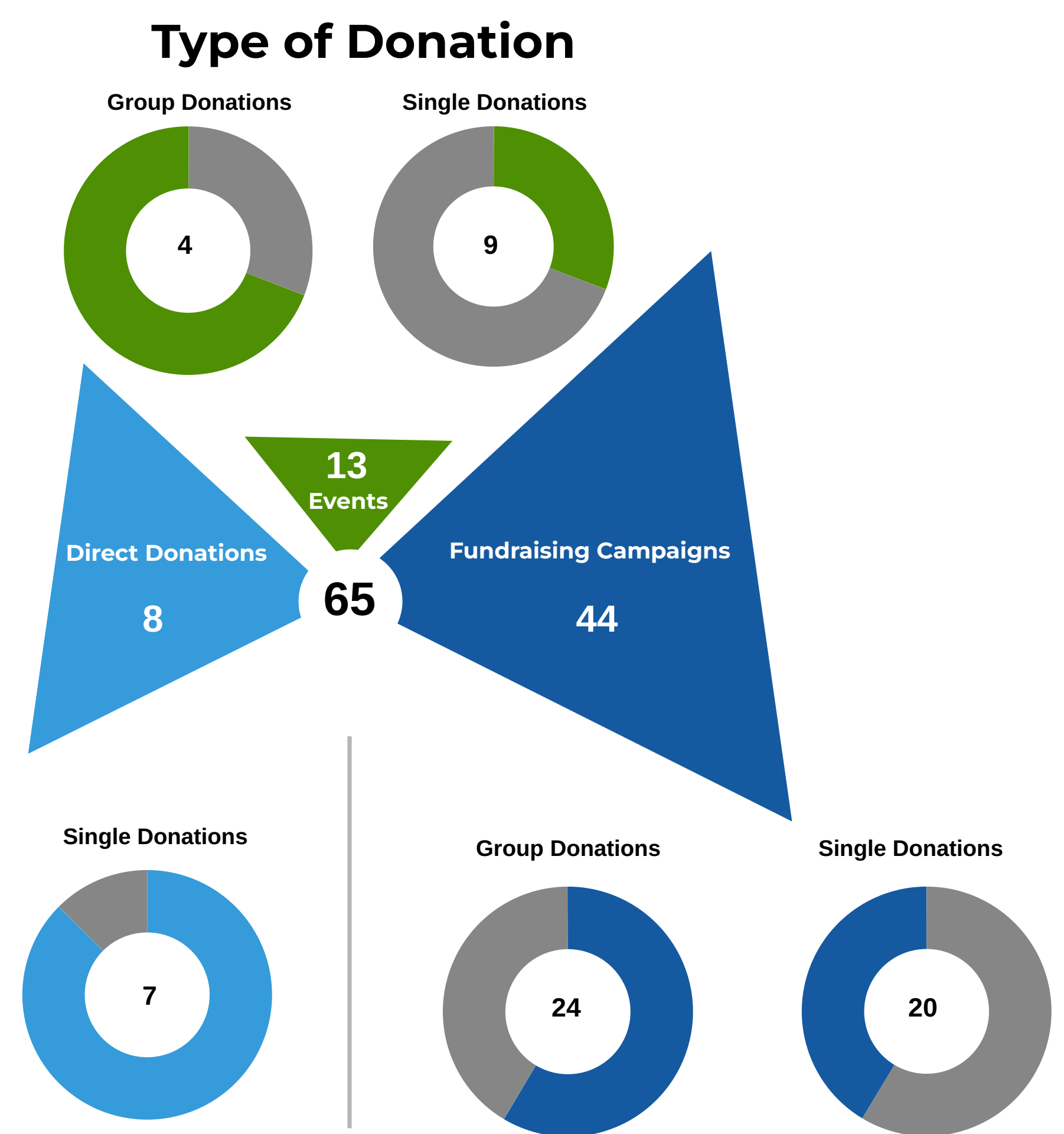
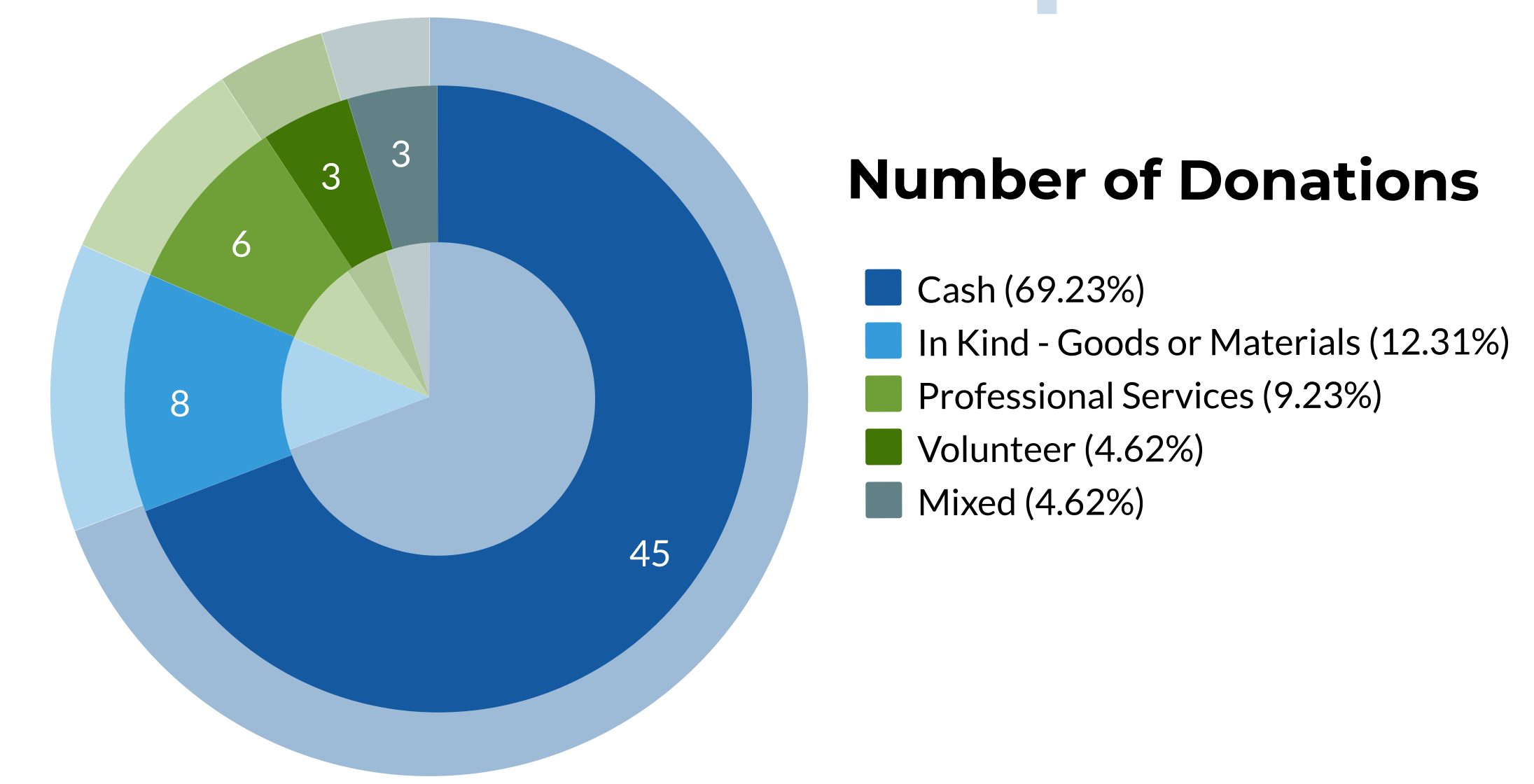
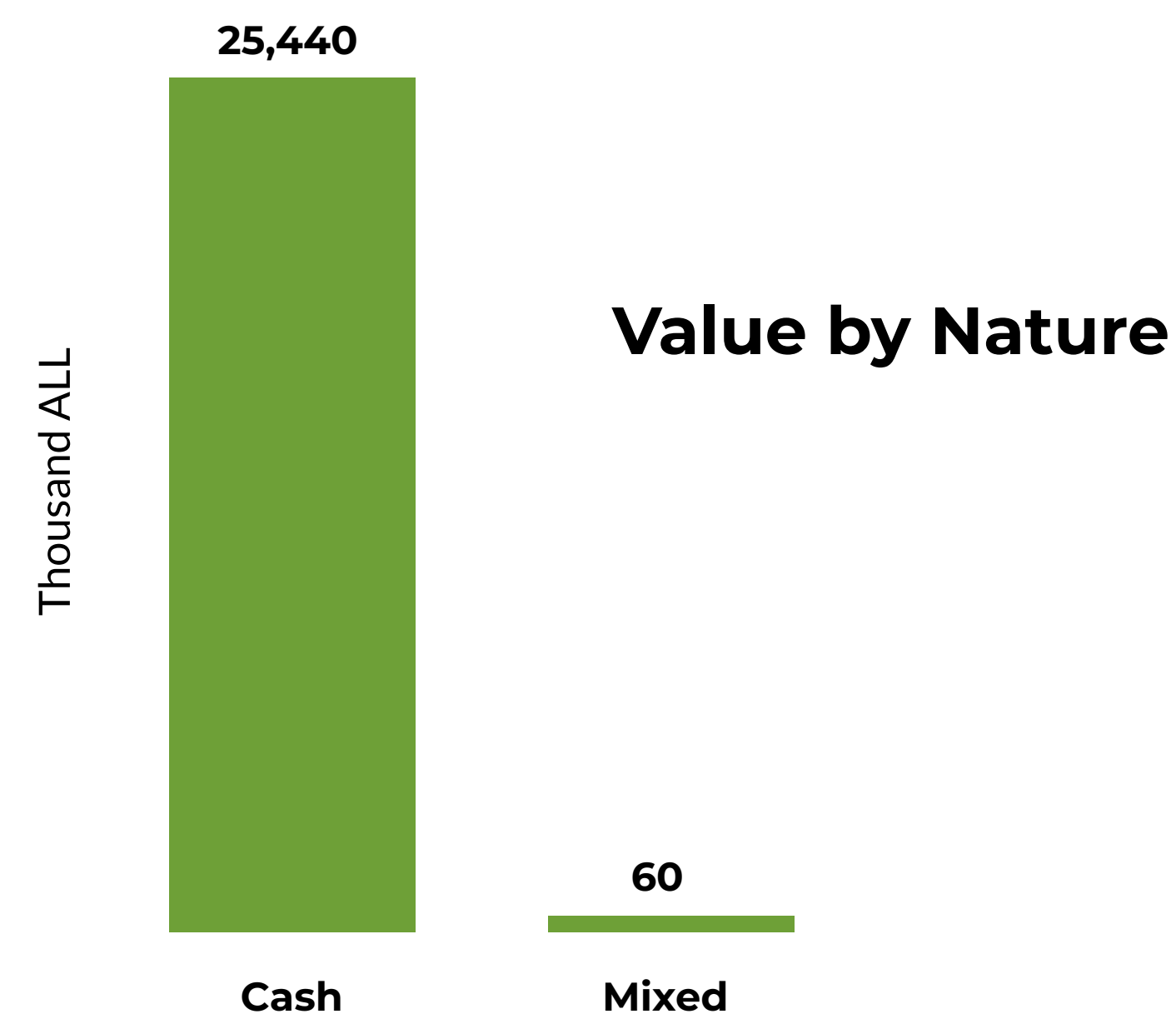


Data on Philanthropic Activity

tracked through online and media platforms
September 2022



Fundraising Campaigns

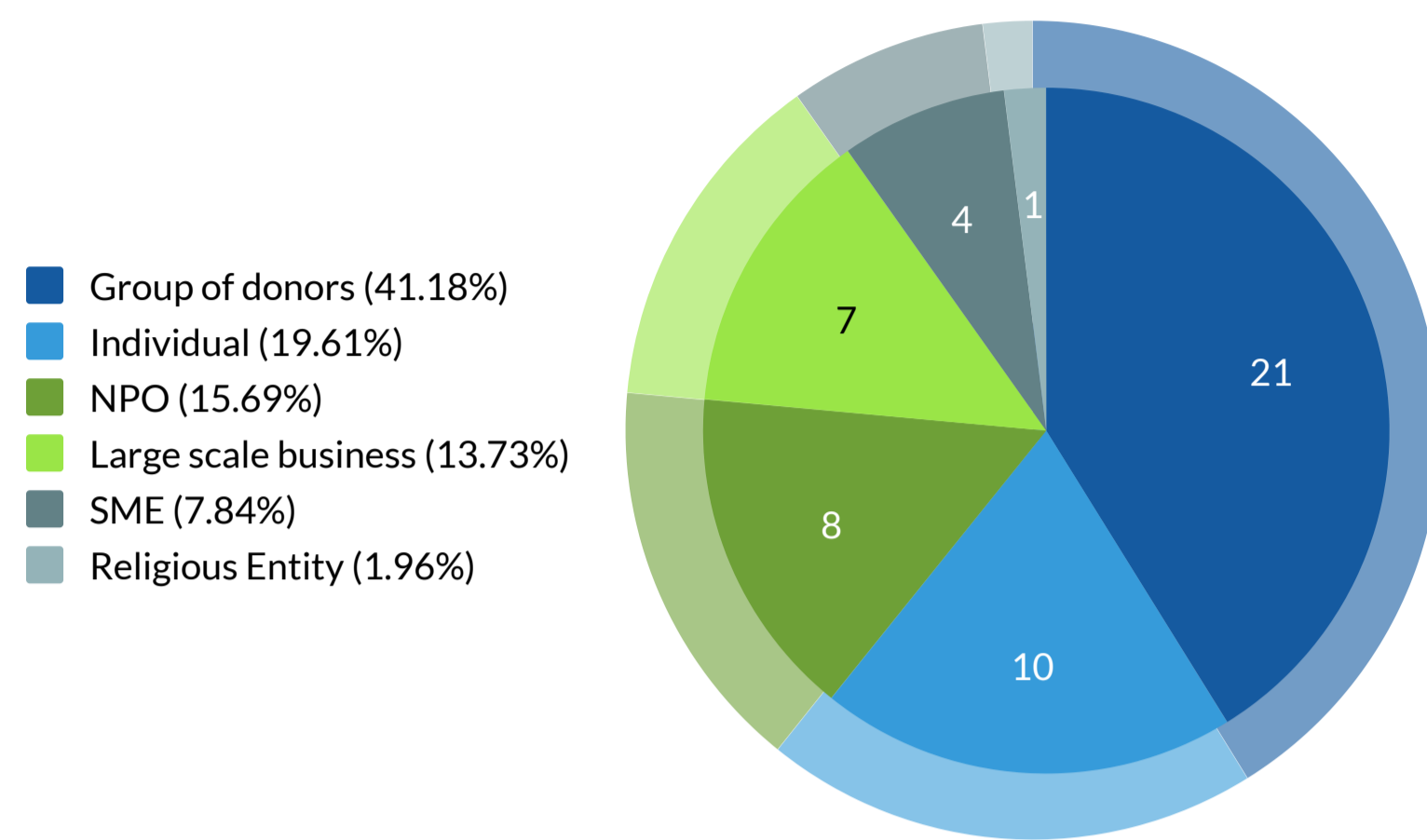


4,339
donors tracked through
Crowdfunding Campaigns

Events

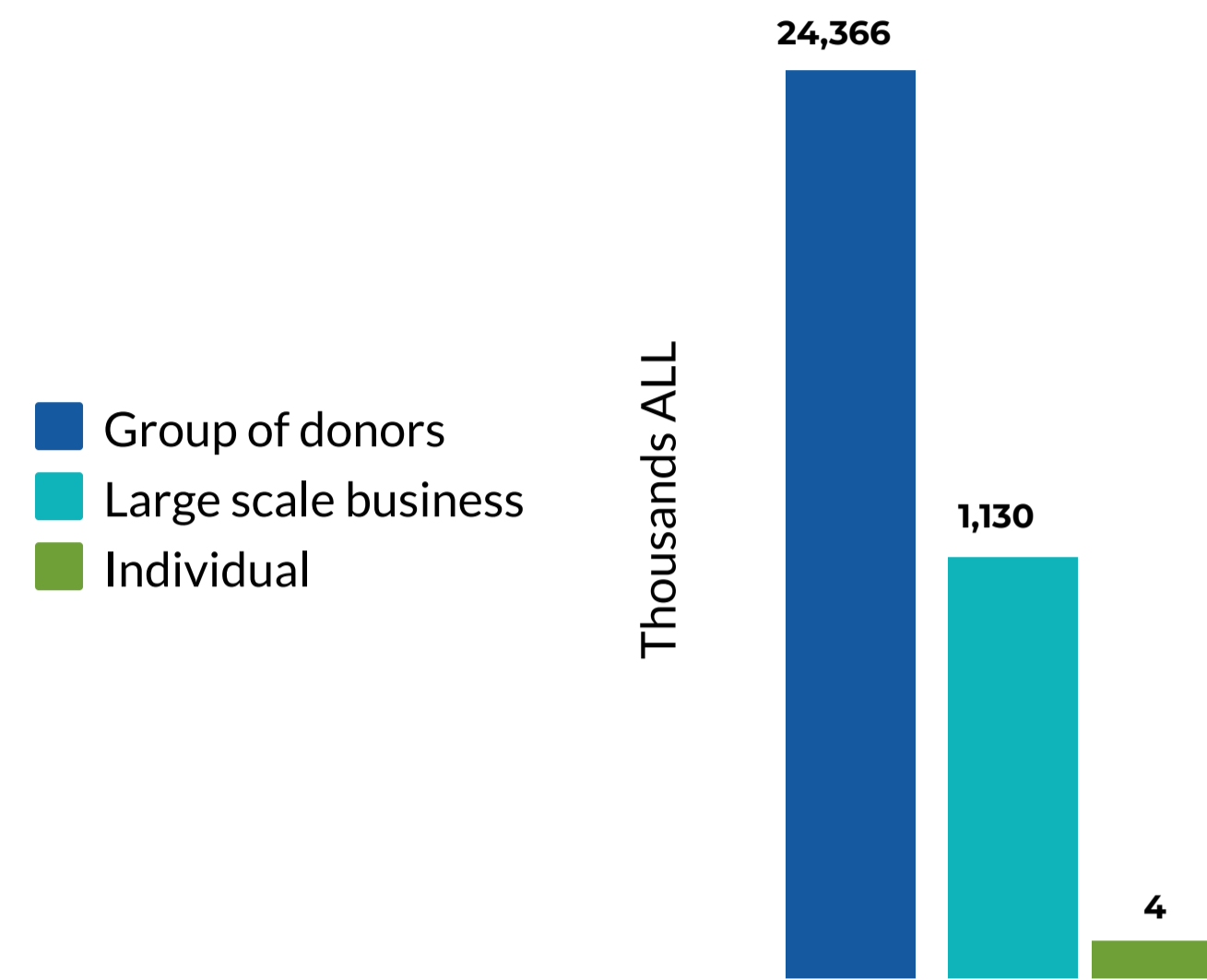
13 Live Events

Number of Donors*

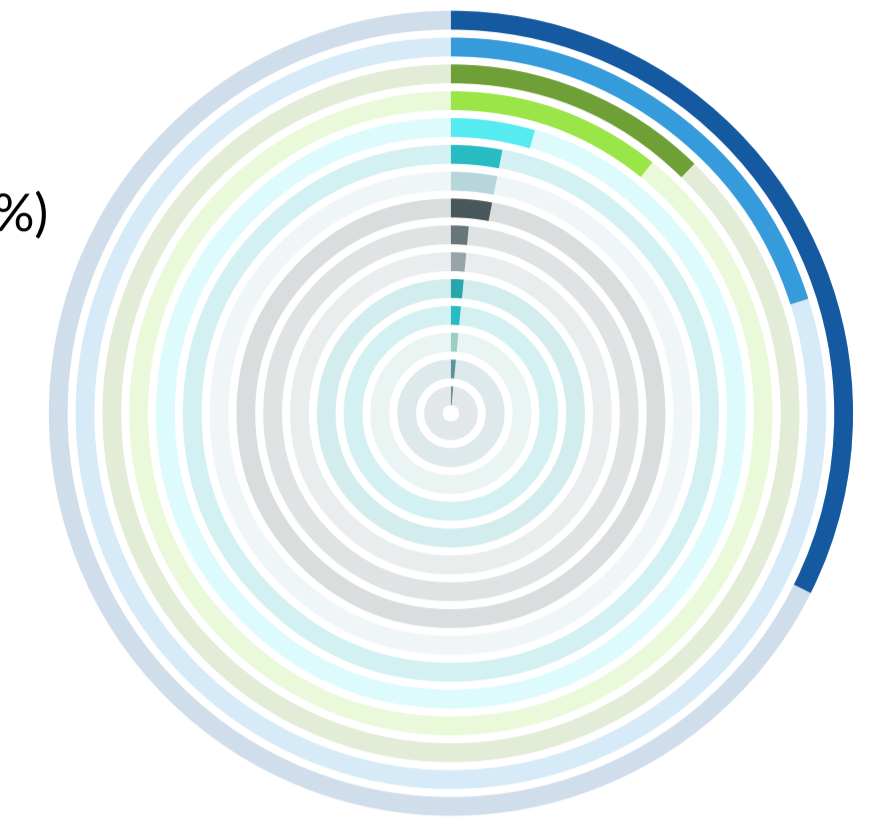
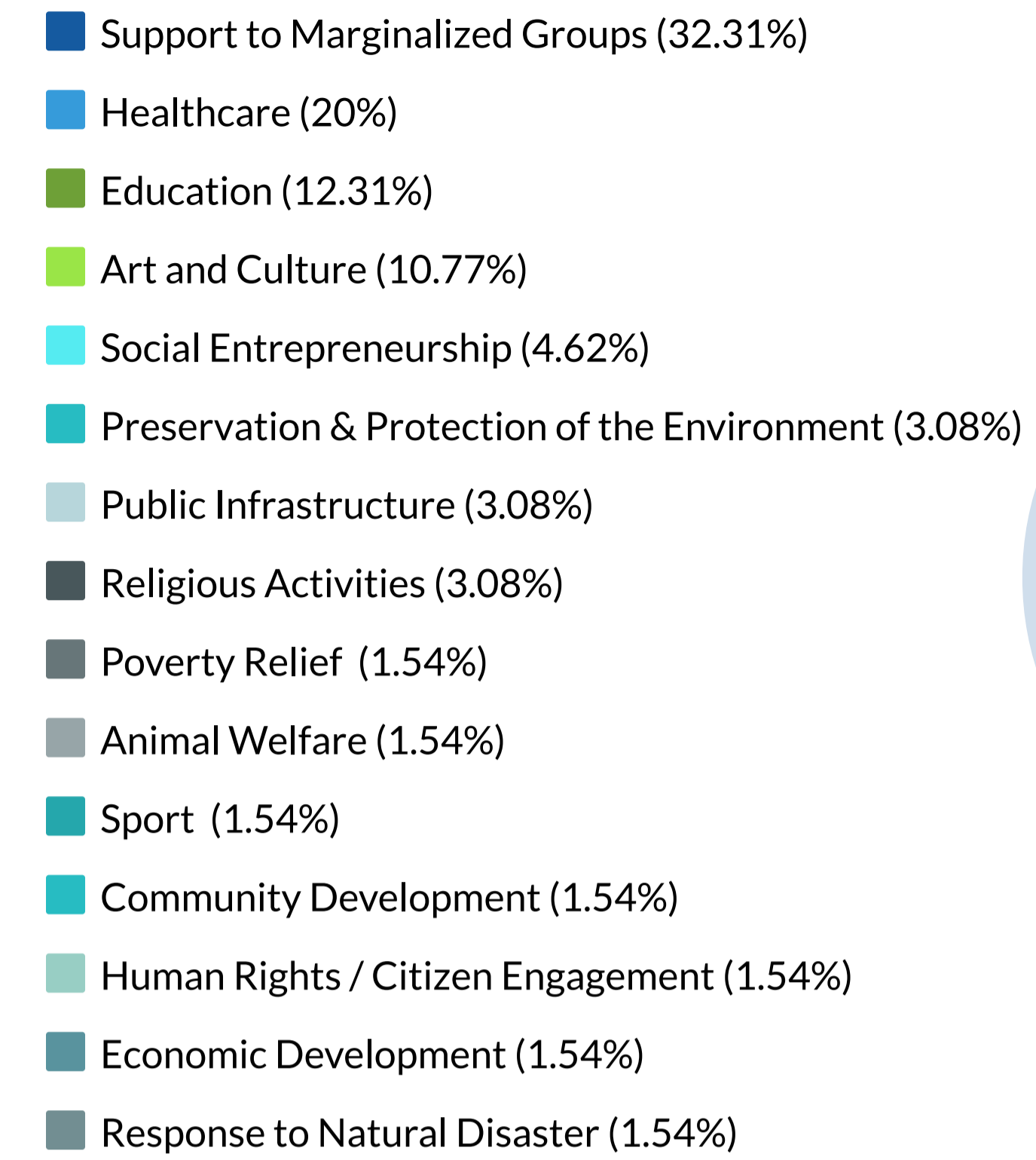


*In the framework of this analysis donors are calculated only once regardless of the number of donations carried out during all the monitoring process.

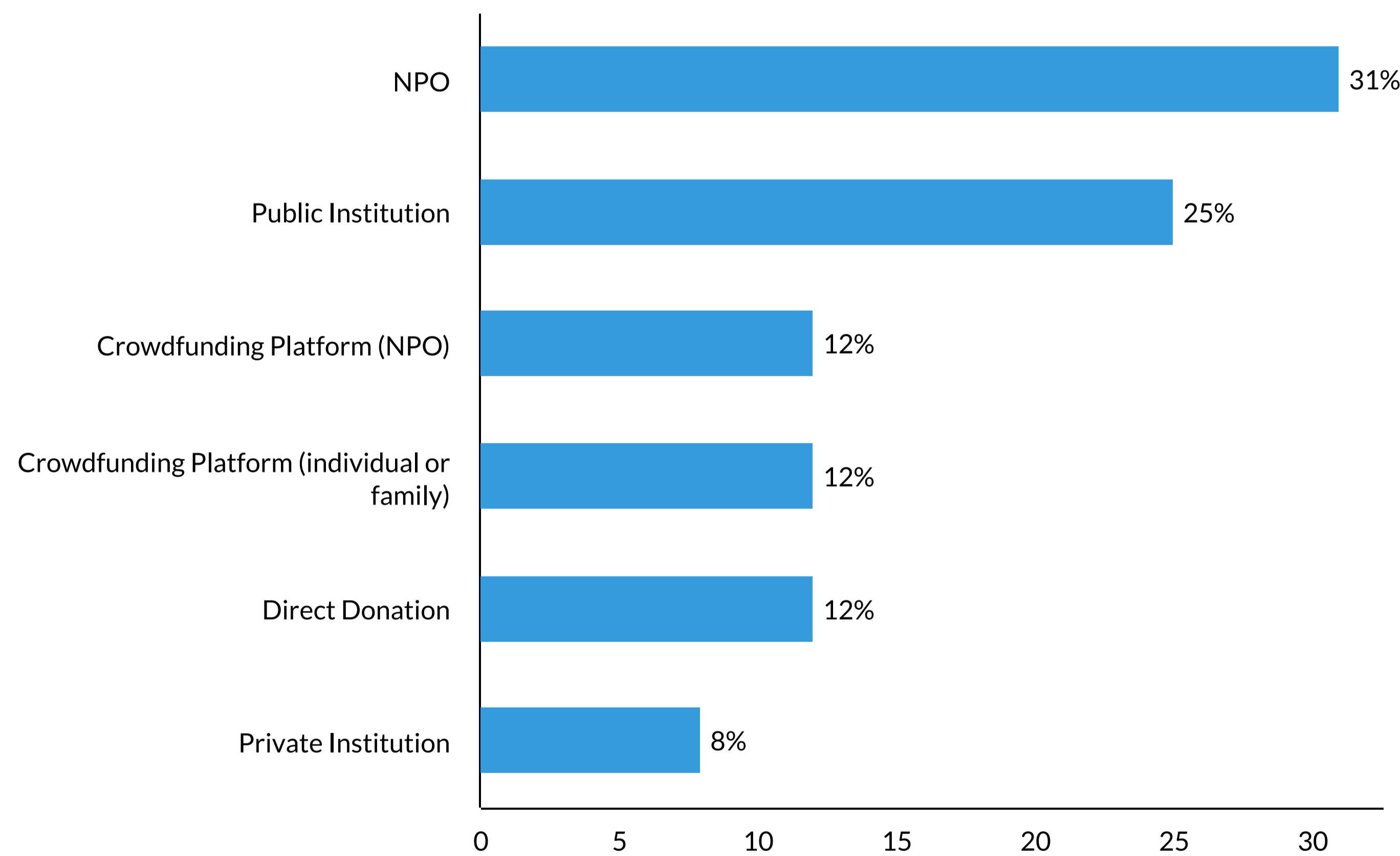
Value by Donor



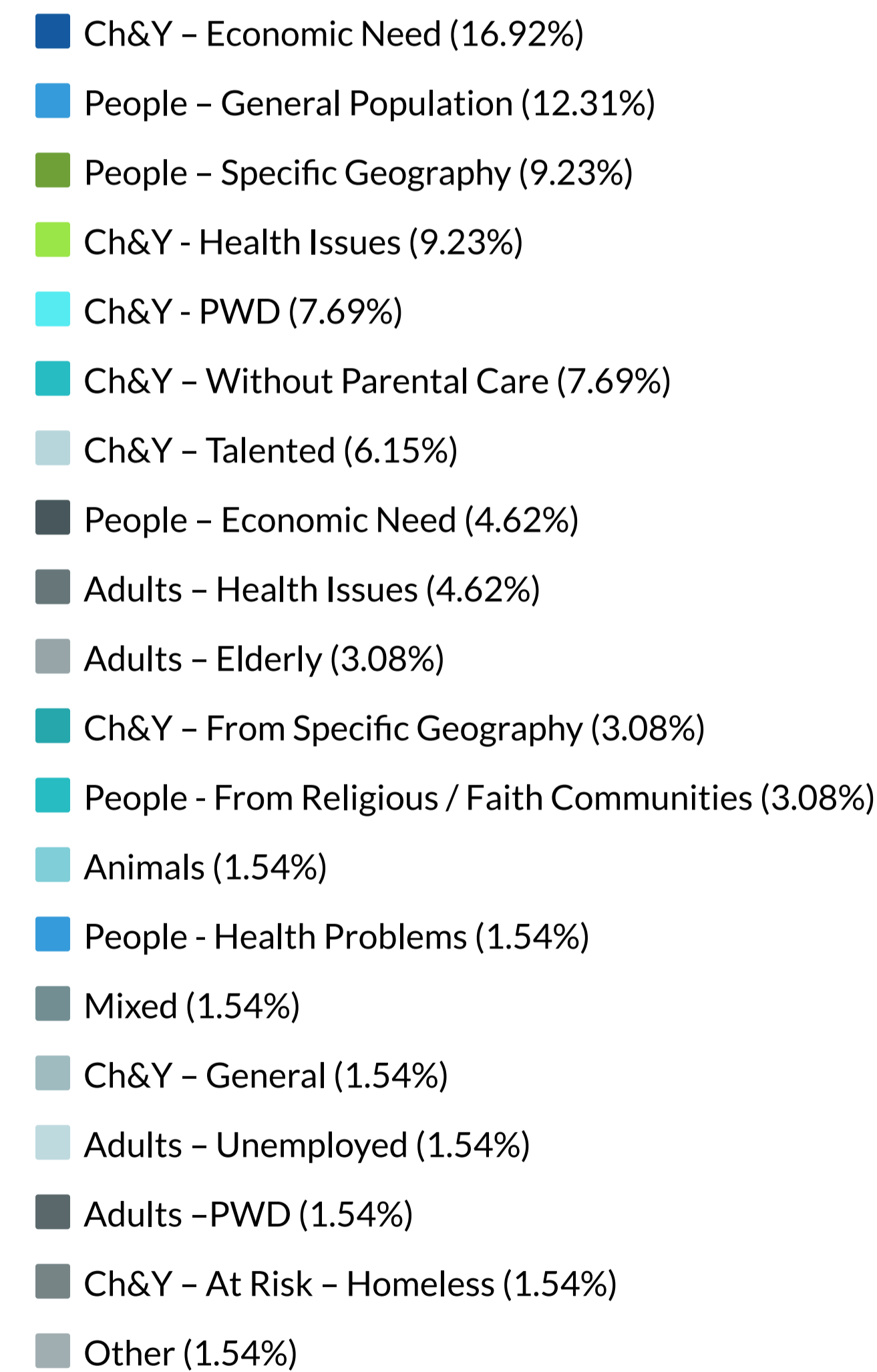
Purpose of Donation



Channels of Donation



Final Beneficiaries



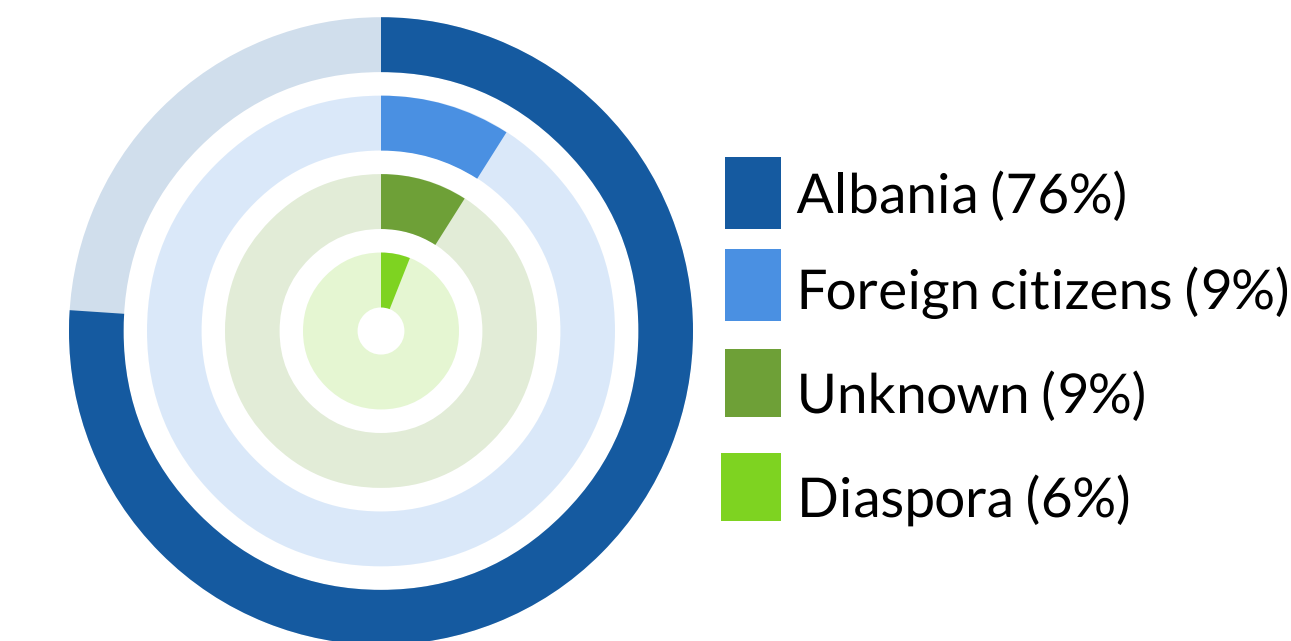
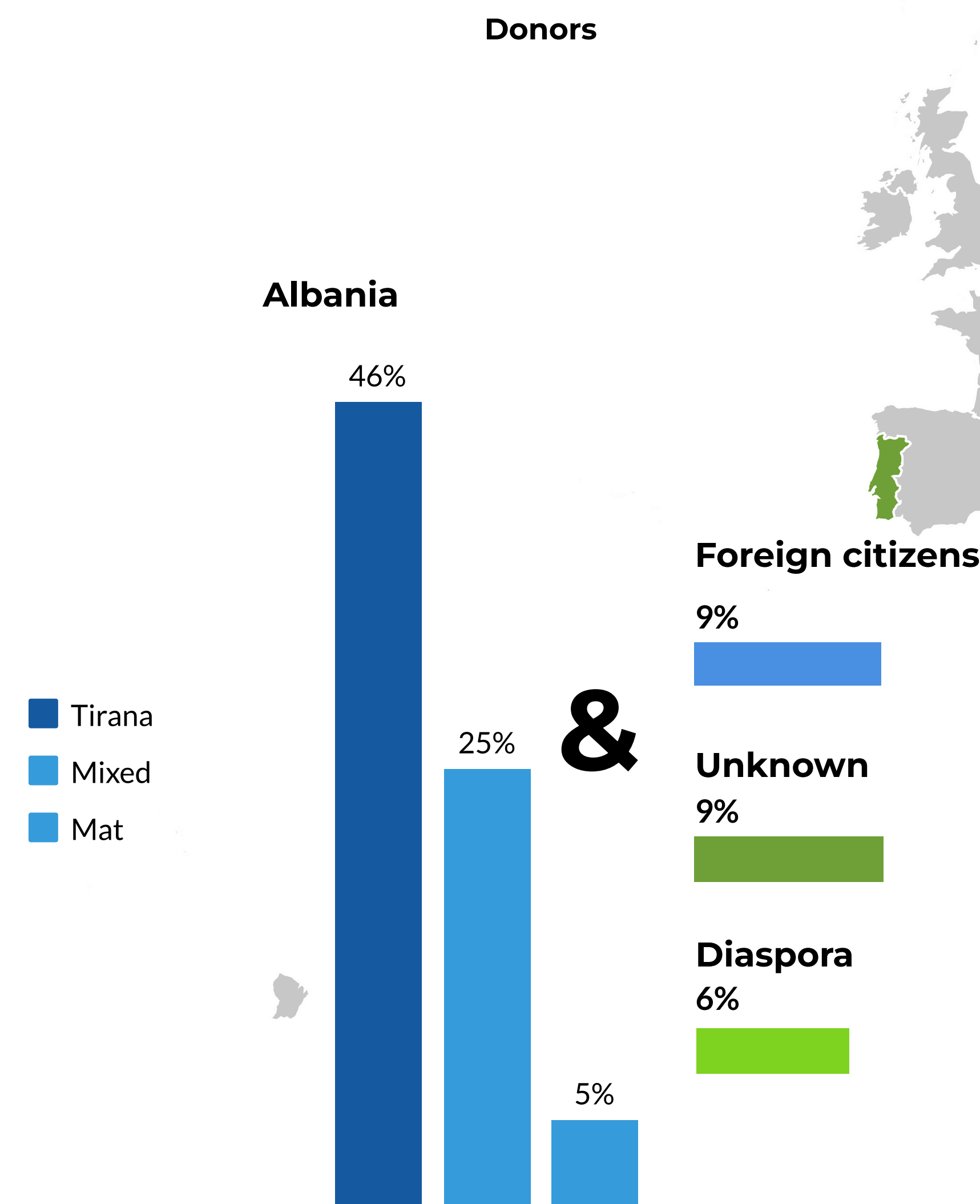
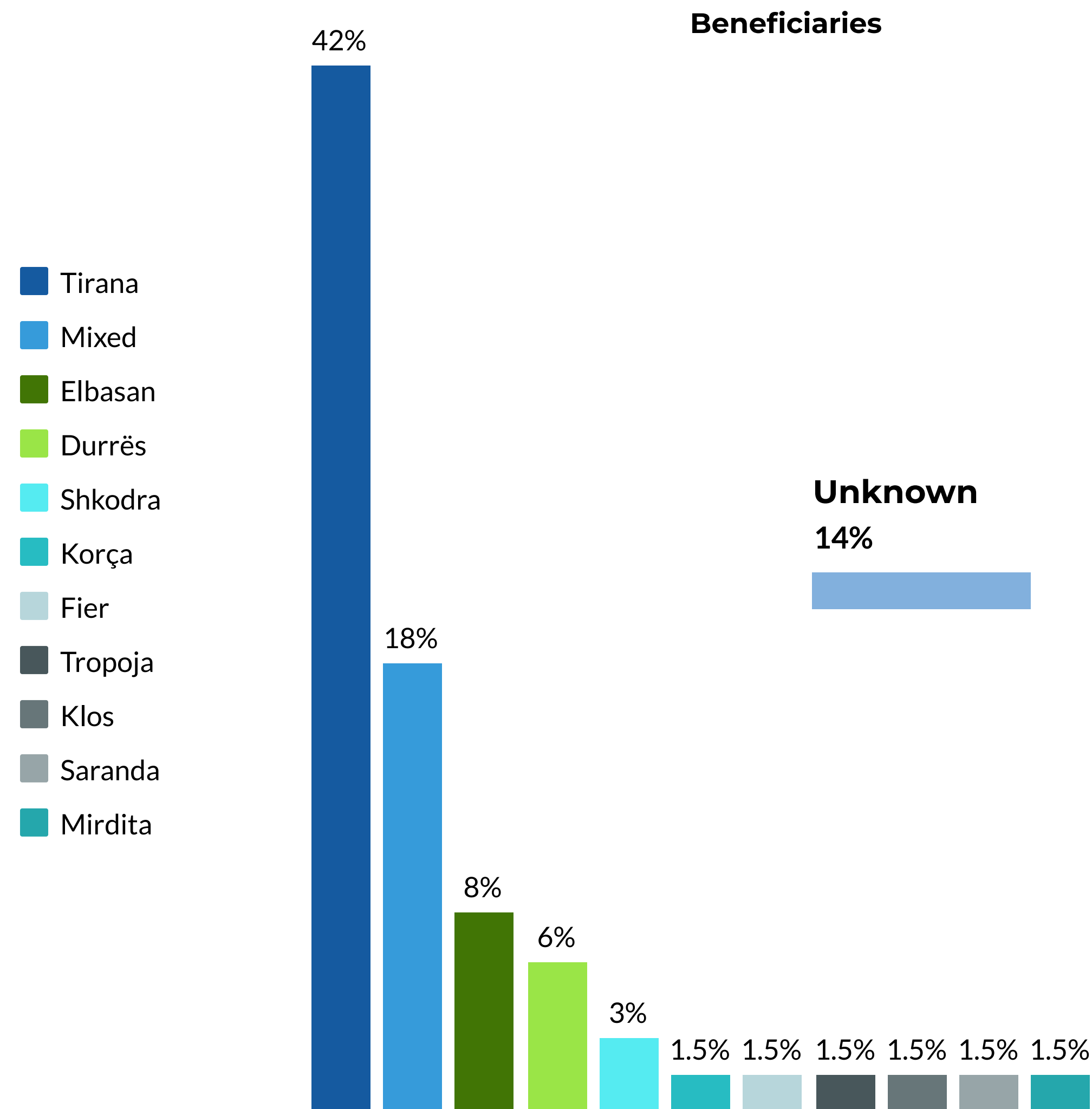
3 MAIN DONORS by value of donations

- #1 Group of Donors - 14,097,240 ALL**
Fundraising campaign "Be part of their future!", in support of people in economic need.
- #2 Group of Donors - 4,714,080 ALL**
Fundraising campaign "United for a good deed!", in support of people with health issues.
- #3 Group of Donors - 2,171,400 ALL**
Fundraising campaign "Lets help Ajli", in support of the 7 years old, Ajli, who is suffering from a chronic illness.

3 MAIN DONORS by number of donations

- #1 Credins Bank**
- #2 Raiffeisen Bank**
- #3 Vizion OJF**

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

