



Rockefeller
Brothers Fund
Philanthropy for an Interdependent World



PARTNERSALBANIA
FOR CHANGE AND DEVELOPMENT

Facts on #PhilanthropicActivity 2020

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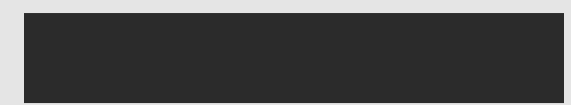
Overview

The year **2020** was unfortunately yet another difficult year due to the global pandemic Covid-19. This situation permanently altered everyone's way of life and introduced a new reality, and once again reminded us of the importance of philanthropy, solidarity and mutual aid which helped mitigate the effects of the situation and provided a source of support for all the people who were either directly or indirectly affected.

Through a careful daily monitoring of donations, campaigns and events published in various media outlets, social media, websites of public and non-public institutions during 2020, a donation amount of **103,688,004 ALL (844,411 EUR)** was recorded.

This report was made possible with support from the Rockefeller Brothers Fund. The opinions and views of the authors do not necessarily state or reflect those of the Fund.

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Forward

Since 2011 Partners Albania works to promote the development of philanthropy in Albania. Taking into consideration the lack of information in this field, Partners Albania conducted the surveys:

- **“Entrepreneurship and Philanthropy, Survey Report”** to establish a clearer picture of the scale and the types of social causes supported by the Albanian business community.
- **“A Historical View of the Development of Philanthropy in Albania”**, that addresses this activity, key figures, and their philanthropic activity within the country and abroad since the XIX century until today.
- **“Philanthropic Activity of Enterprises in Albania, Second Survey, 2016”** aiming to assess the level and characteristics of philanthropic activity carried out by the business sector in Albania, its development features during 2011 – 2016, as well as development trend in the upcoming years.

To promote and support the development of this old and valuable tradition, Partners Albania has annually organized the **“Philanthropy Award”** ceremony, expressing appreciation and gratitude to individuals, families, and entities that contribute to the improvement of quality of life in our society. Evaluation and stimulation of this activity remain important for the human and economic dimension it carries.

The private sector, among other actors, plays an important role in supporting initiatives that address social, economic, and environmental problems. In this function, Partners Albania has established a close partnership with the business sector in support of new social enterprises in the field of the green industry.

Since 2012 Partners Albania organizes **”Green Business Competition”** which provides start-up support for new green initiatives that utilize local resources and revitalize disappearing traditional production chains and community-based markets. The support funding is a combination of philanthropic institutions and local businesses' contributions. The top three business proposals awarded compete at Balkan level in the **“Balkan Green Ideas”** competition organized by Balkan Green Foundation.

Since 2019, Partners Albania organizes the live crowd-funding event **“Giving Circle”**, bringing together individuals from different fields, offering their expertise, time and financial resources to support initiatives, that contribute to a positive and sustainable transformation of specific individuals and communities. Three community initiatives are supported through the event and the minimum targeted amount in support of each initiative is 300.000 All.



Methodology

This report reflects the philanthropic activity in Albania during 2020 launched in a synthesized way by Partners Albania, based on daily monitoring and **monthly reporting**. The applied methodology consisted in data collected through daily media monitoring, including social media and also information resources from the public and non-public institutions during the period **January – December 2020**.

The report analyses the main sectors and issues supported, nature and value of the donations, geographic coverage and also the nature of donors and beneficiaries. Through this monitoring, Partners Albania aims to increase public awareness on philanthropic activity and to inform all the involved and interested actors about its social value and impact.



Dictionary

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

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

Mass Individual - Large or small groups of individuals who donate

PWD - People with Disabilities

Mixed - Donations which are combined by more than one category / municipality

SME - Small and medium enterprises

NPO – Non-Profit Organization

Crowdfunding Platform (Individuals or families) - donations that are channelled through online crowdfunding platforms, created by individuals or families

Crowdfunding Platform (NPO) - donations channelled through online crowdfunding platforms, created by NPOs

Number of Donations

In 2020 were identified **432** donation reports overall, out of which **104** (24%) were in response to the Covid-19 pandemic and the aftereffects of 2019 earthquake.

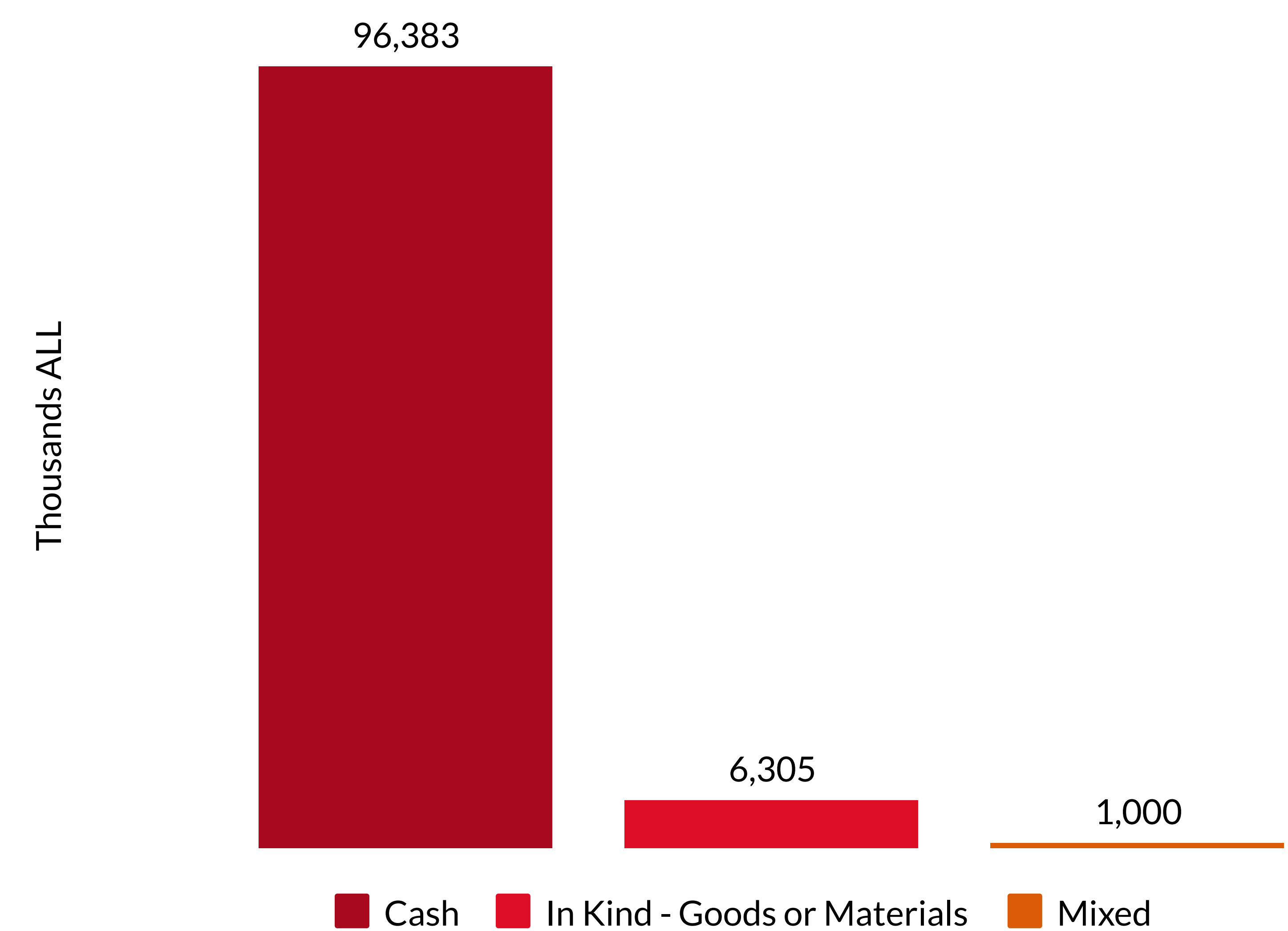
Regarding the nature of the donations, **351** (81%) consisted in cash, **56** (13%) in goods/materials, **16** (4%) in professional services and **9** (2%) in other forms of donation.



Value by Nature

103,688,004 ALL (844,411 EUR) is the total amount of donation identified at national level for 2020. These donations were carried out in cash, goods/materials and mixed. The monetary donation continues to be the first and most popular form with 93% of the total volume of donations.

Approximately 26,617,299 ALL (215,670 EUR) were raised through campaigns and events organized in response to Covid-19 pandemic situation and for the after effects of the 2019 earthquake.

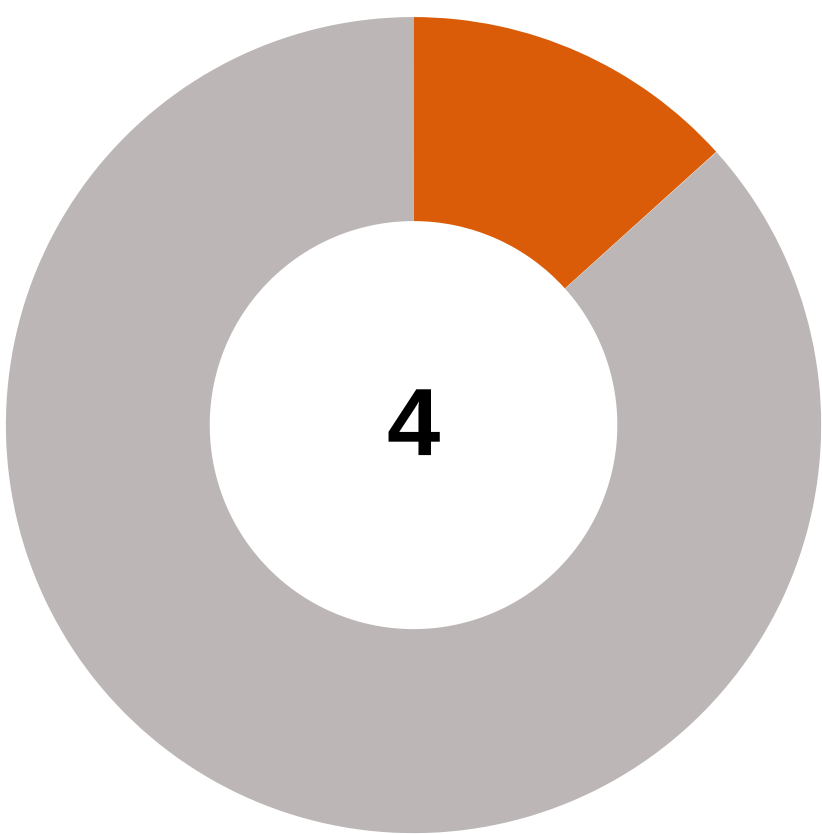




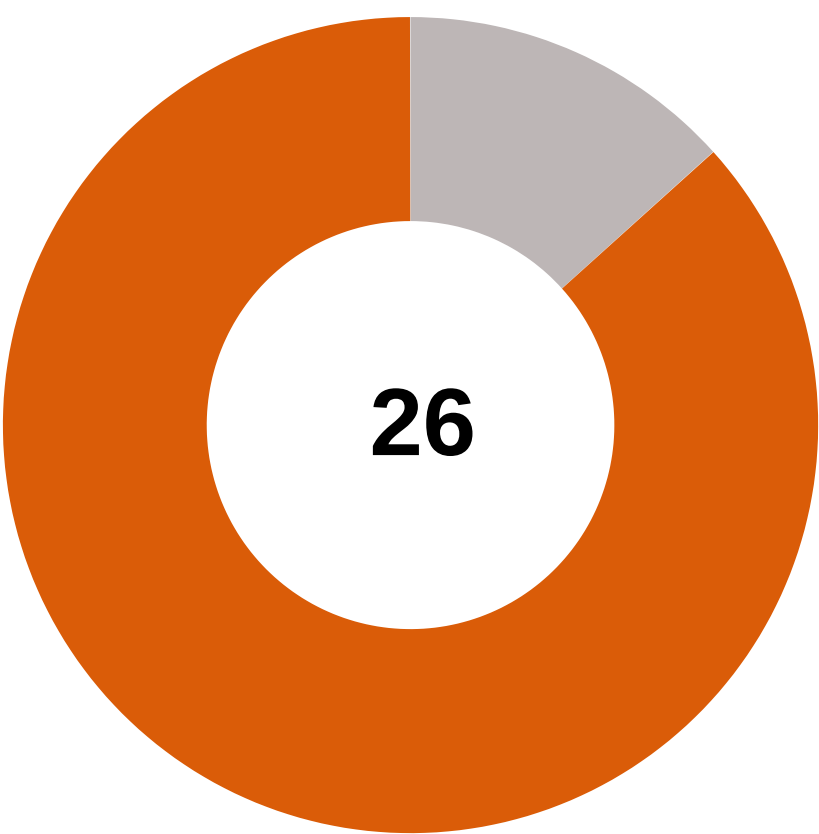
Type of Donation

Fundraising campaigns were the most preferred type of donation with a total of **239** (55%) cases, followed by *direct donations* with **163** (38%) and *events* with **30** (7%) of the total cases.

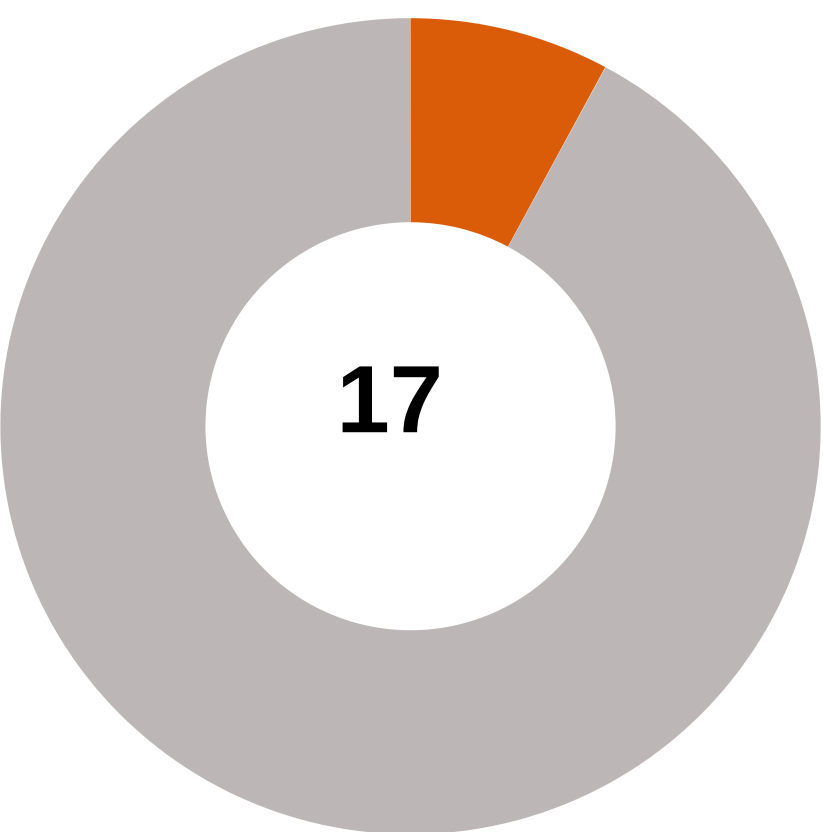
Group Donations



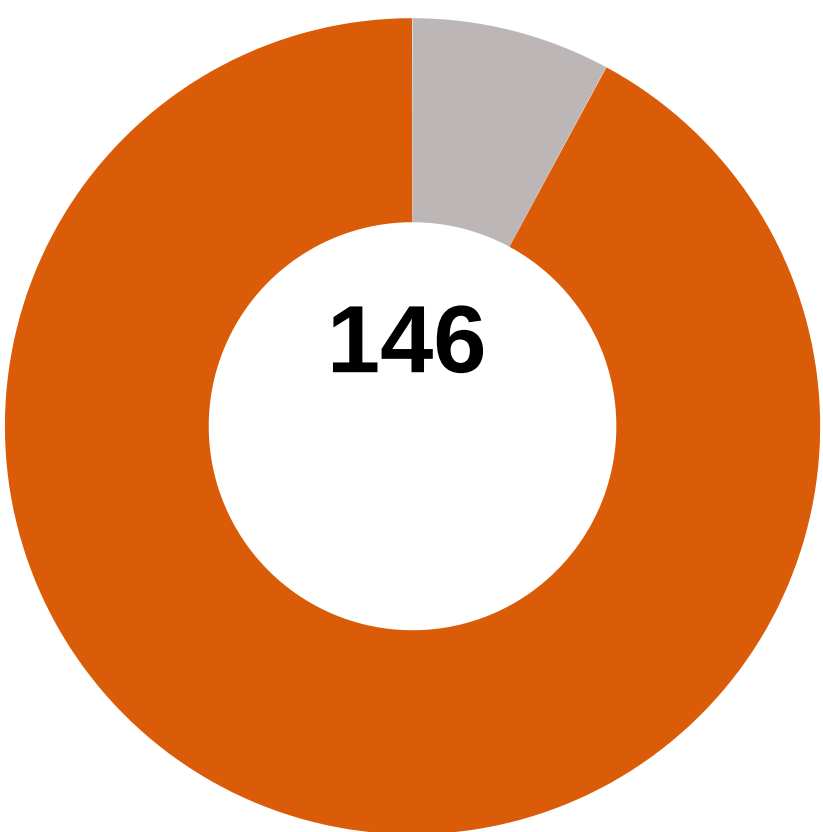
Single Donations



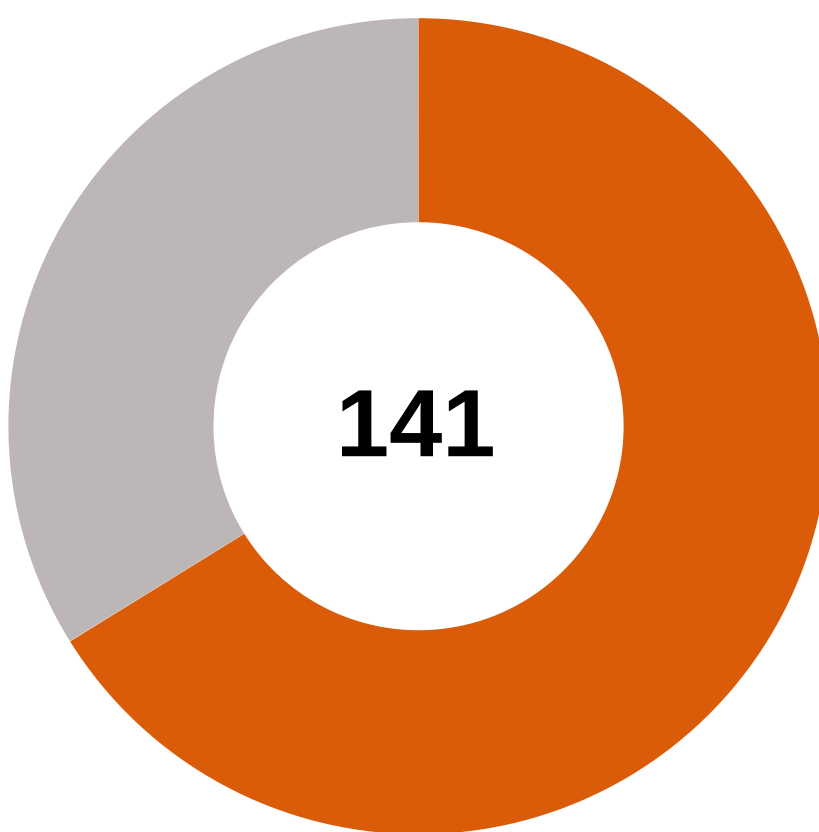
Group Donations



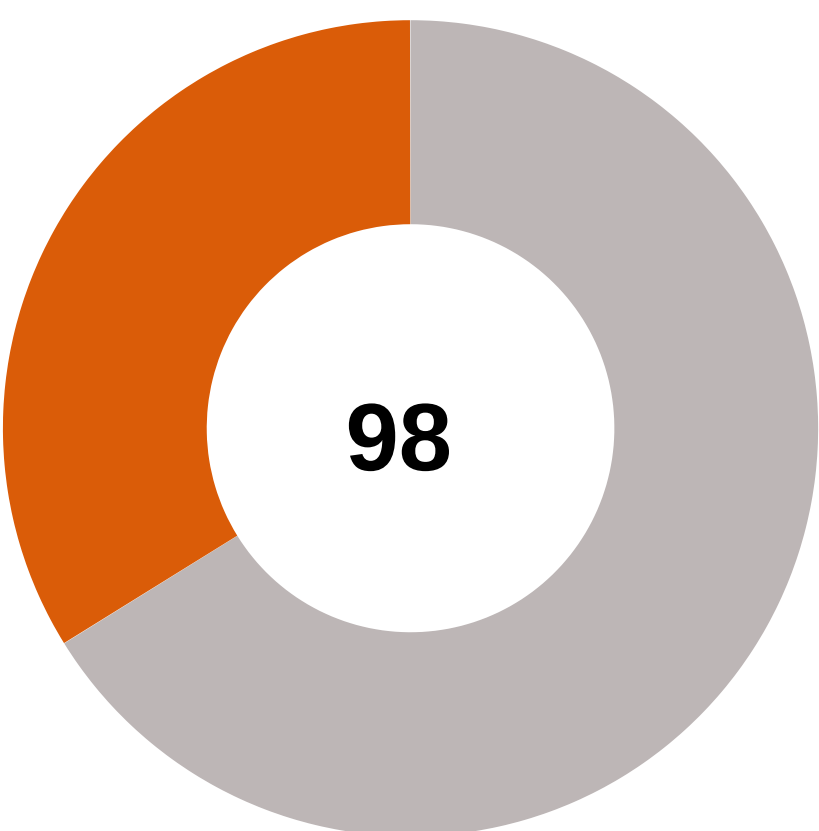
Single Donations



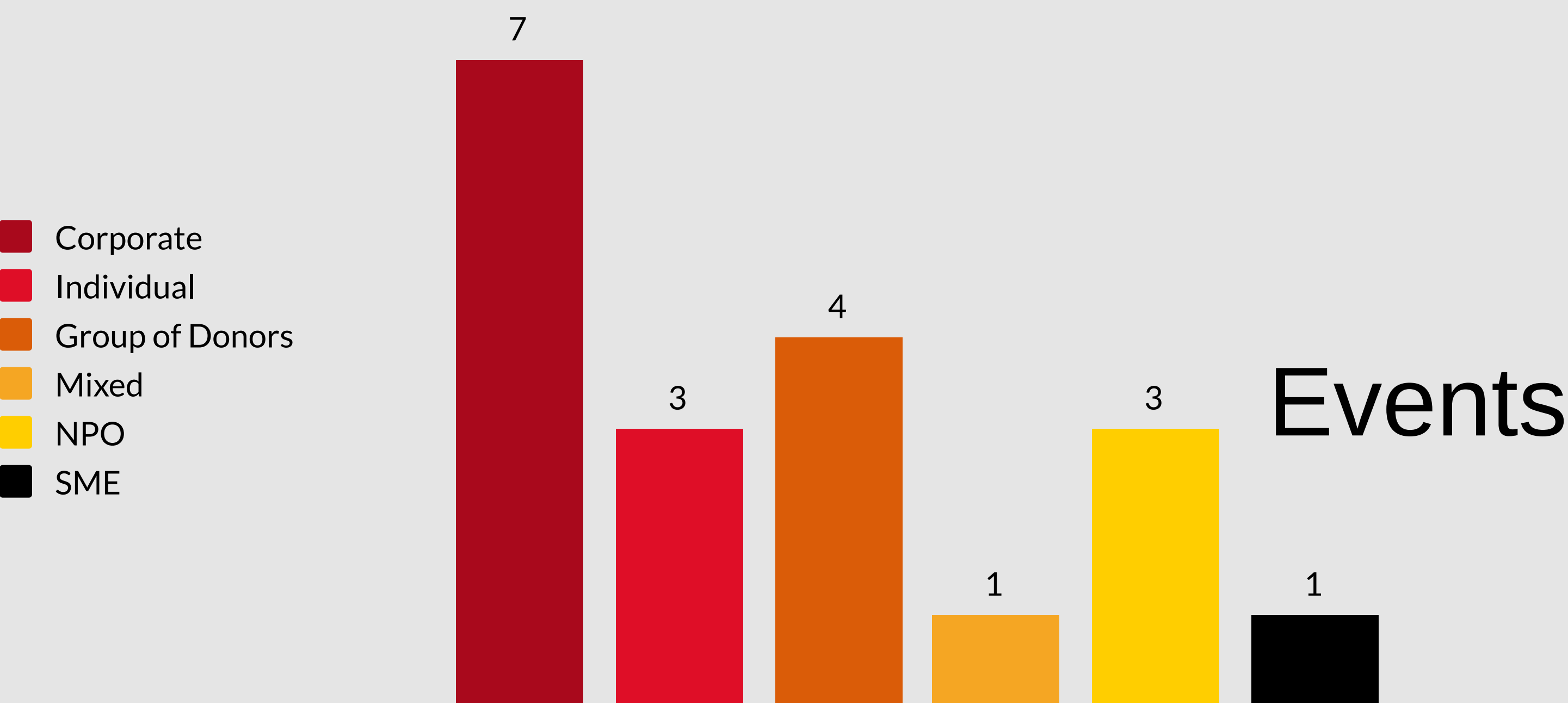
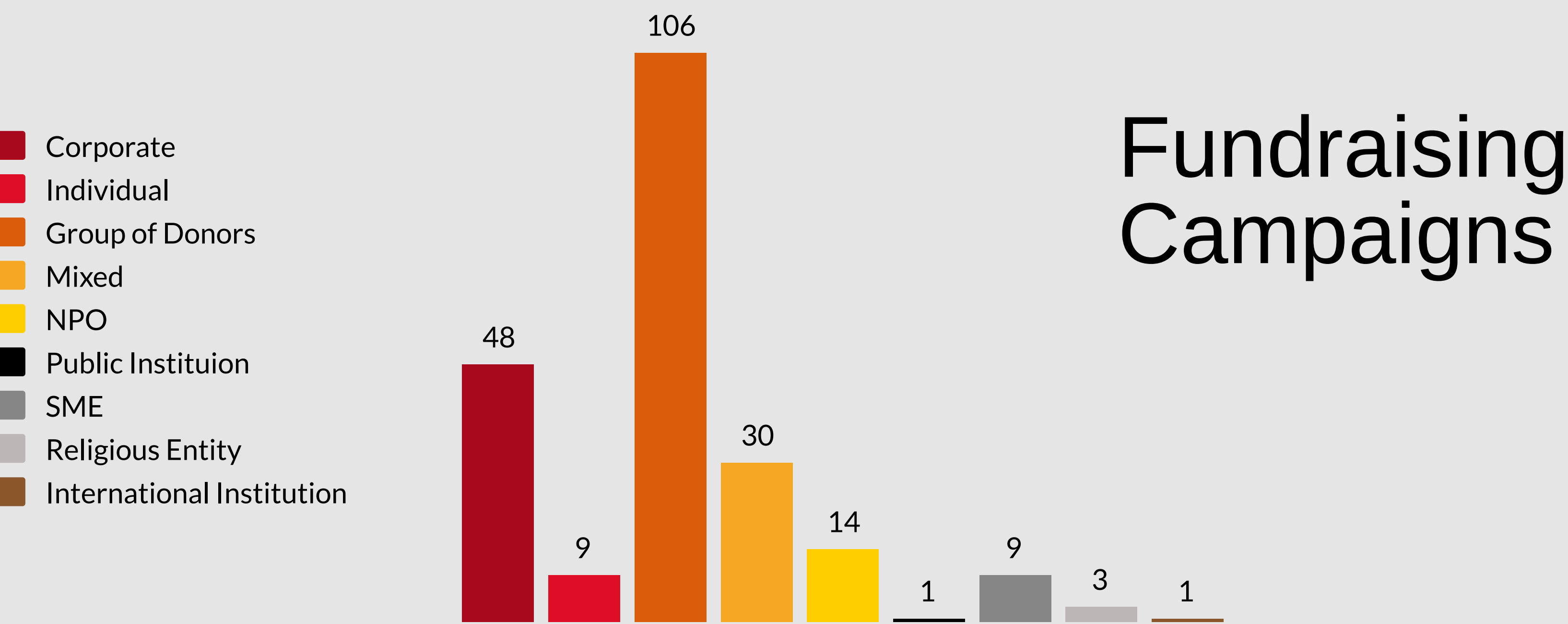
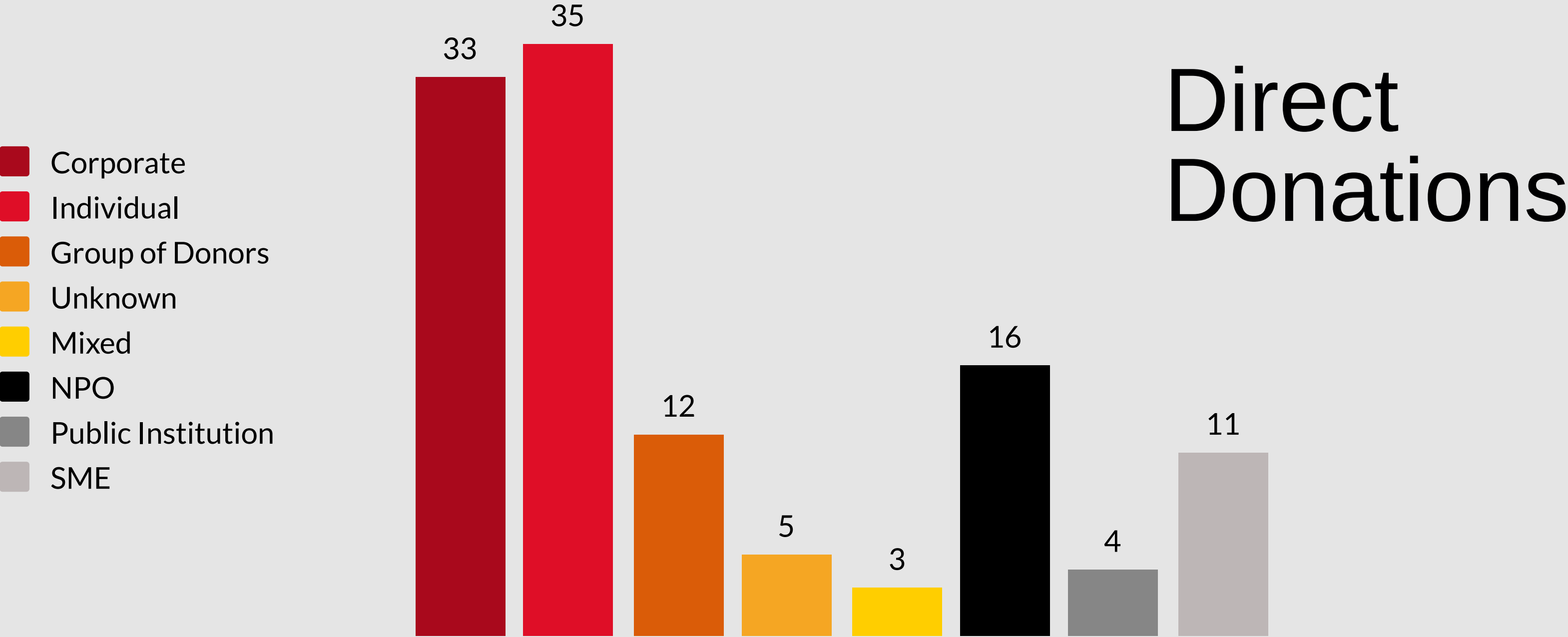
Group Donations



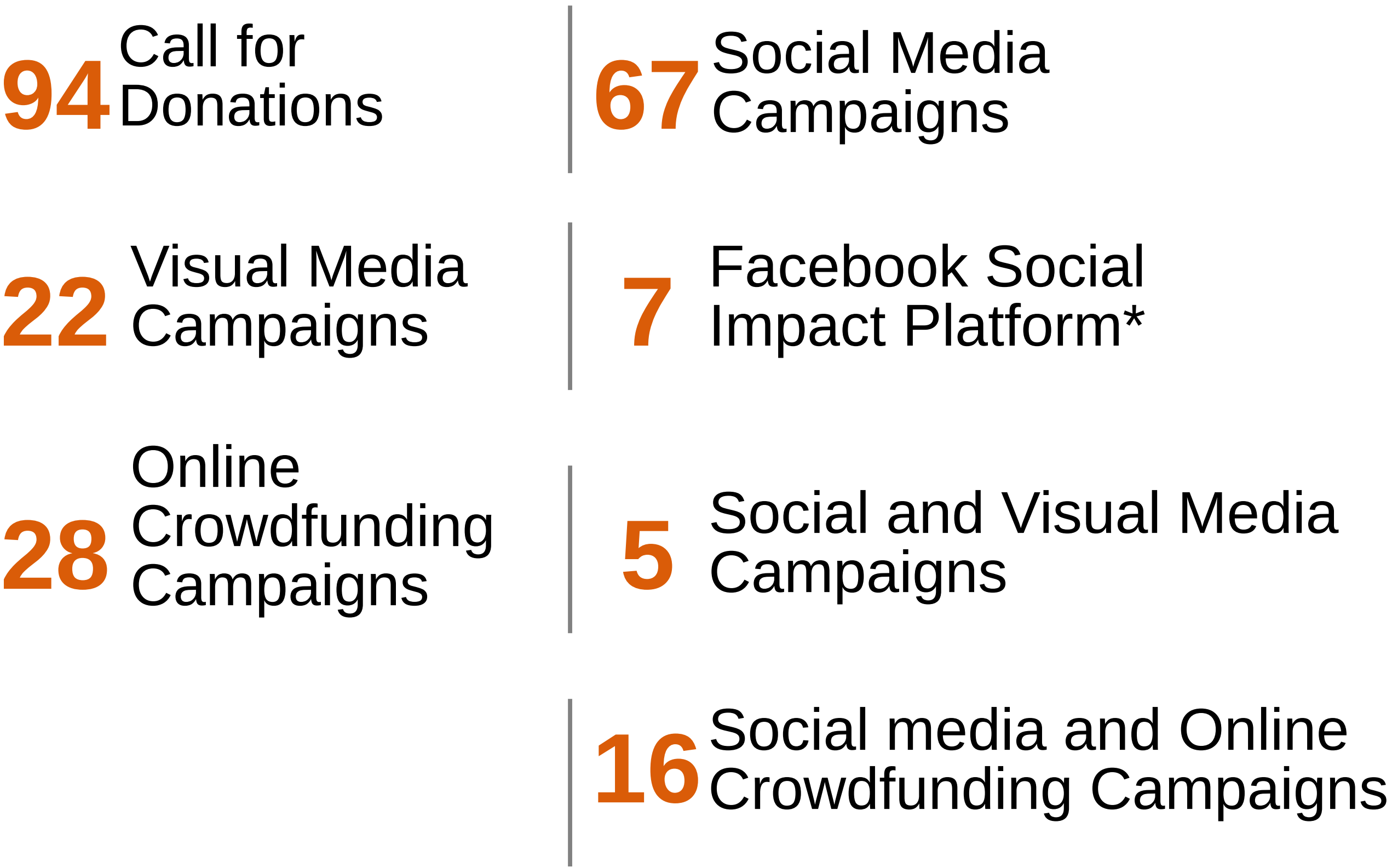
Single Donations



Donors based on Type of Donation



Fundraising Campaigns



*Facebook's dedicated fundraising platform for social causes.

Events

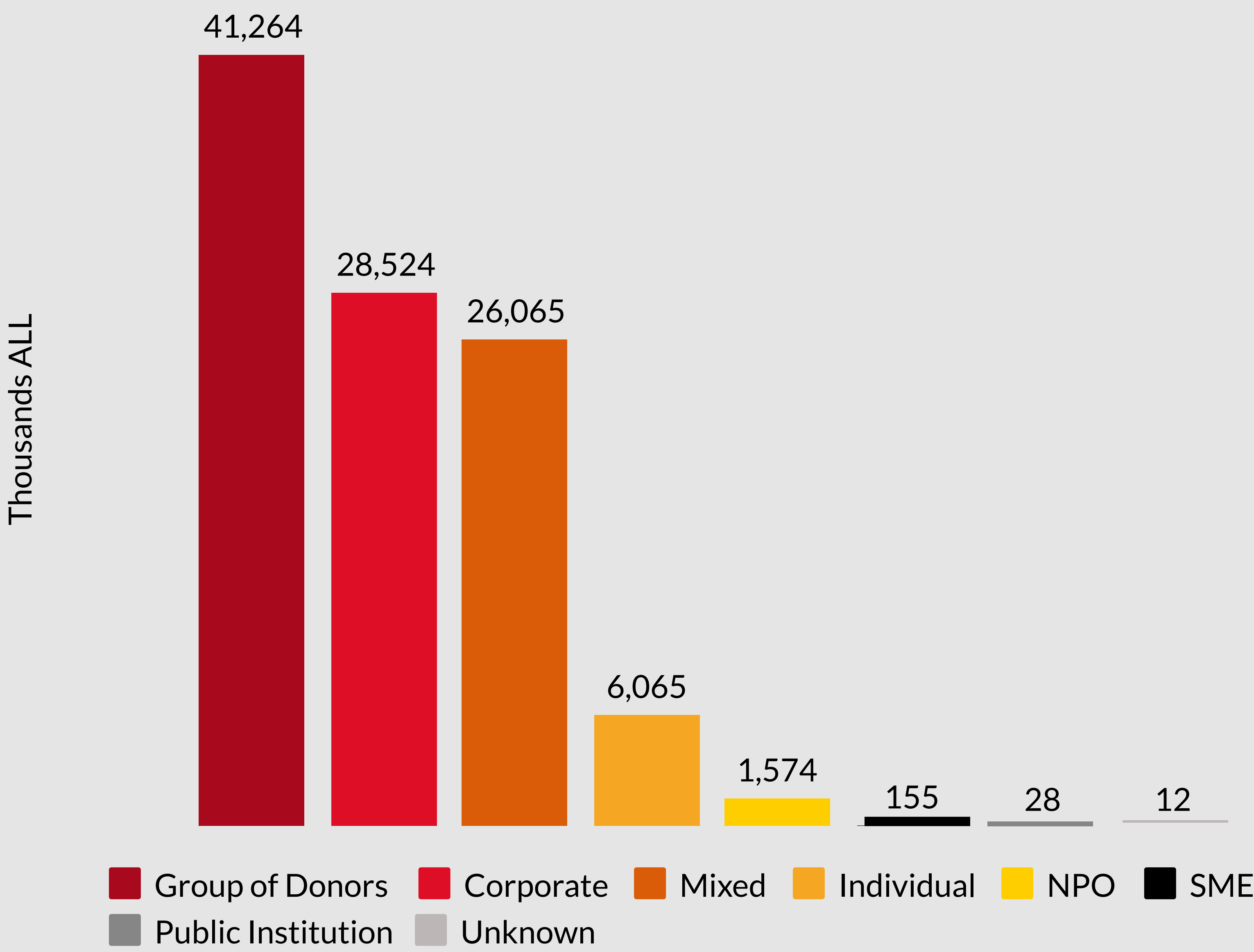


*Donors are calculated only once regardless of the number of donations carried out in each category of "type of donation".

Value by Donors

As a result of the large number of fundraising campaigns tracked during 2020, *group of donors* were ranked first with a total value of **41,264,349 ALL** (336,047 EUR).

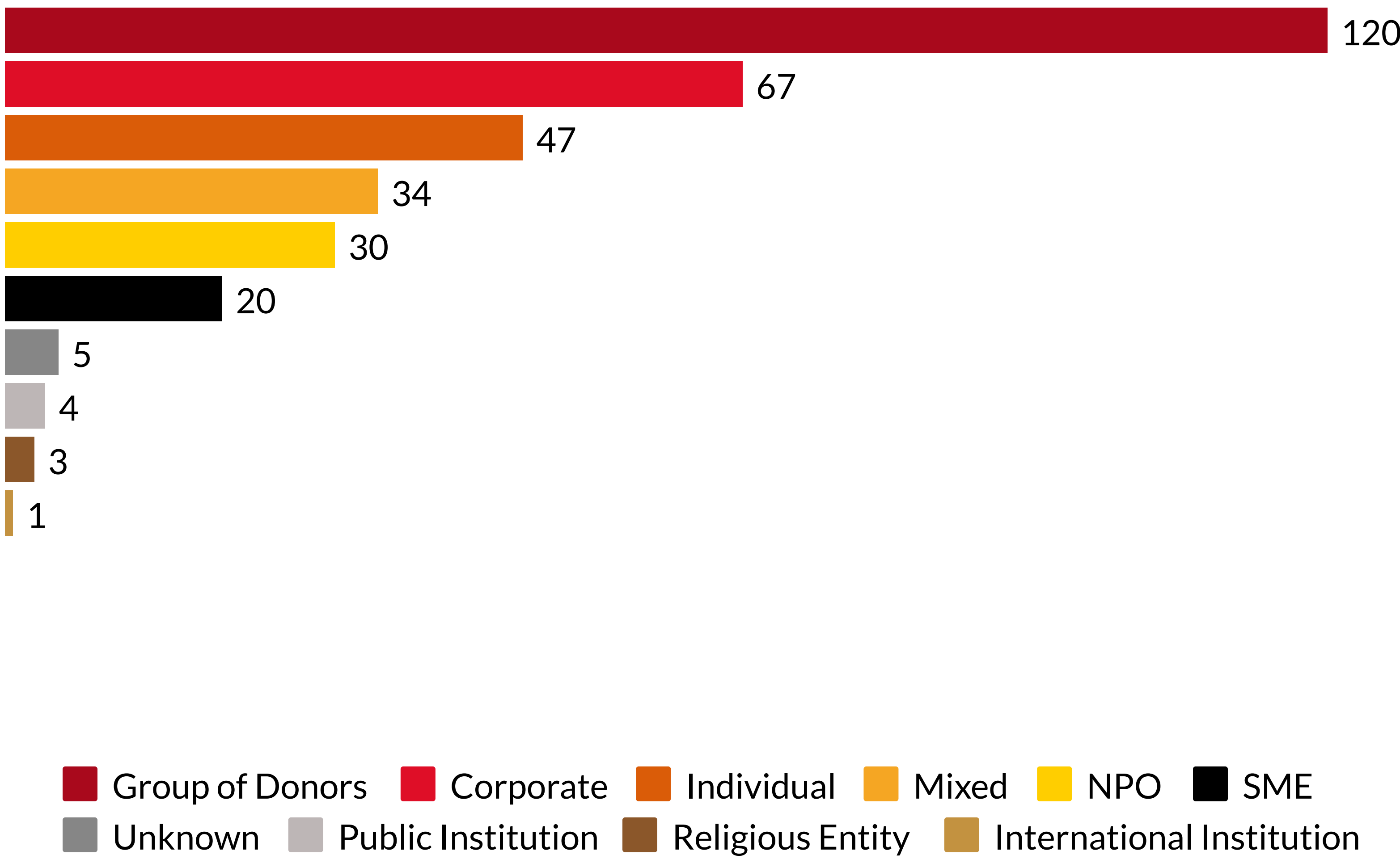
28,523,995 ALL (232,293 EUR) was donated by *corporates*, followed by *mixed* donors with **26,065,387 ALL** (212,270 EUR), *individual* donors with **6,065,313 ALL** (49,394 EUR), *NPOs* with **1,574,066 ALL** (12,819 EUR) and *other types* of donors with a total of **194,894 ALL** (1,587 EUR).



Number of Donors*

In regards to number of donors, *group of donors* are ranked first with **120** unique donors. This category donated around 40% of the total value.

The other most common donors were *corporate* with **67** unique donors, followed by *individual* with **47** unique donors, *mixed* with **34** unique donors and *other* categories of donors with a total of **63** unique donors.



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

Main Donors by number

#1 American Bank of Investments

#2 Credins Bank

#3 Balfin Group

#4 Raiffeisen Bank Albania

#5 "Shpresë për Botën" Foundation

Main Donors by value

#1 Mixed - 13,012,650 ALL

Fundraising campaign for Renald, who is diagnosed with leukaemia

#2 Sigal Uniqa Group - 7,429,200 ALL

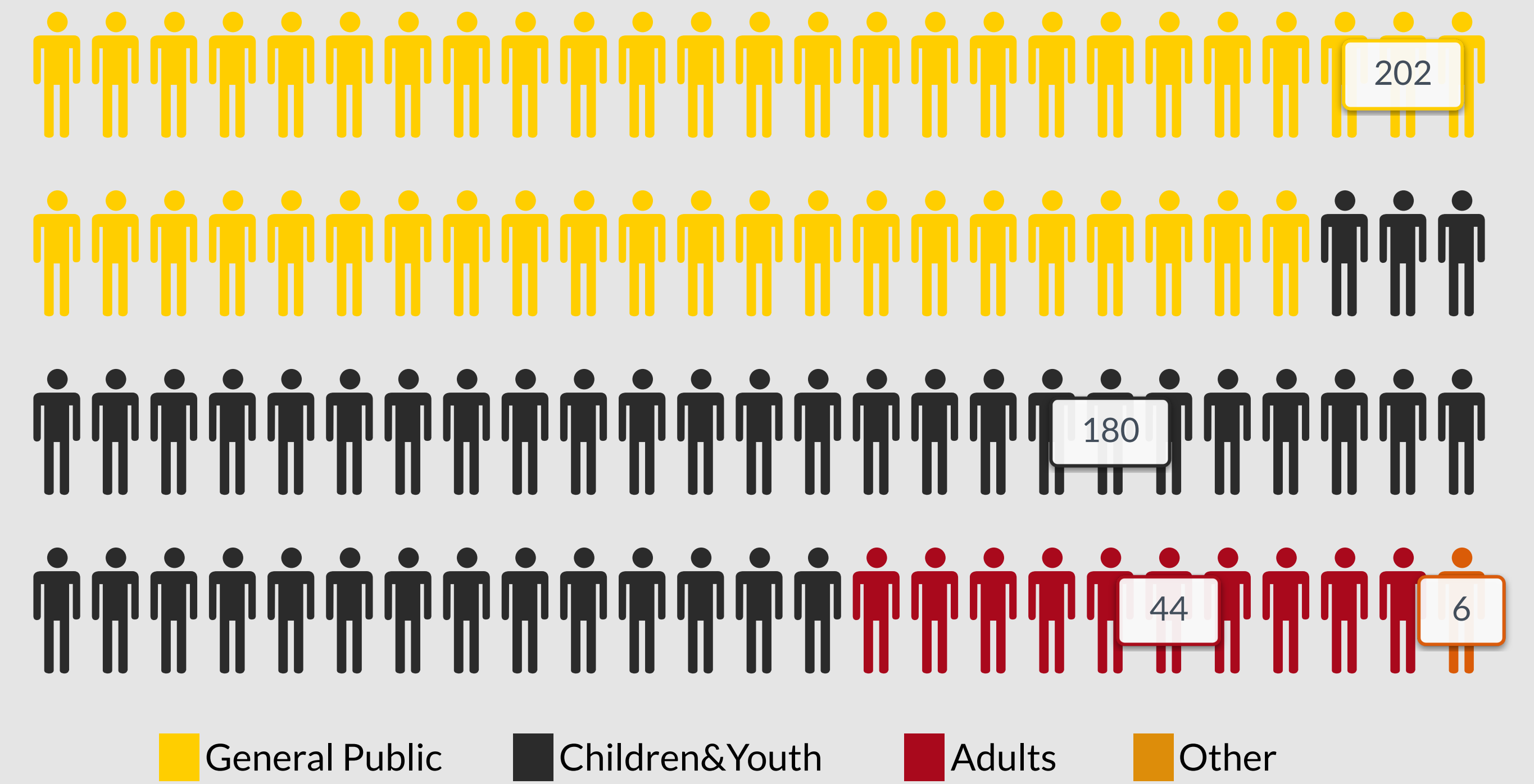
Donation of a portable X-Ray device for "Shefqet Ndroqi" Hospital

#3 Mixed - 6,202,500 ALL

Fundraising campaign for Teuta, who is diagnosed with a rare form of anemia

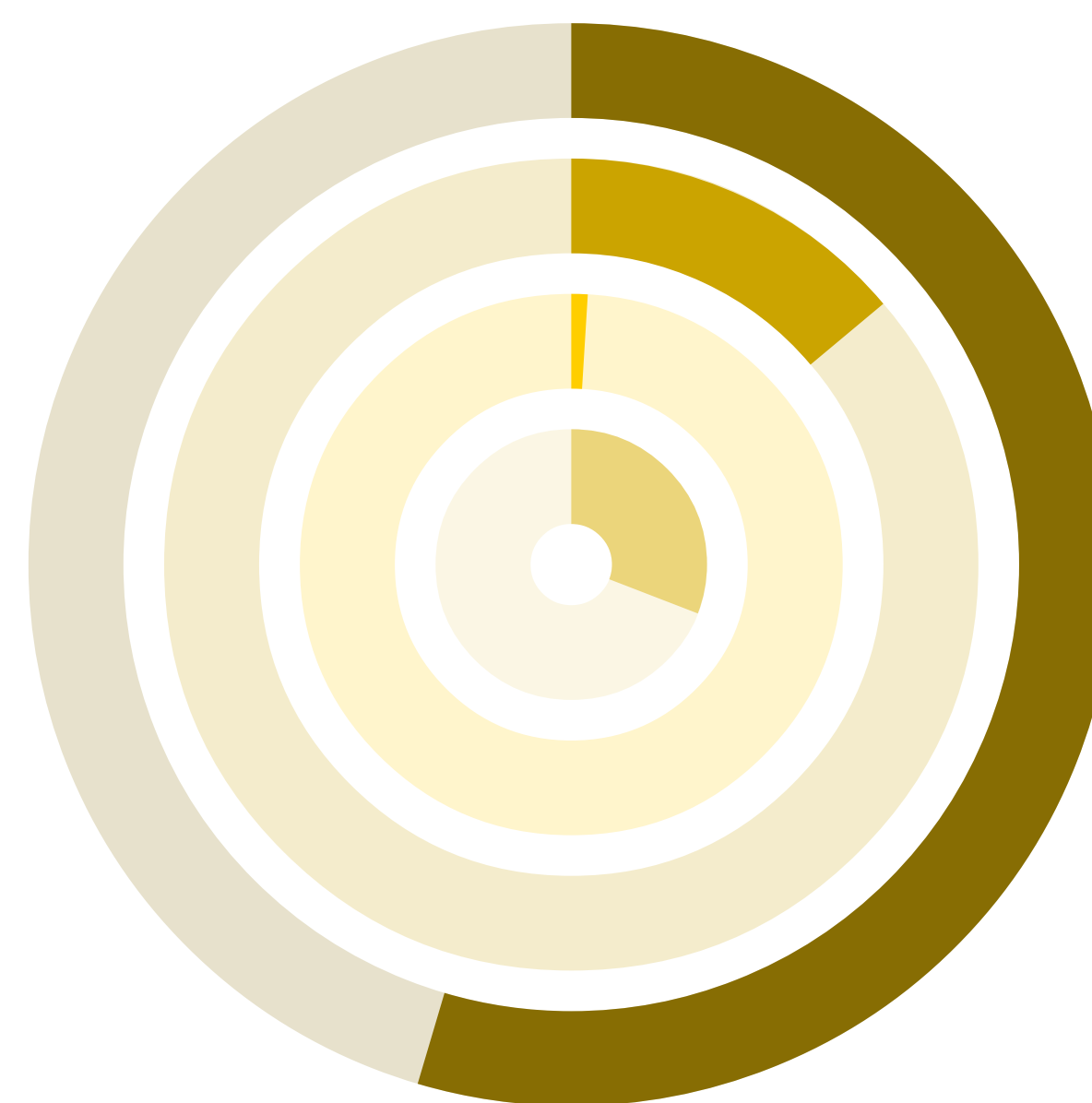
Beneficiaries

General public were the main beneficiaries for 2020, with **202** (47%) of the total cases of donations, followed by *children and youth* with **180** (42%), *adults* with **44** (10%) and *other* with **6** (1%) of the total cases of donations.



General Public

- In Economic Need (54.46%)
- General Public (13.86%)
- From Minority Communities (0.99%)
- From Specific Geography (30.69%)



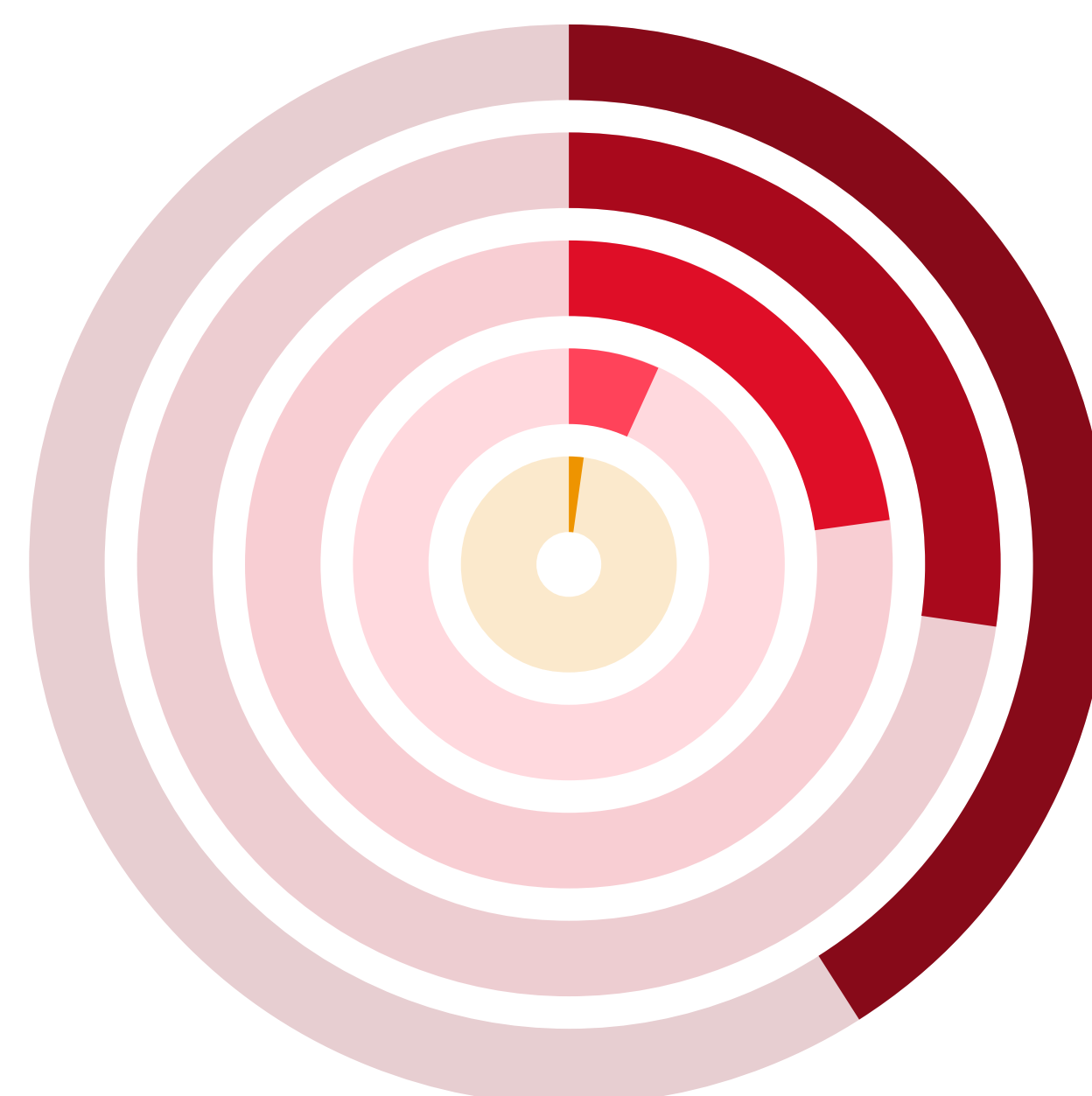
Children and youth

- PWD (45%)
- Without Parental Care (40.56%)
- From Specific Geography (7.78%)
- General (5%)
- In Economic Need (1.11%)
- From Minority Communities (0.56%)



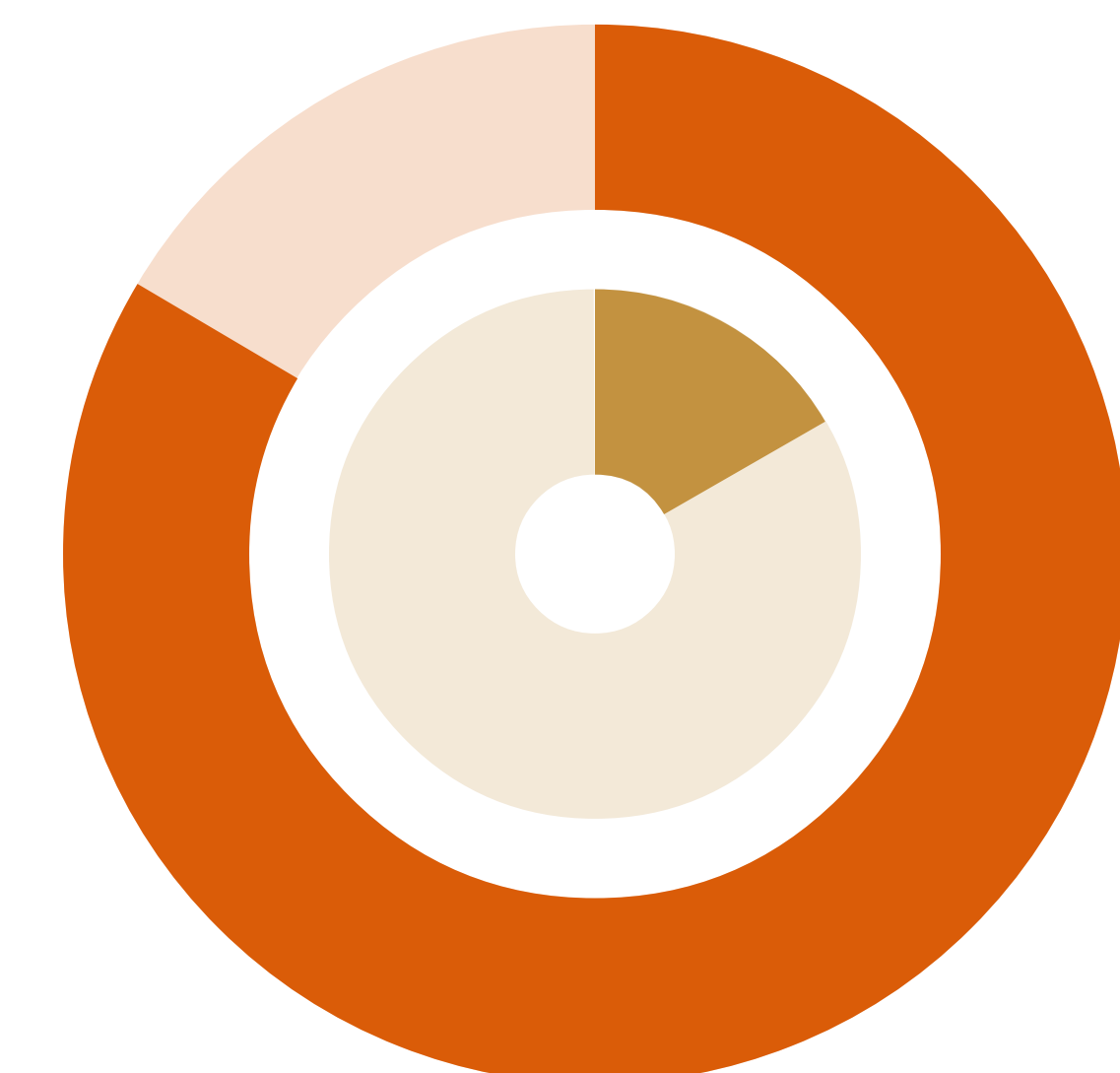
Adults

- Victims of Violence and Trafficking (40.91%)
- PWD (27.27%)
- Elderly (22.73%)
- Single Parents (6.82%)
- Homeless (2.27%)



Other

- Mixed (83.33%)
- Animal Protection (16.67%)

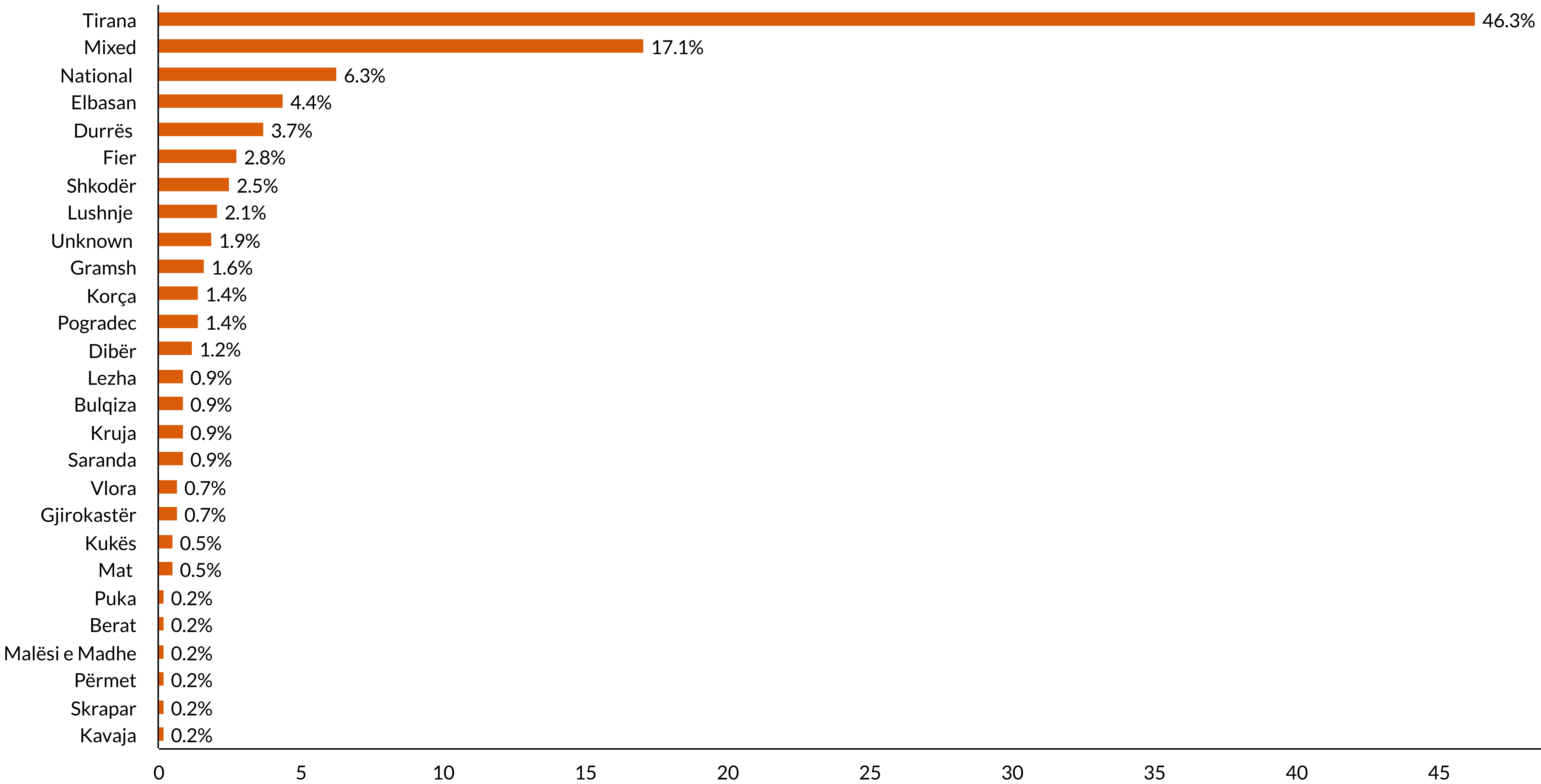


Geographic Coverage of Donations

Beneficiaries

During 2020, in almost every city in Albania donations were carried out. For the sixth consecutive year ***Tirana*** is ranked first with 46,3% of the overall beneficiaries at national level.

As a direct result of the considerable number of fundraising campaigns tracked in 2020, mixed and national beneficiaries are ranked secondly and thirdly with respectfully 17,1% and 6,3% of the total number of beneficiaries.



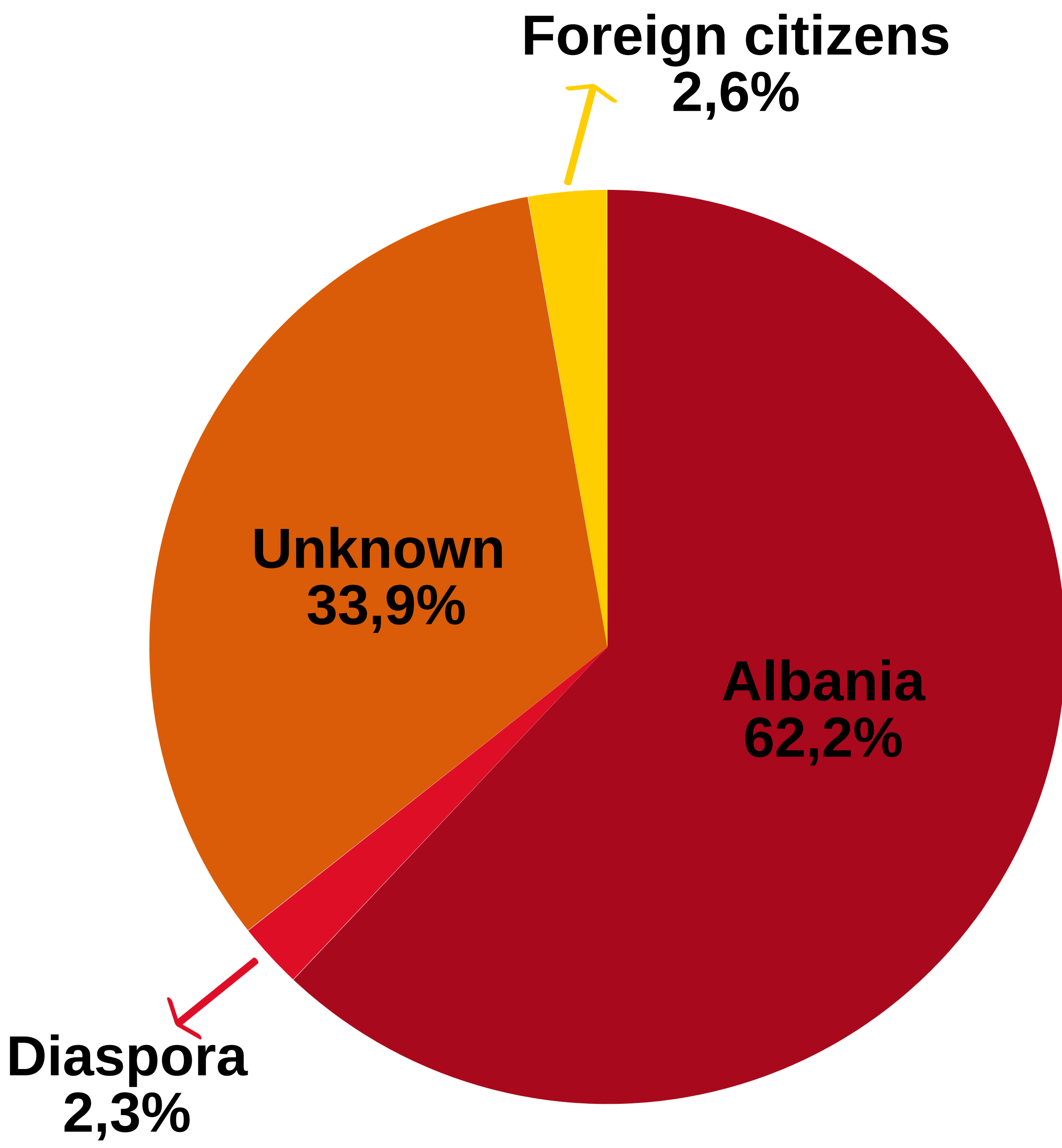
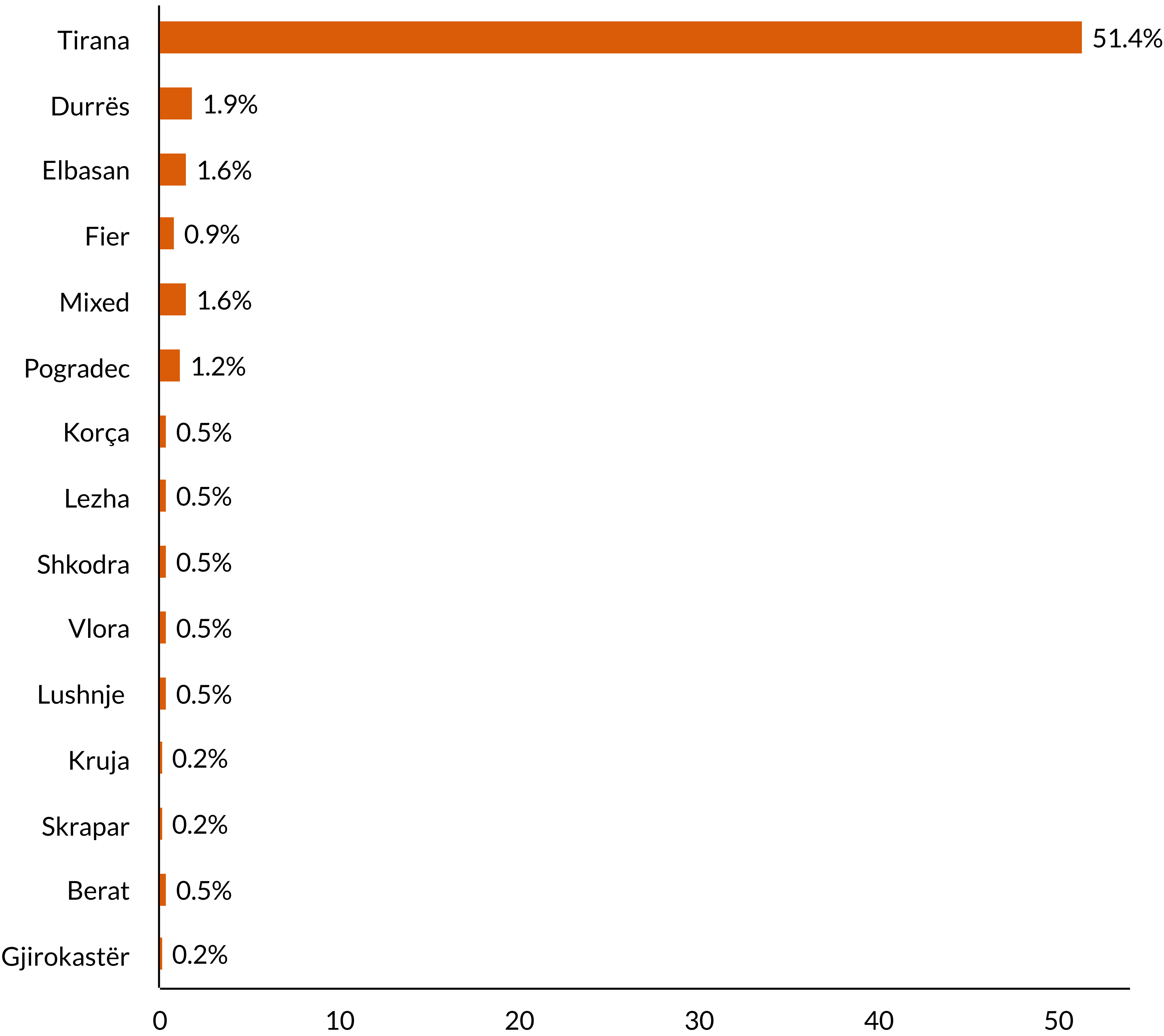


Donors

For 2020 the majority of donors came from **Tirana** (51,4%), followed by donors from Durrës (1,9%) and Elbasan (1,6%).

Donors from diaspora tracked through this monitoring exercise are 2,3% of donors. These donors are from the following countries: **Switzerland, U.K, Germany, USA, Sweden** etc.

Also, a large number of donors are from unspecified areas, thus Unknown donors were ranked second with 32,9%.



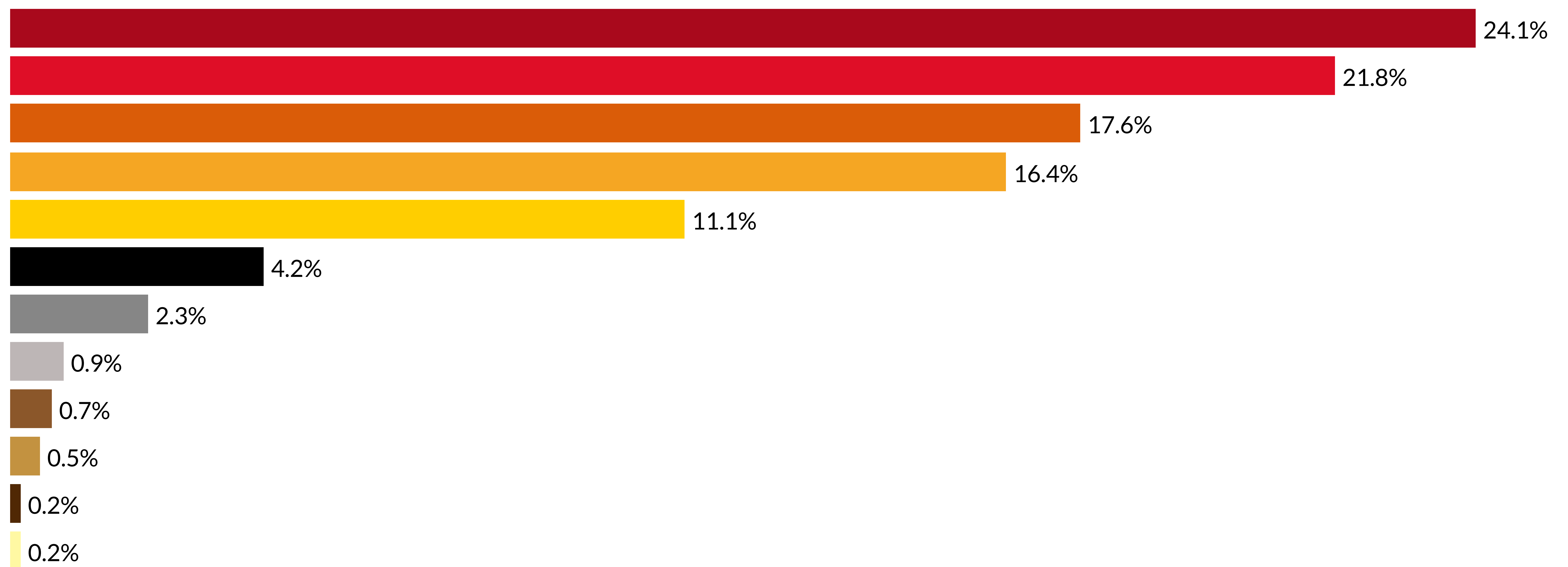
Fields of Donation

The three main fields of donation remain the same as the previous year

#1 *Response to Natural Disaster*

#2 *Support to Marginalized Groups*

#3 *Poverty Relief*



Response to Natural Disaster Support to Marginalized Groups Poverty Relief Seasonal Giving Healthcare Culture and Arts
Education Social Entrepreneurship Preservation & Protection of the Environment Sport Animal Welfare Science

Channels of Donation

Direct donation was the main channel of donation with **163** (38%) of the total cases carried out directly to the beneficiaries. *NPOs* were the second most frequent channel with **148** cases (34%), while **45** cases (10%) of donations were channelled through *Crowdfunding Platforms organized by NPOs*.



■ Direct Donation ■ NPO ■ Crowdfunding Platform (NPO) ■ Visual Media ■ Private Institution ■ Social Institution
■ Local / National Government ■ Crowdfunding Platform (Individual or family)

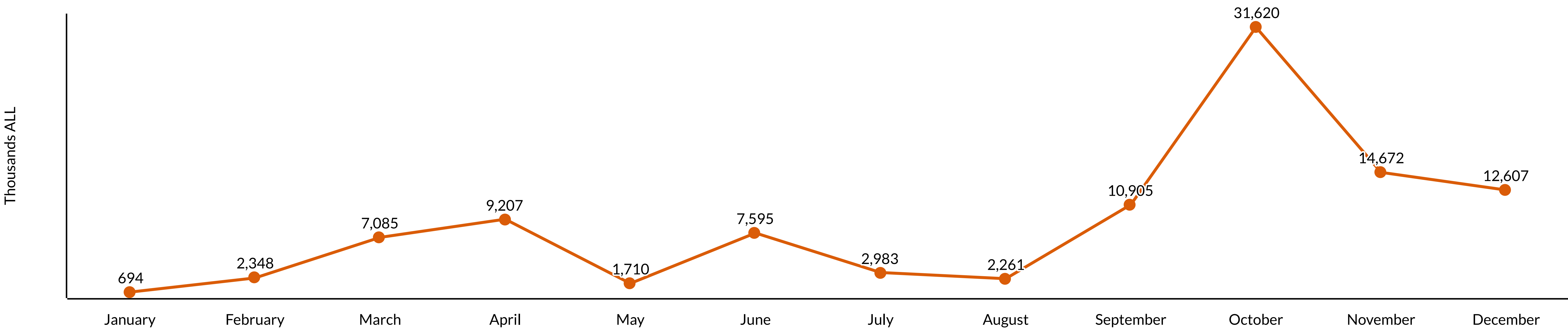
Donations on Monthly Basis

Regarding the donations in 2020, the months with the highest number of donation are **April**, **October** and **December**. These donations are related to the pandemic situation and several awareness campaigns for social causes, such as Down syndrome, breast cancer, etc.

Referring to the value of donations, the last three months have evidence the highest value of donations. These donations are related to seasonal giving and several awareness campaigns.

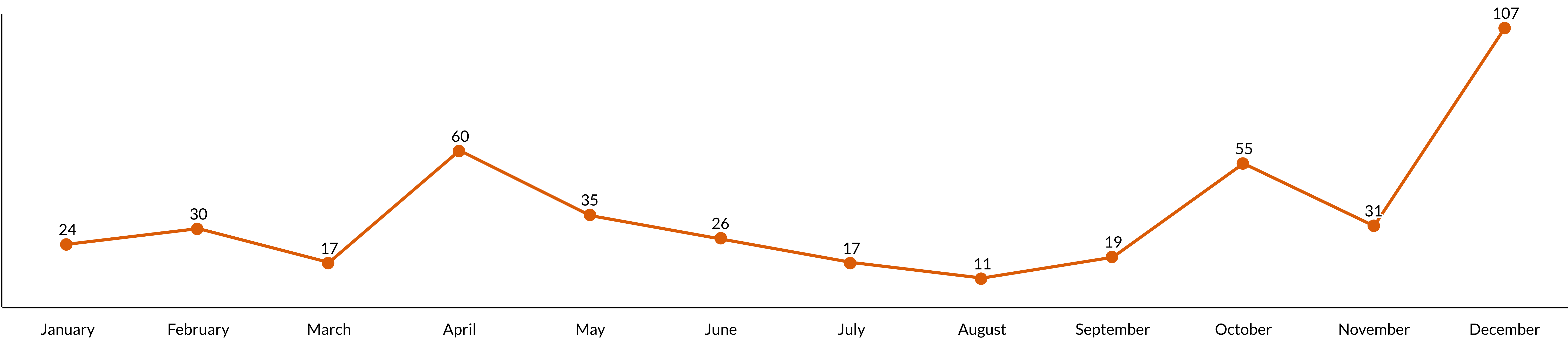
██████████

Value



██████████

Number





Events&Campaigns



World Vision Campaign

During quarantine in Albania, many families in need had faced difficulties in providing basic needs like food and other supplies.

But thanks to World Vision Albania, 2,705 families in Dibër, Durrës, Elbasan, Kamëz, Korçë, Kurbin, Lezhë, Librazhd, Maliq, Mirditë, Prrenjas, Shkodër, Tiranë and Vlorë were supplied with food and hygienic packages. Meanwhile, 54 families were supported with equipment and agricultural products.

The distribution process was coordinated with local authorities and was managed in close cooperation with the staff of the respective municipalities, to come to the aid of these families in need.

Source: [Facebook](#)



"Red for Kids" - Vodafone Albania Foundation

"Red for Kids" campaign, launched by the "Vodafone Albania Foundation" continued the mission to enable children of families in need from all over Albania access to the online learning system. During October 2020, Vodafone Foundation organized in the premises of "Kus" school in Kashar, Tirana the event "Digitalization, for more access to education", where the donation of 10,000 smart equipment was presented with the intention so that no one is left behind to the learning process. So far Vodafone through #RedforKids has contributed 15,000 smart devices, one of the most important donations for the education system in these difficult times for our country. Present at this event were the Minister of Education, Sports and Youth Mrs. Evis Kushi, General Director of Vodafone Albania, Mr. Achilleas Kanaris and the Director of AKSH, Mrs. Mirlinda Karçanaj, as a representative and supporter of this digitalization process in the education system in Albania. The General Director of Vodafone Albania, Mr. Achilleas Kanaris stated that the initiative provides equal access to education and information.

Source: [Vodafone.com](#)



For 100 girls and boys!

Tim Tebow Foundation supported more than 100 girls and boys of Jonathan Center Albania! Their support assured the provision of free therapeutic services for these youngsters with special needs till the end of December 2020.

Source: [Facebook](#)

Covid 19- Pandemic

The emergency situation of Covid-19 brought a series of uncertainties for the society in Albania, as in other part of the world. Moreover, the country at the first months of 2020 was still recovering from the devastating earthquake of November 2019. The both natural disasters impacted the health, economy, social and other dimensions of the society. The effects were prominent and devastating especially on the most vulnerable people. On the other hand, the world came together like never before to combat the COVID-19 pandemic, as government, health workers, police and army forces, businesses and civil society are working together to safeguard the health and welfare of people. The same effects were manifested even in Albania where solidarity and cooperation to support people in need alleviated the consequences of pandemic. The solidarity actions were not manifested only within the country, but even in other neighboring countries.

Since the beginning of the pandemic crisis, Albania sent two medical teams to neighboring Italy. These gestures were greeted by our Italian neighbors and by Foreign Minister Di Mario himself. Also various initiatives were carried out to support the front-line sectors dealing with COVID- 19. Among the cases we can mention: professors and students of the Polytechnic University of Tirana printing 3D masks that helped the medical staff, the American Bank of Investments supplied with equipment hospitals in Tirana by donating three ventilators for intensive care, two dental laboratory technicians managed to produce through a 3D printer an adaptive device, which enables the doubling of the capacity of the ventilators, architects Dea Buza and Albano Guma, produced protective masks for the medical staff of QSUT and Shkodra Hospital with 3D printers with their own expenses. ICT tools utilization supported the aid such as the online platform **"Heroin"** created a network of volunteers, online crowdfunding campaigns "Covid-19: Help Albanian hospital buy ventilators", etc.

An important role had civil society organizations. They have been engaged in the management of the situation from the start. The CSOs, have been close to people in need, distributing thousands of food packages for families in economic need throughout Albania in coordination with the Ministry of Defense and local authorities. The Albanian Red Cross also provided assistance to people in need and to professionals who are still fighting the pandemic.

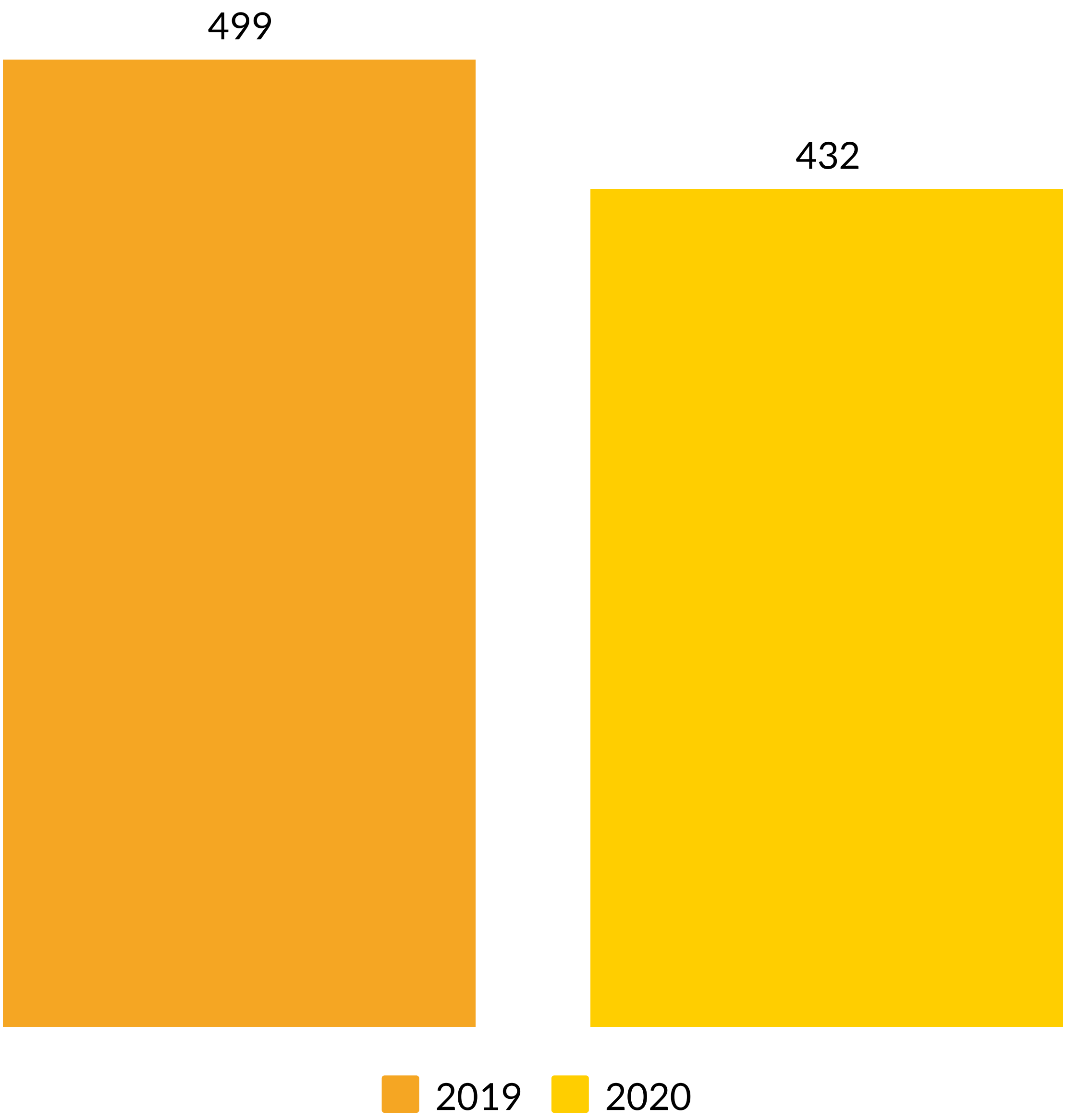
Albanians living abroad have showed a great generosity and solidarity to their home country for the overcoming of this situation. "Milan for Albania" was one of the initiatives undertaken and inspired by Dr. Altin Palloshi. This online platform offered advice, recommendations, information or consultations for the Albanian population. Many crowdfunding campaigns were organized from the Albanians in the US and UK to raise funds, also food packages and other supplies were sent to those who were urgent need.

The telecommunication sector came to aid to the education system. The online learning system greatly benefited from campaigns such as "Red for Kids" by Vodafone Albania, "SchoolMe" by Albtelecom Albania and the free access to the educational platform of "RTSH Shkollë" by One Telecommunications.



Comparison between 2019 - 2020

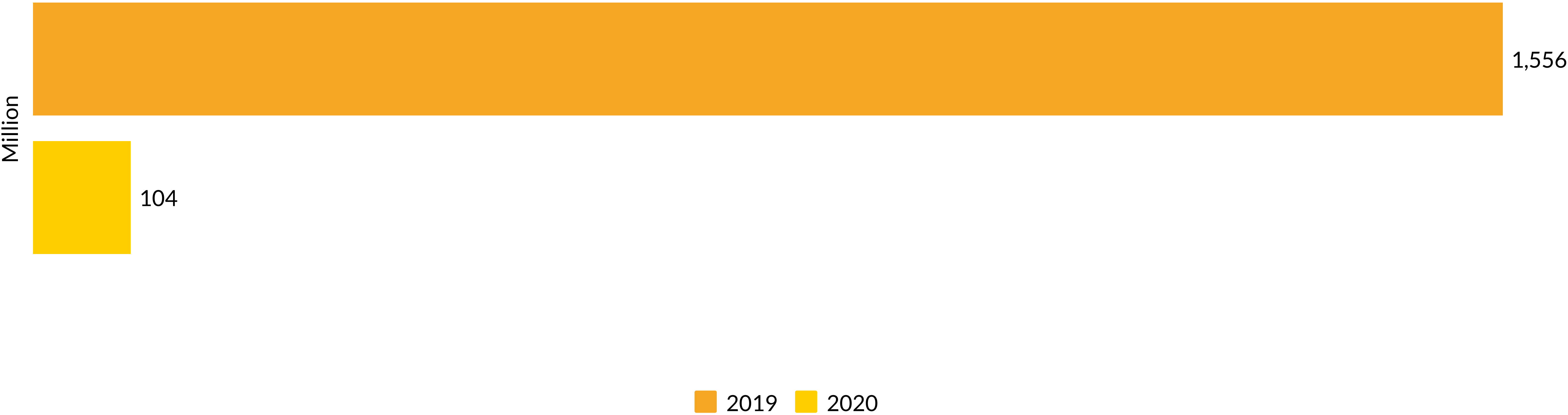
Number of donations



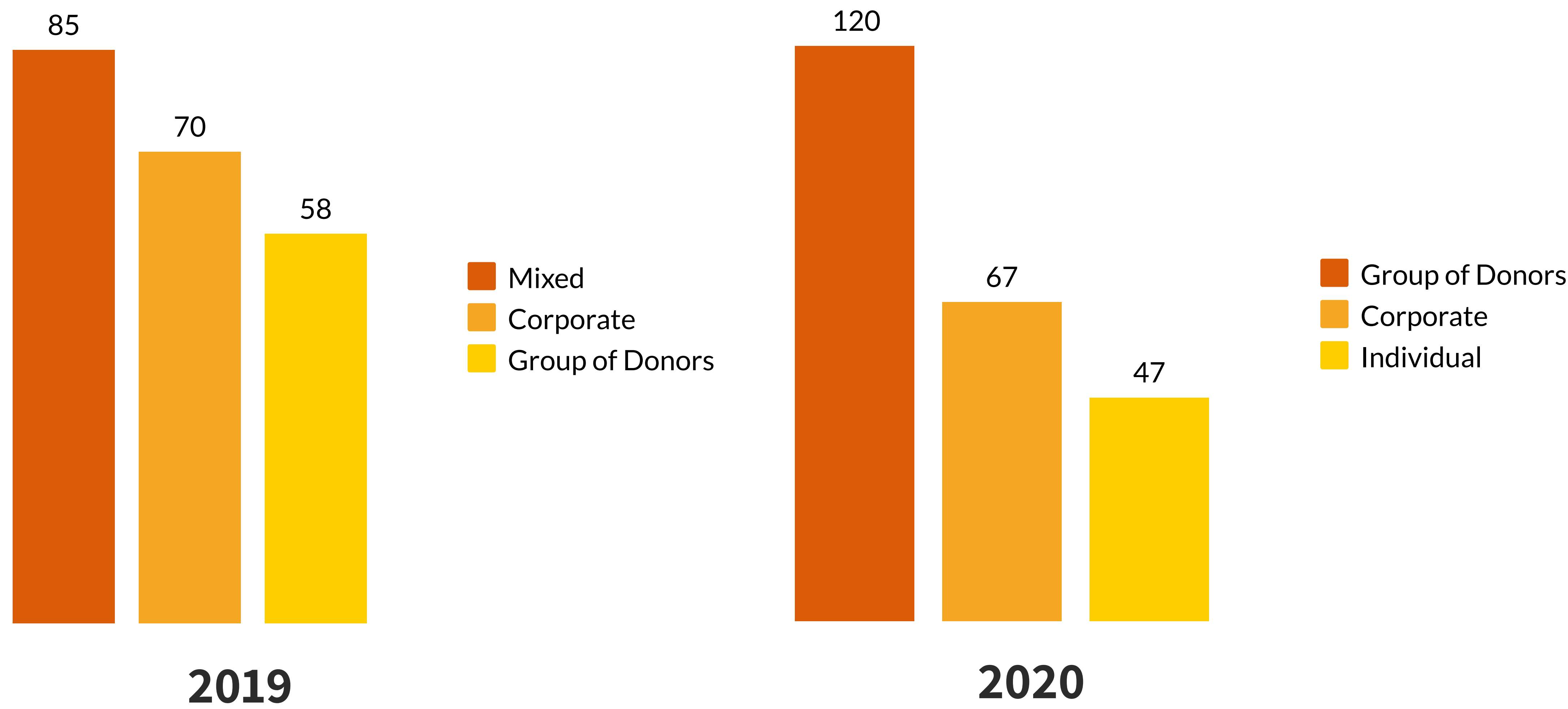
Similar with 2019, the year 2020 was yet a year that people showed a great solidarity in face of the Covid-19 pandemic situation. But compared with the previous year, we tracked a slide decrease of the number of donations form **499 in 2019 to 432 in 2020**.

During 2020, most of the donations were carried out in forms of in kind contribution that came to the immediate aid of the pandemic situation. Awareness raising campaigns, individual donations, and donations of accessories and medical equipment against Covid-19 made a large part of donations. Thus, bearing the difficult economic and social challenges and in kind contribution, impacted the value of donations in comparison with 2019.

Value of donations

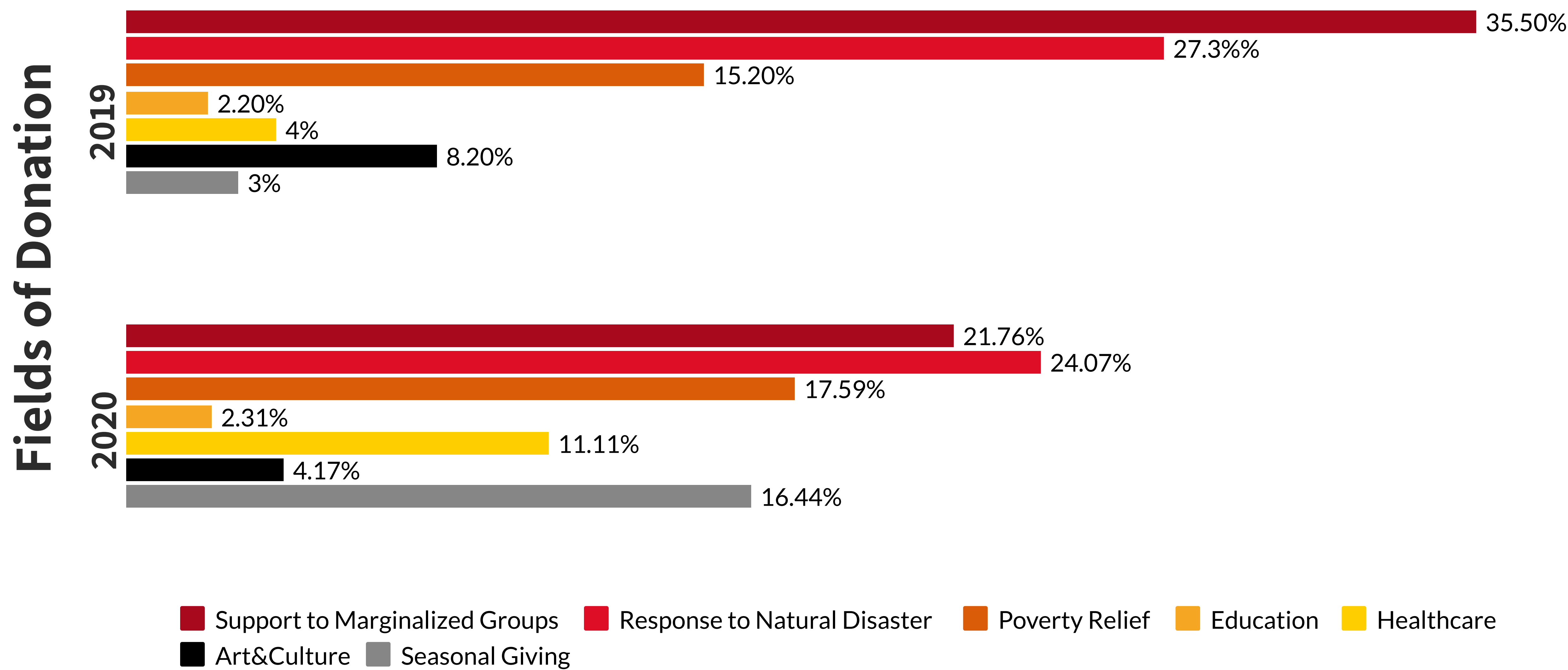


Three Main Donors



In 2020 group of donors were ranked first with a total number of 120 unique donors, that is almost 50% more than the main unique donor tracked in 2019. As prescribed in the report the above mention group of donors, came as a result of in kind contribution fundraising campaigns and events, whereas in 2019 mixed were the main as a result of the massive fundraising campaigns and the unprecedented mobilization which brought together different types of donors.

Regarding the fields of donation, the three main fields remain the same for the two consecutive years, precisely support to marginalized groups, response to natural disaster and poverty relief.





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