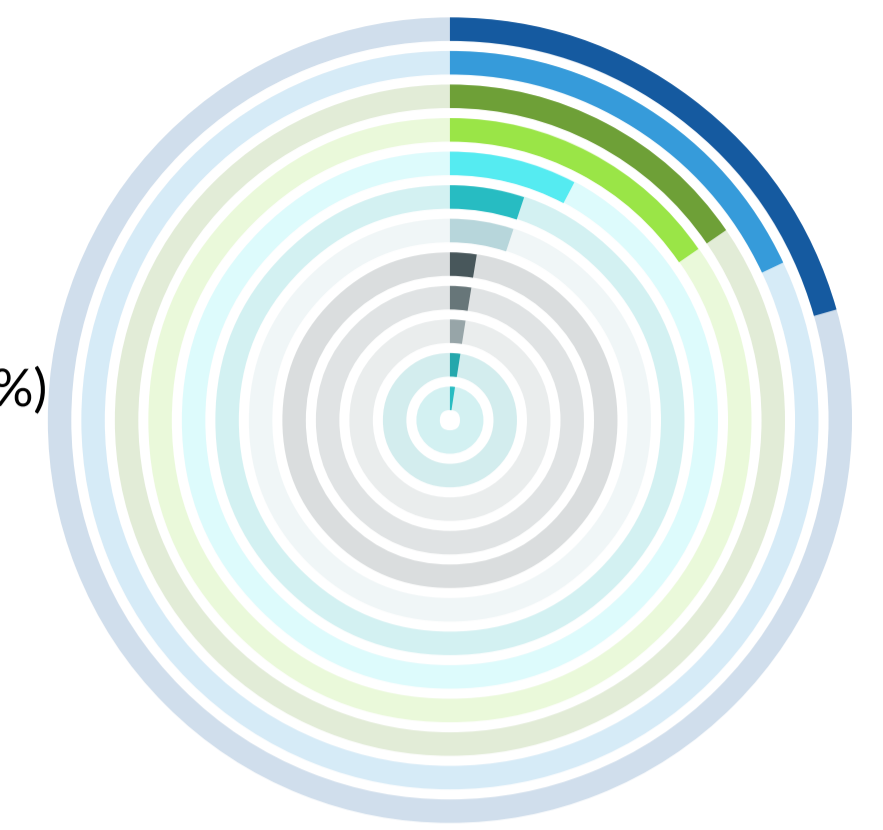
*In the framework of this analysis donors are calculated only once regardless of the number of donations carried out during all the monitoring process.

Value by Donor

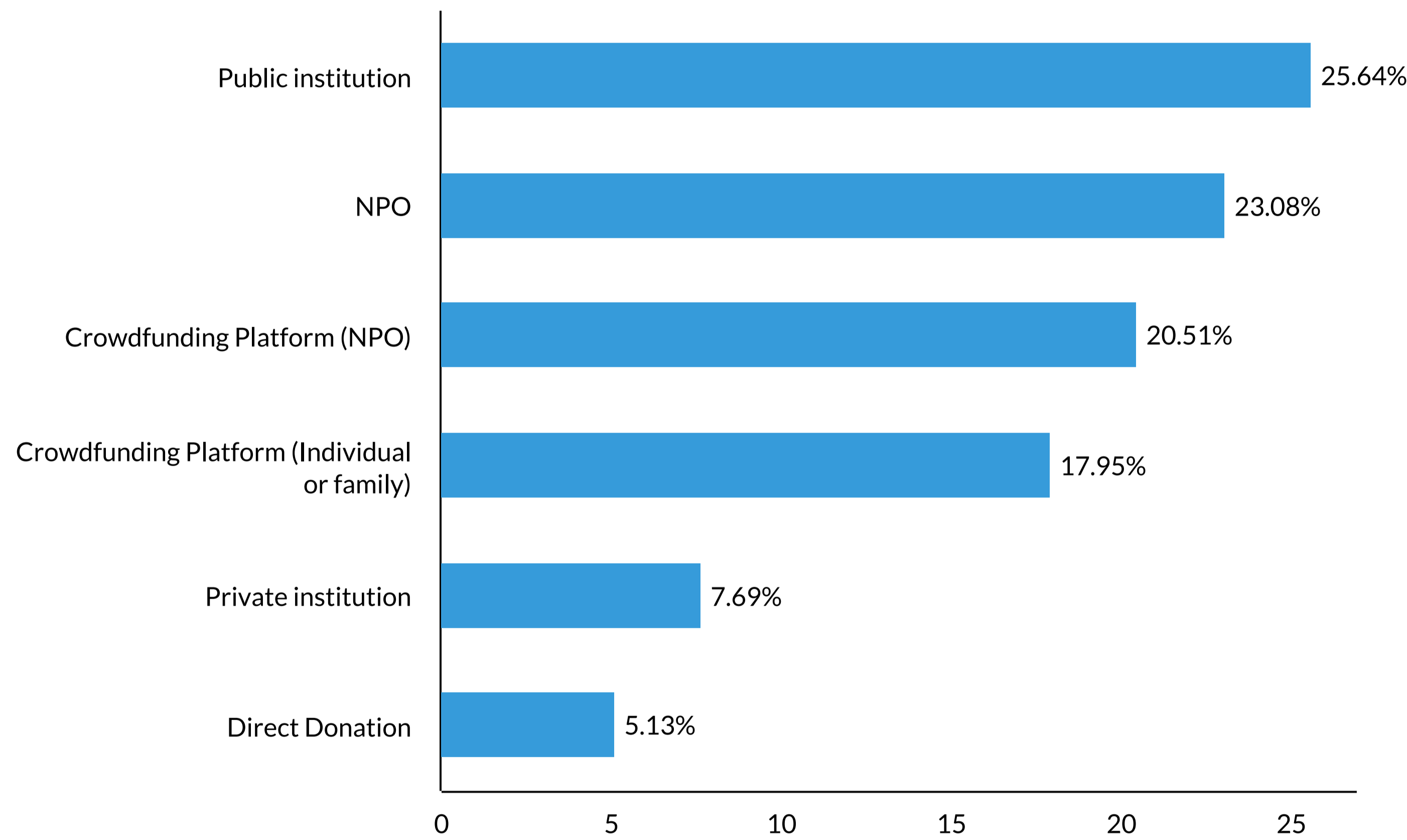


Purpose of Donation

- Support to Marginalized Groups (20.51%)
- Art and Culture (17.95%)
- Poverty Relief (15.38%)
- Healthcare (15.38%)
- Animal Welfare (7.69%)
- Preservation & Protection of the Environment (5.13%)
- Sport (5.13%)
- Economic Development (2.56%)
- Public Infrastructure (2.56%)
- Education (2.56%)
- Others (2.56%)
- Science (2.56%)

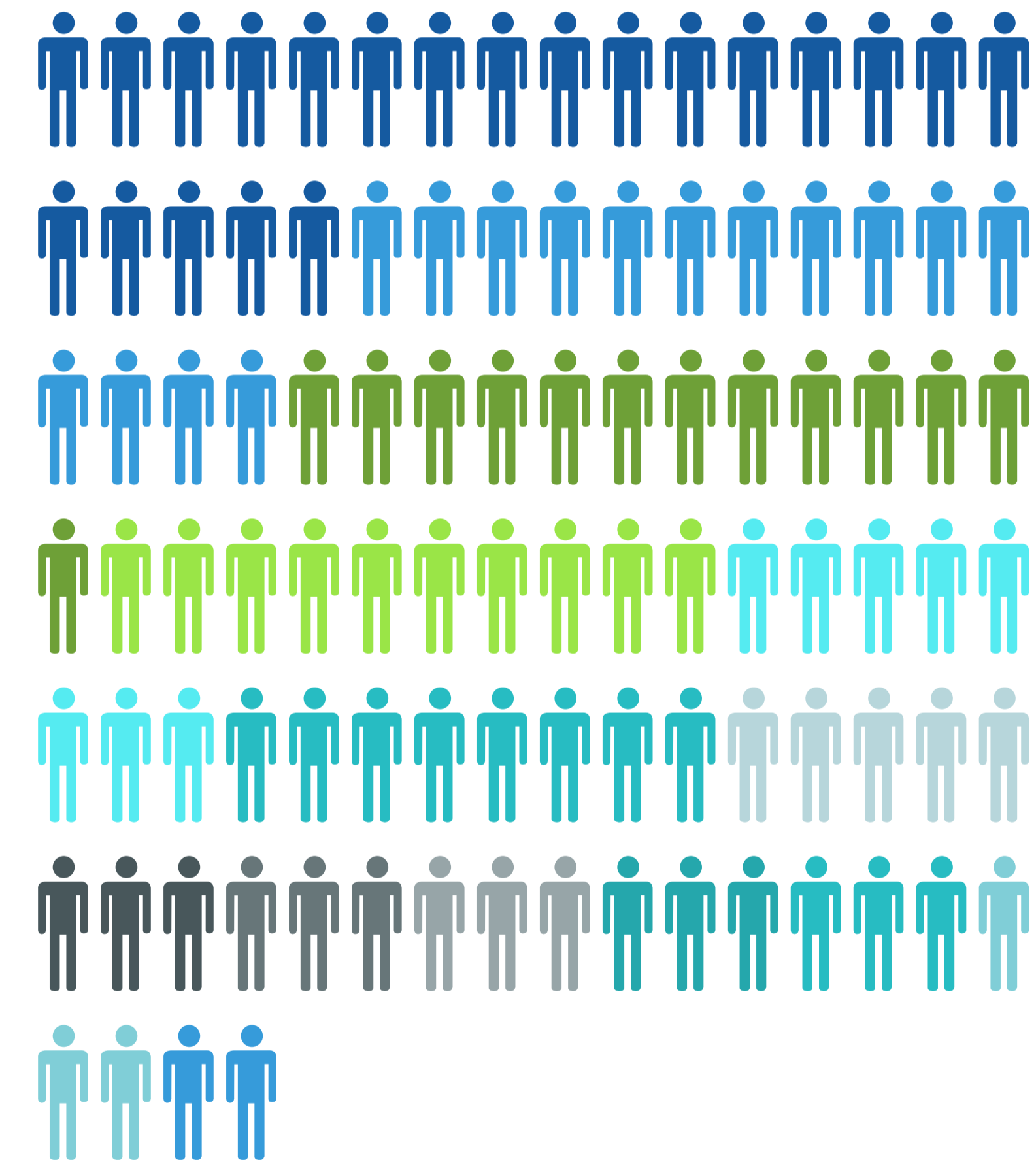


Channels of Donation



Final Beneficiaries

- People - Economic Need (20.51%)
- People - Specific Geography (15.38%)
- Ch&Y - PWD (12.82%)
- People - General Population (10.26%)
- Adults - Health Issues (7.69%)
- Animals (7.69%)
- Ch&Y - Gifted / Talented (5.13%)
- People - From Minority Communities (2.56%)
- Ch&Y - Economic Need (2.56%)
- People - Health Problems (2.56%)
- Mixed (2.56%)
- Ch&Y - Without Parental Care (2.56%)
- Ch&Y - From Minority Communities (2.56%)
- Adults - PWD (2.56%)
- Adults - Unemployed (2.56%)



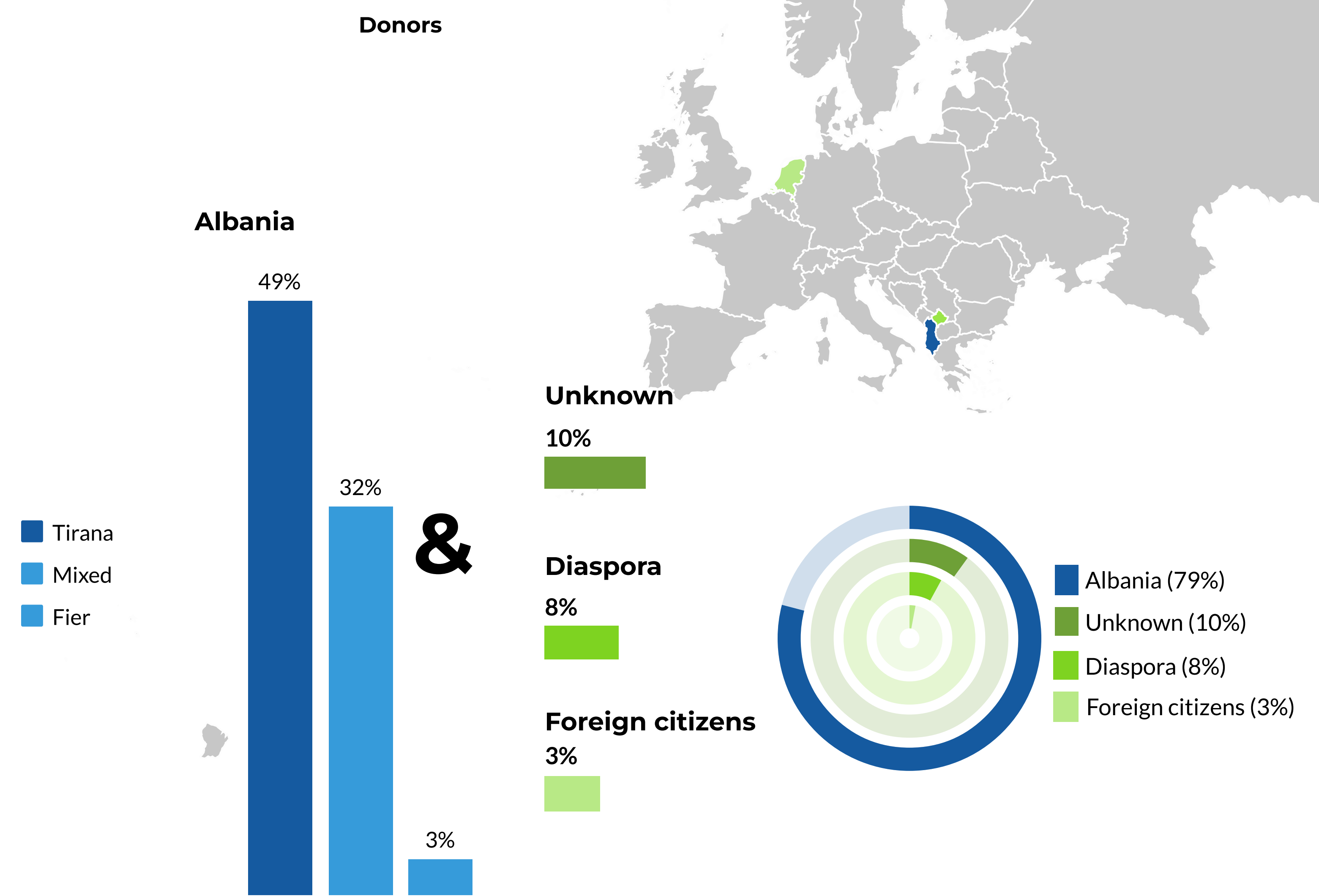
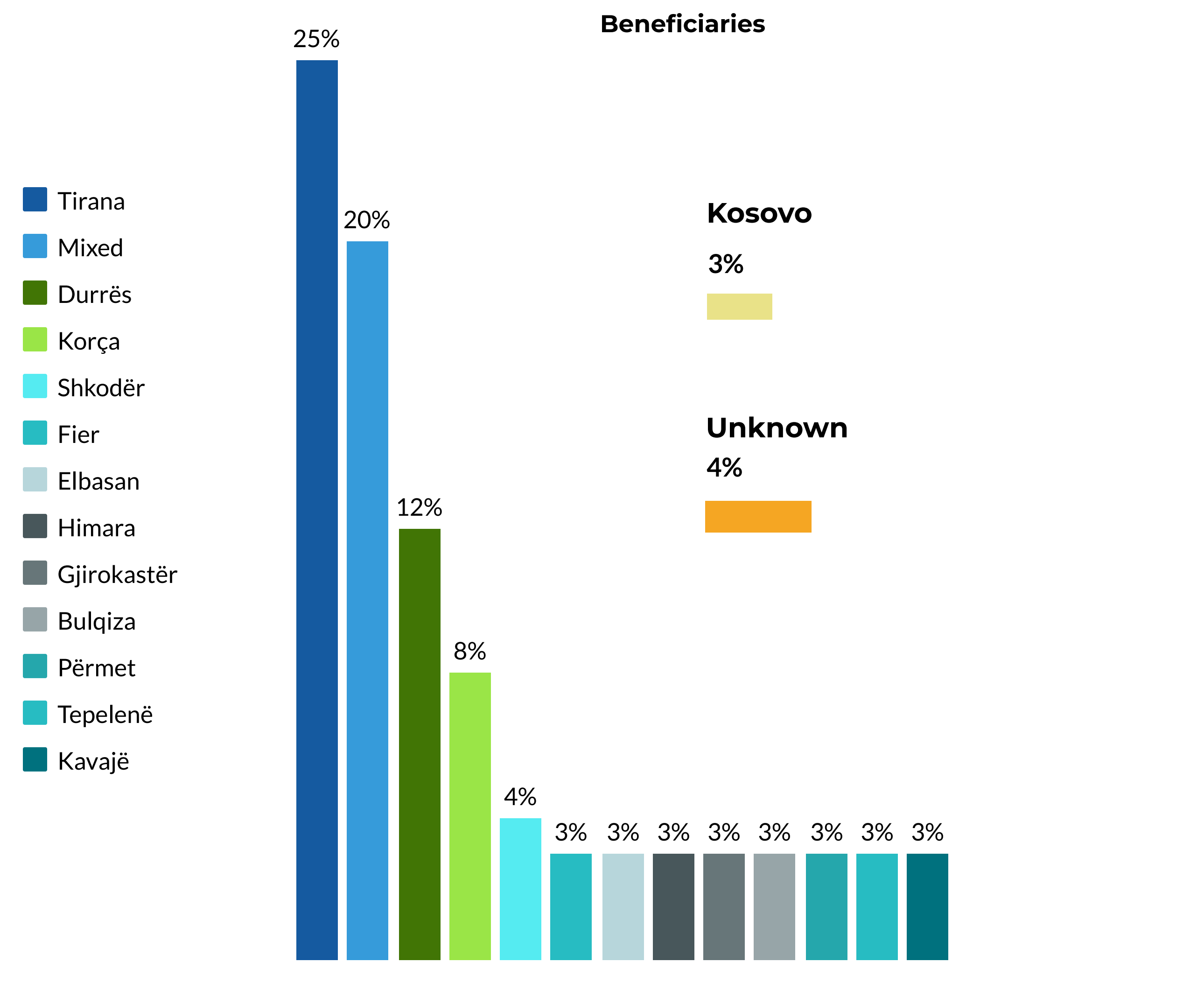
3 MAIN DONORS by value of donations

- #1 Group of Donors - 3,839,850 ALL**
Fundraising campaign "Please help Irma fight leukemia!", in support of Irma Gerxholli, diagnosed with acute Leukemia.
- #2 Group of Donors - 3,789,480 ALL**
Fundraising campaign "Help my mother to take her body bury to Albania!", in support of Nertila Muskaj and her family to return the body of the deceased mother to the homeland.
- #3 Group of Donors - 2,364,515 ALL**
Fundraising campaign "Let's help my dad kick cancer!" in support of Kujtim Malaj, who is in critical life conditions.

3 MAIN DONORS by number of donations

- #1 Credins Bank**
- #2 "Fundjavë Ndryshe" Foundation**
- #3 Food Bank 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

