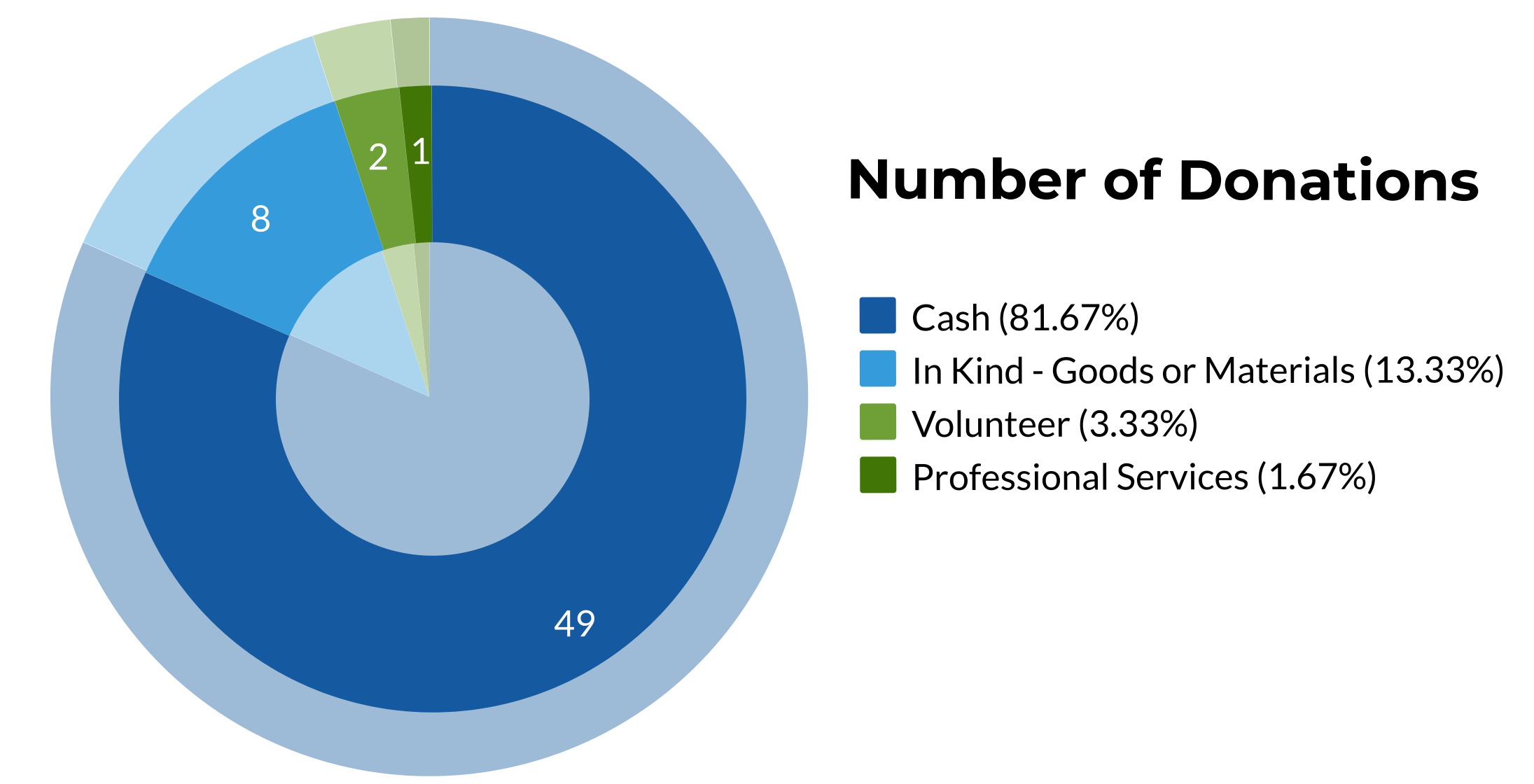
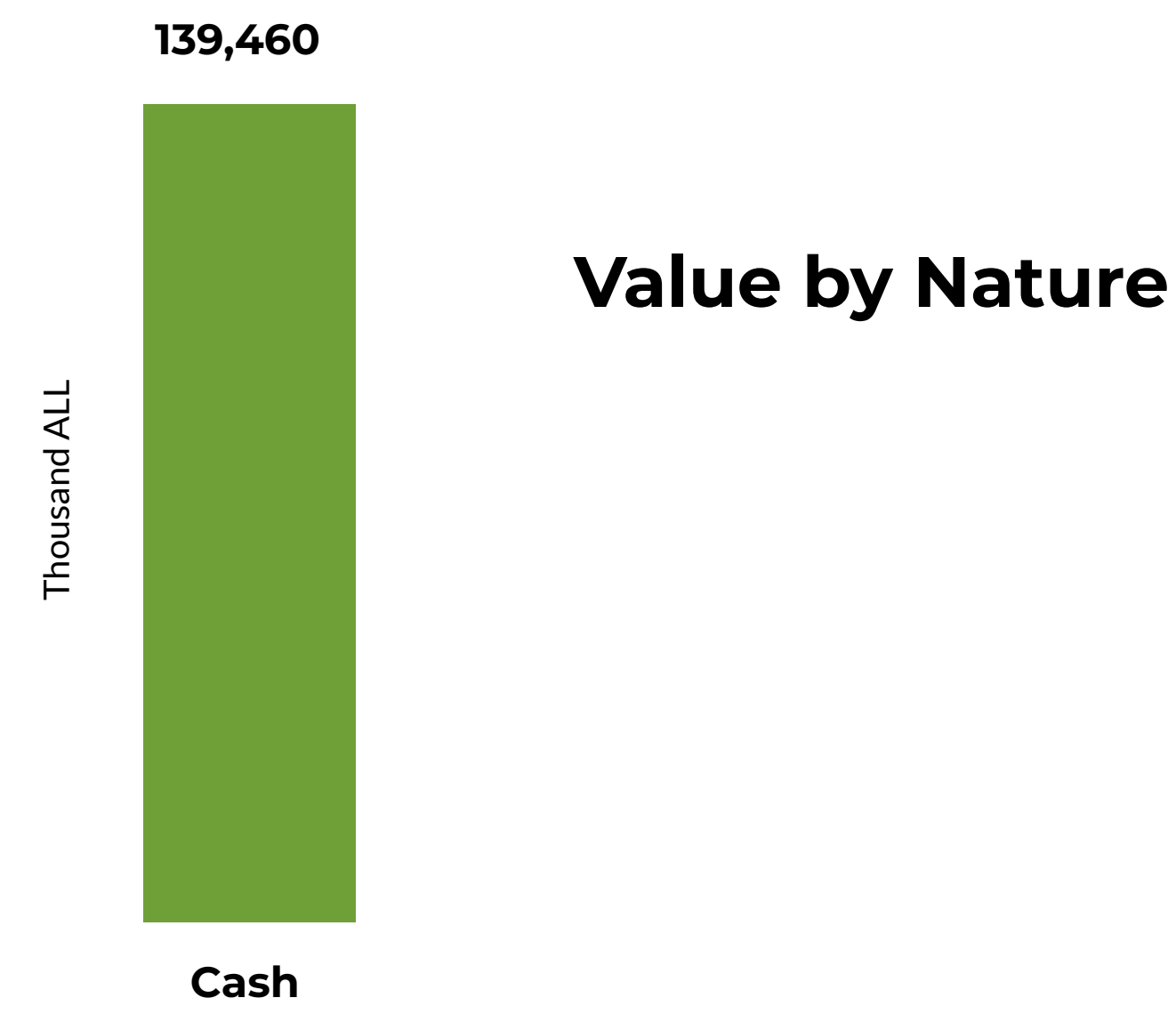
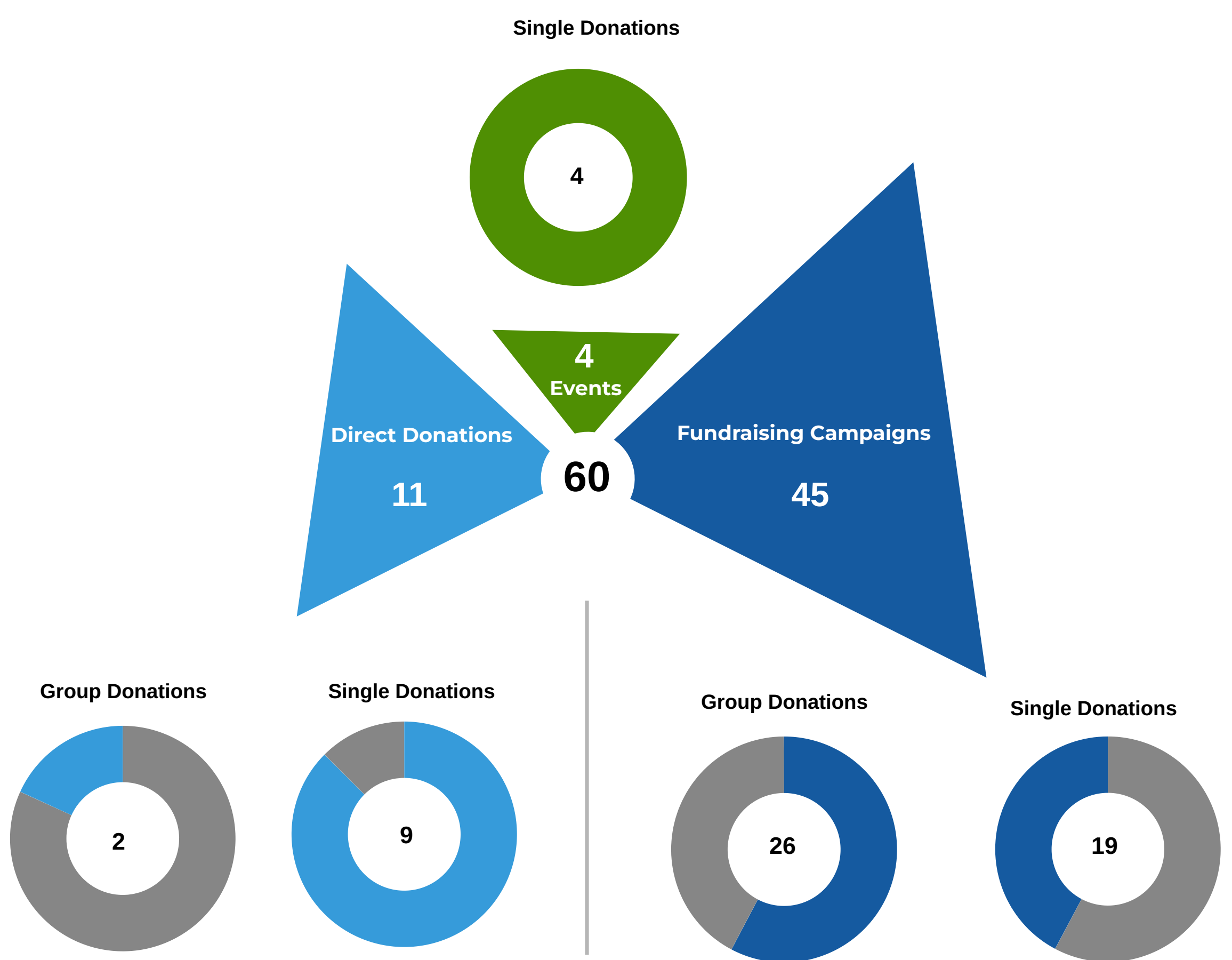


Data on Philanthropic Activity

tracked through online and media platforms
October 2022



Type of Donation



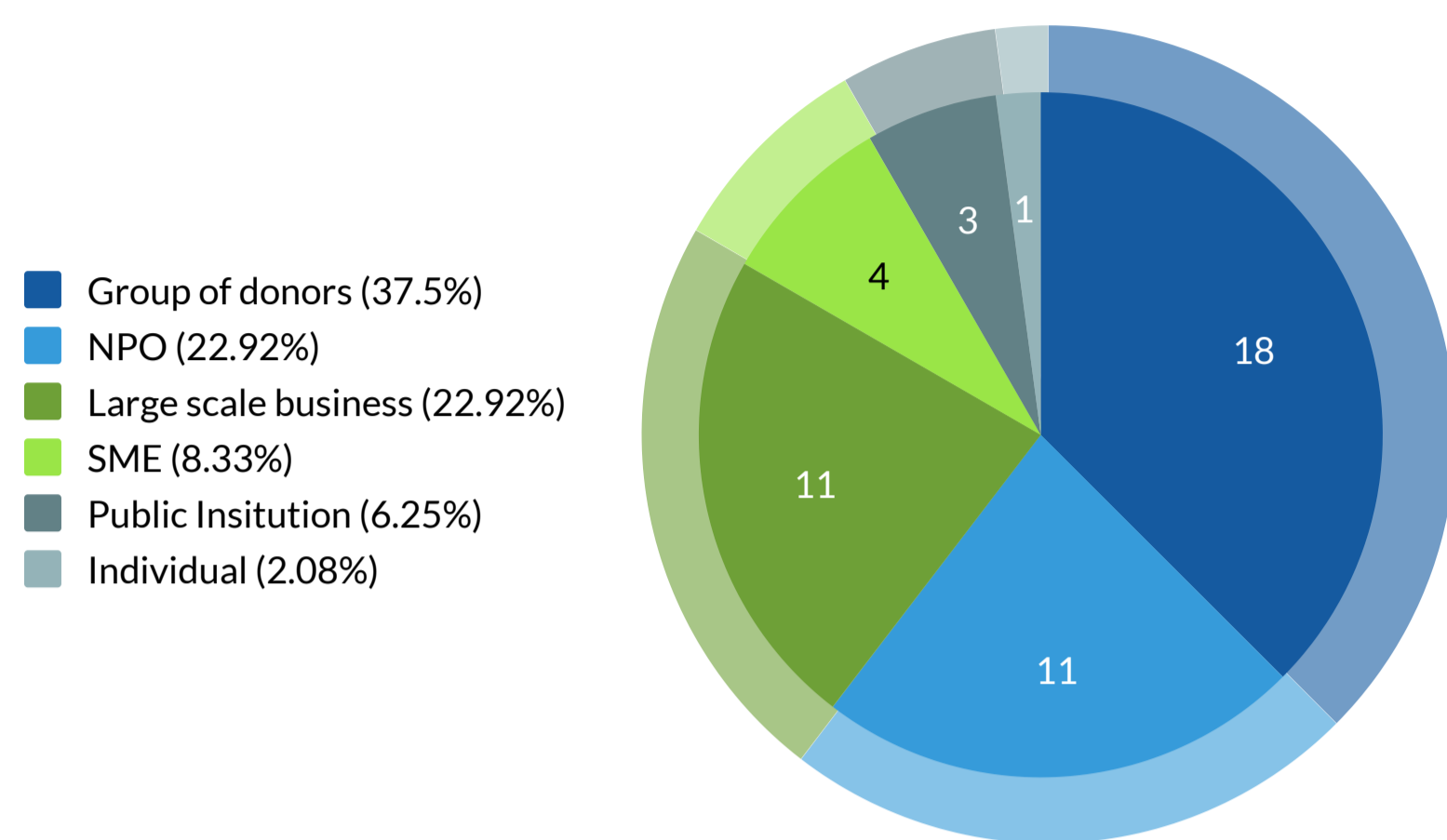
Fundraising Campaigns



Events

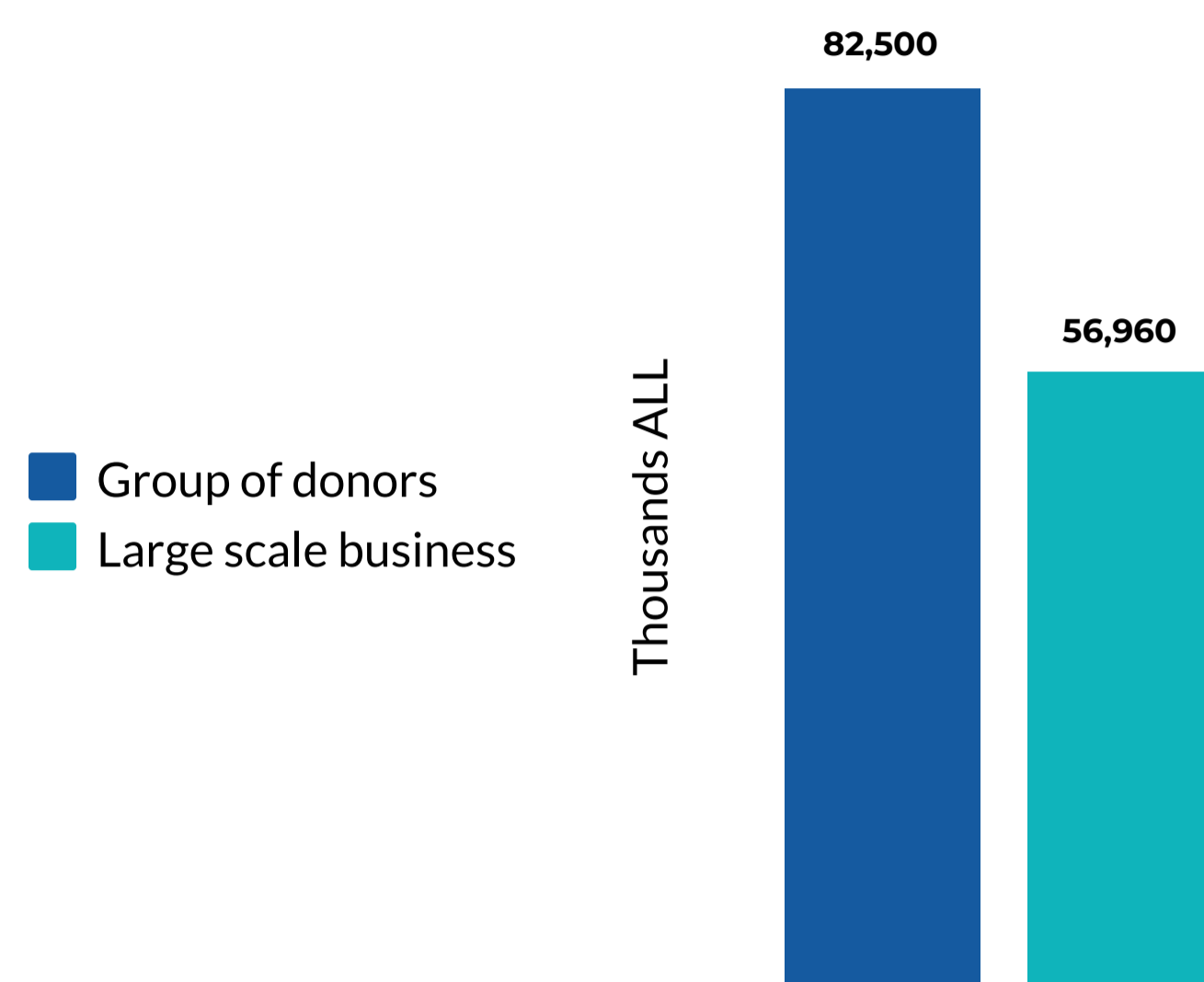
4 Live Events

Number of Donors*



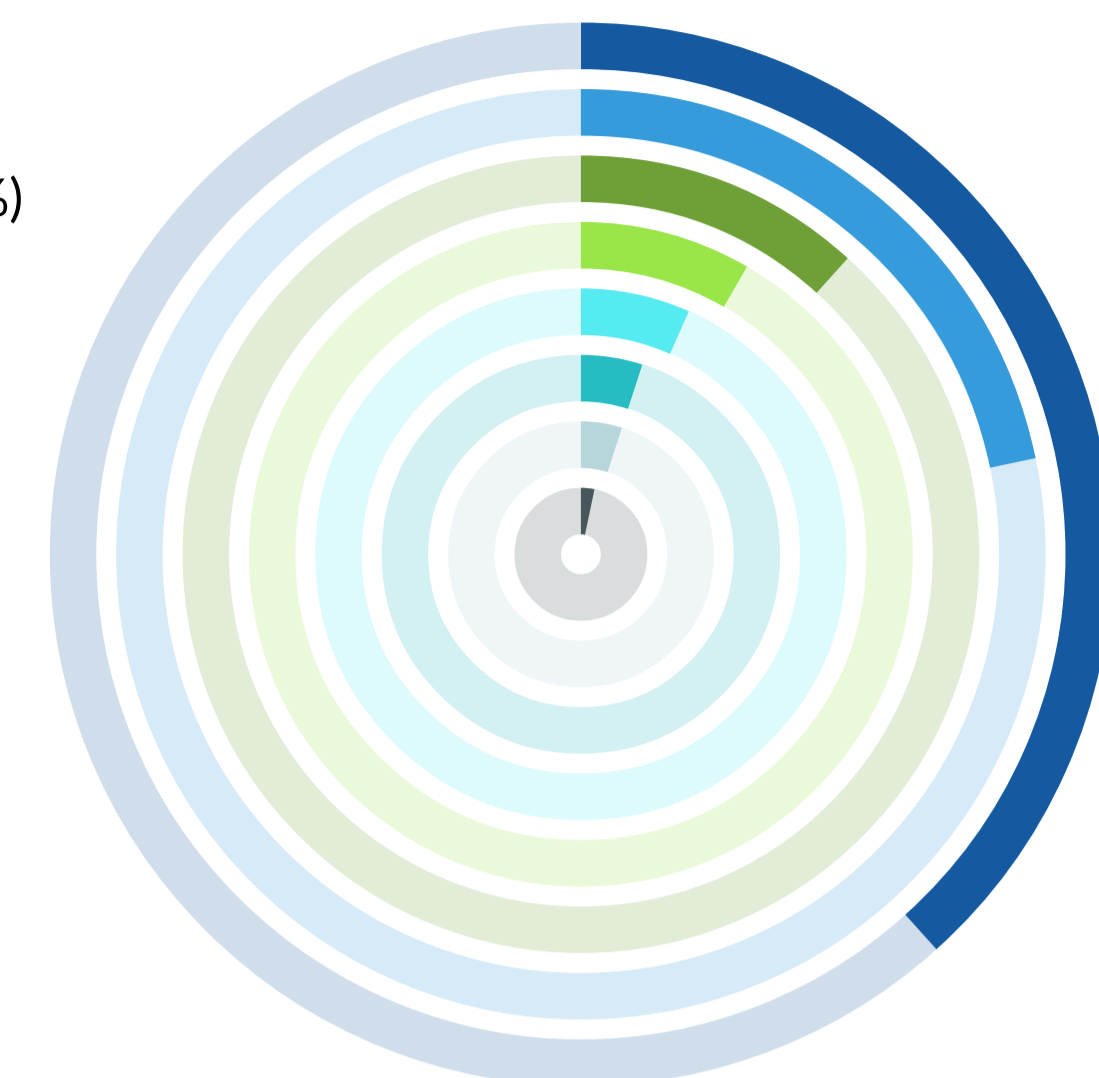
*In the framework of this analysis donors are calculated only once regardless of the number of donations carried out during all the monitoring process.

Value by Donor

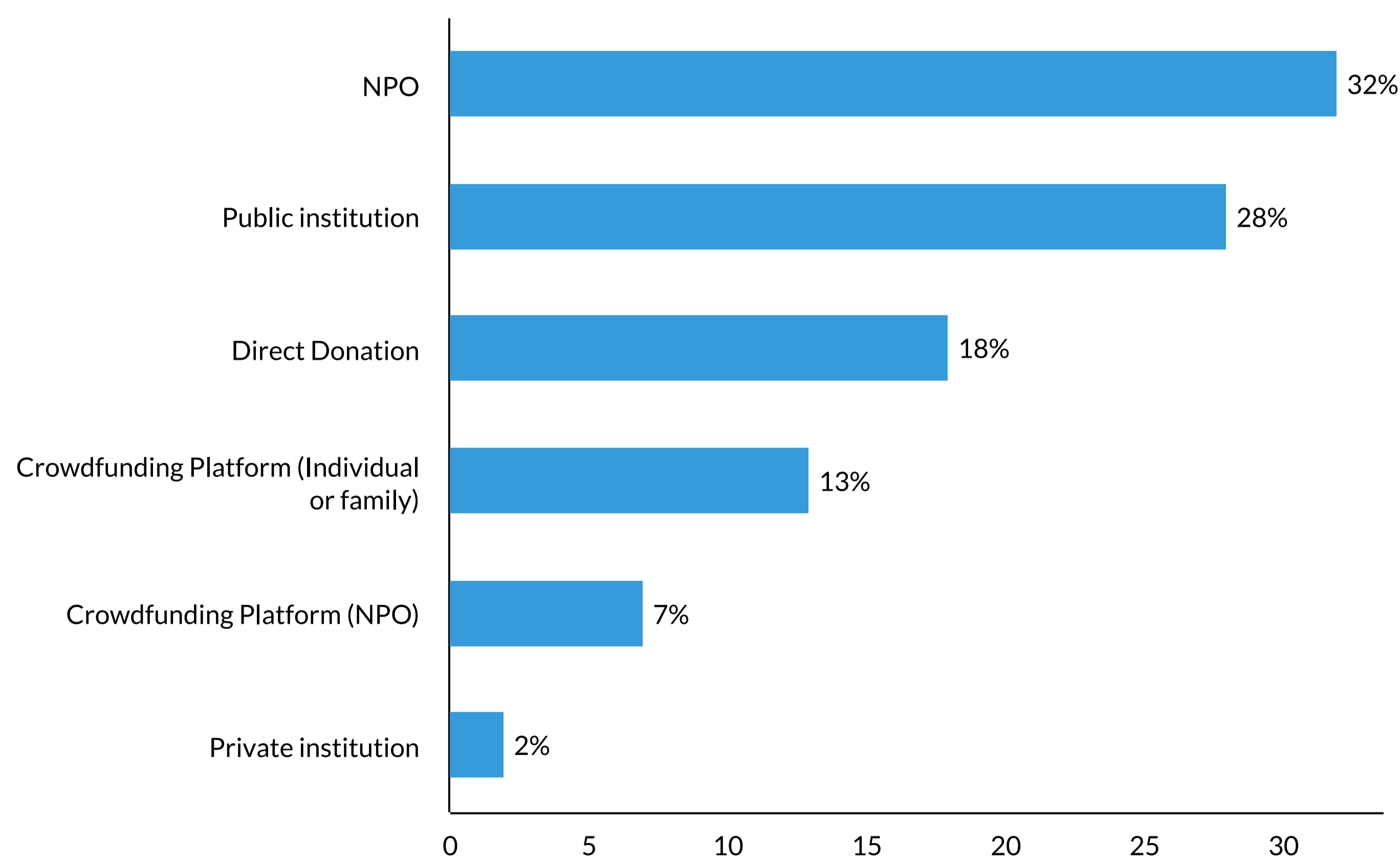


Purpose of Donation

- Support to Marginalized Groups (38.33%)
- Healthcare (21.67%)
- Education (11.67%)
- Poverty Relief (8.33%)
- Art and Culture (6.67%)
- Public Infrastructure (5%)
- Economic Development (5%)
- Sport (3.33%)



Channels of Donation



Final Beneficiaries

- Ch&Y - Health Issues (13.33%)
- Ch&Y - PWD (13.33%)
- Ch&Y - From Specific Geography (11.67%)
- People - Economic Need (10%)
- Ch&Y - Without Parental Care (8.33%)
- Adults - Elderly (8.33%)
- Adults - PWD (8.33%)
- Ch&Y - Economic Need (6.67%)
- People - General Population (6.67%)
- Adults - Health Issues (6.67%)
- People - Specific Geography (3.33%)
- Ch&Y - Talented (1.67%)
- Women and Children - Victims of Violence and Trafficking (1.67%)



3 MAIN DONORS by value of donations

#1 Group of Donors - 71,519,443 ALL

Fundraising campaign "Donate to save Klevis's life", in support of Klevis Gjeluc, who is in danger for his life due to a car accident.

#2 Bankers Petroleum - 56,650,000 ALL

Bankers Petroleum's initiative in the development of infrastructure to improve the lives of the residents in the city of Fier.

#3 Group of Donors - 6,128,170 ALL

Fundraising campaign "To Save Children's Lives!", in support of 6-year-old Florjan, who suffers from cancer.

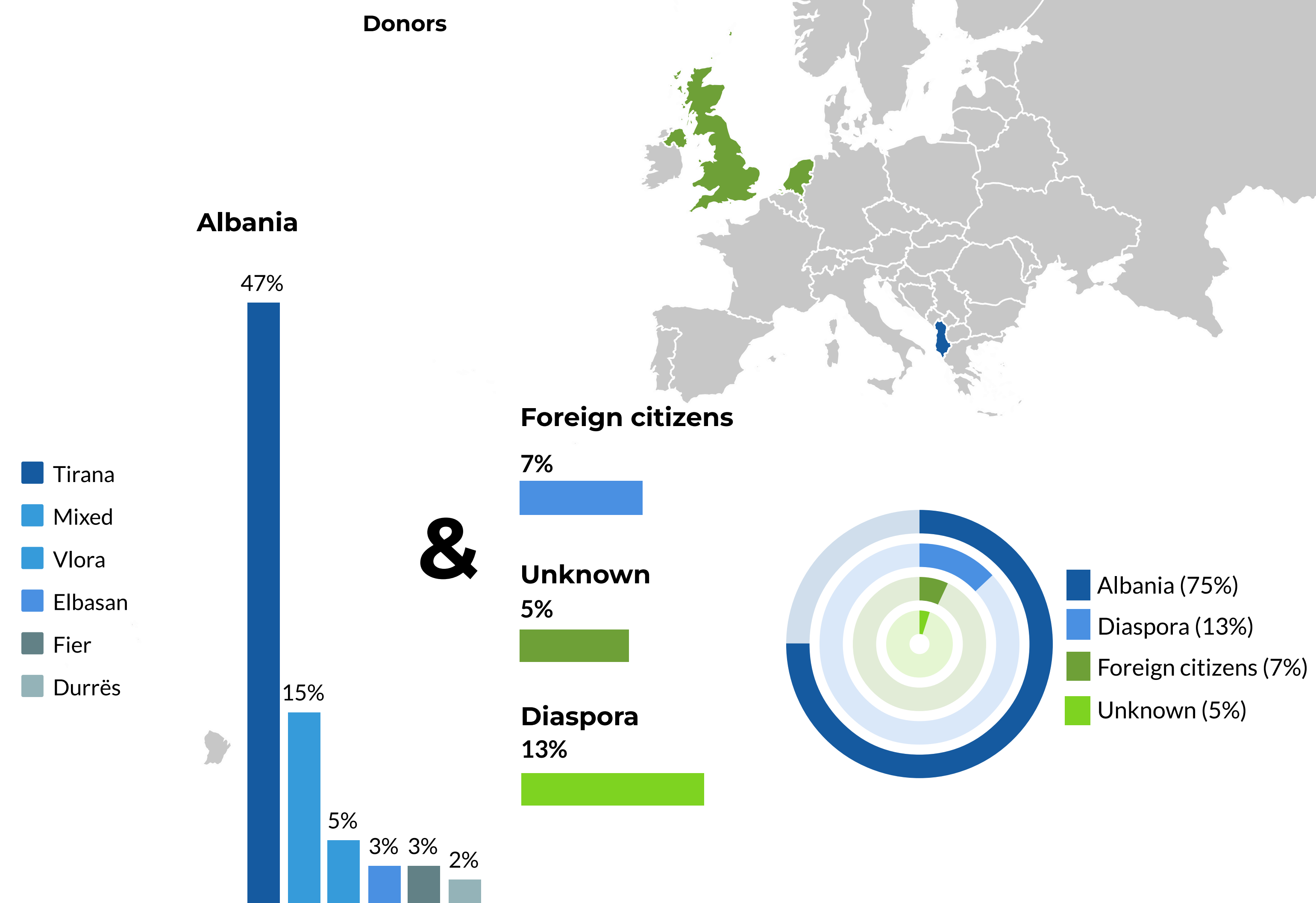
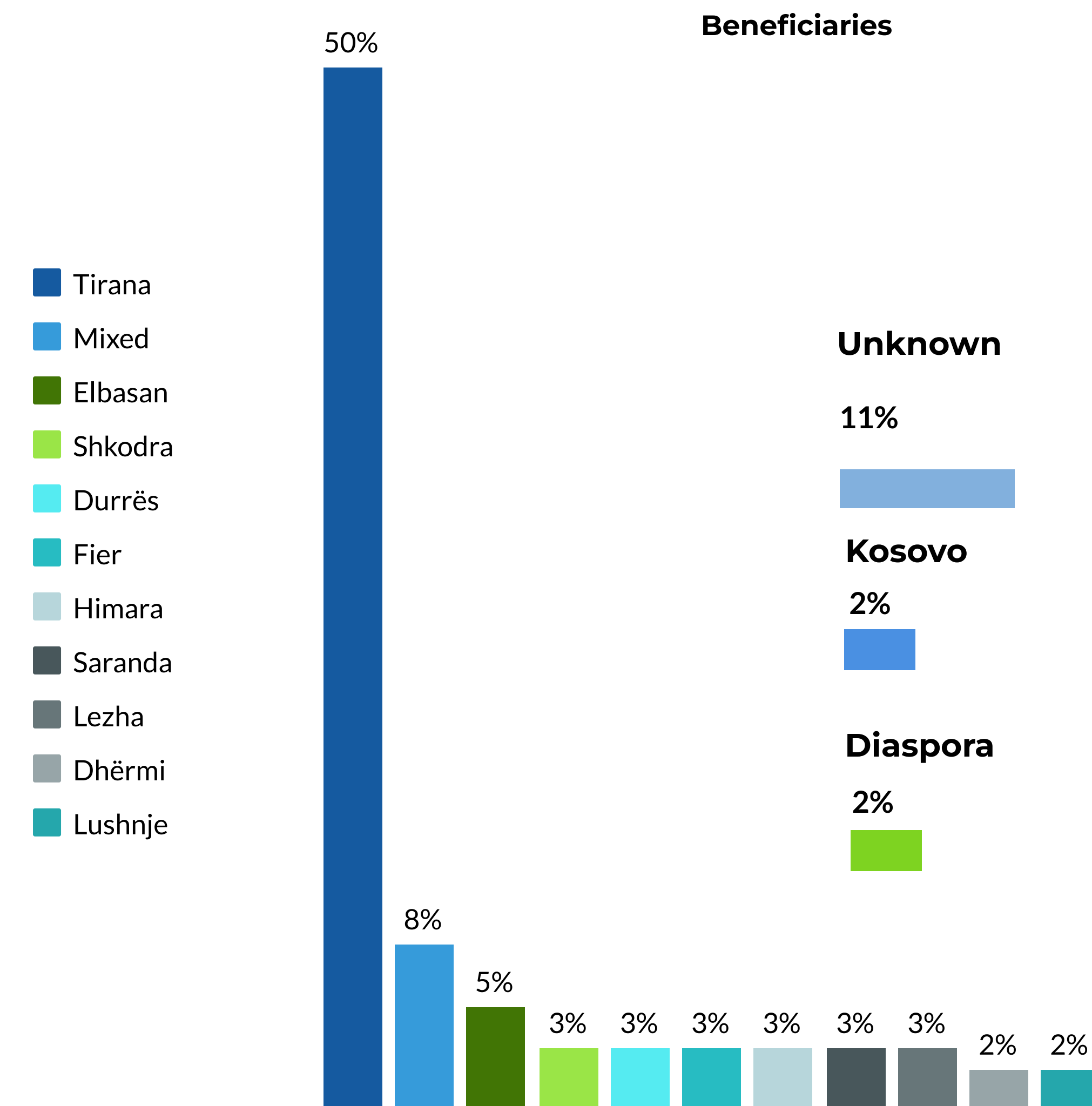
3 MAIN DONORS by number of donations

#1 Balfin Group

#2 American Bank of Investments

#3 Credins Foundation

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

