# 

edition



dedicated hub
for PHILANTHROPY











©PARTNERS ALBANIA FOR CHANGE AND DEVELOPMENT

TIRANA, ALBANIA

This publication was produced with the financial support of the Rockefeller Brothers Fund. Its contents are the sole responsibility of Partners Albania for Change and Development and do not necessarily reflect the views of the Rockefeller Brothers Fund.

# 

dedicated hub

for PHILANTHROPY

# In this edition



About the magazine

Data on Philanthropic Activity

January - June 2021

Giving Circle 2021

Smile.al

The first Albanian crowdfunding platform

Interviews with representatives of for philanthropic initiatives in the country

Fundraising Campaigns for people in need

Community Foundations

Global Giving Index

Alfred Muharremi State Social Services 5

### Welcome to the second edition of Philanthropy magazine!

In this edition, you will get introduced to numerous initiatives of the last six months with regards to the promotion and development of philanthropy in Albania.

A special focus has been given to **crowdfunding**, through the Giving Circle live crowdfunding event and the first Albanian crowdfunding platform **Smile.al.** 

The live crowdfunding event "Giving Circle 2021" brought together around 70 individuals from the business community, nonprofit sector, media, academia etc., who offered financial, material and in kind donations for the three social causes presented during the event. The total amount raised of 3,035,150 ALL far exceeded the initial target amount of 900,000 ALL, by reconfirming once again how sensitive our society is when it comes to supporting communities in need. Another



important aspect of this event is that such charitable ventures besides offering concrete help to those in need will hopefully inspire greater donations.

Meantime, since May 2021, it is launched the first Albanian crowdfunding platform SMILE.al, aiming to raise awareness among the public, encourage and motivate people to contribute in support of community initiatives, addressing the needs of marginalized communities at grassroots level. The platform comes as a strategic partnership among stakeholders with a high interest in social responsibility, as Credins Bank Foundation, Partners Albania for Change and Development, Vodafone Foundation and Grant Thornton Albania. Each partner contributes to the promotion and better functioning of the platform while guaranteeing a successful and impartial selection of initiatives to be supported.

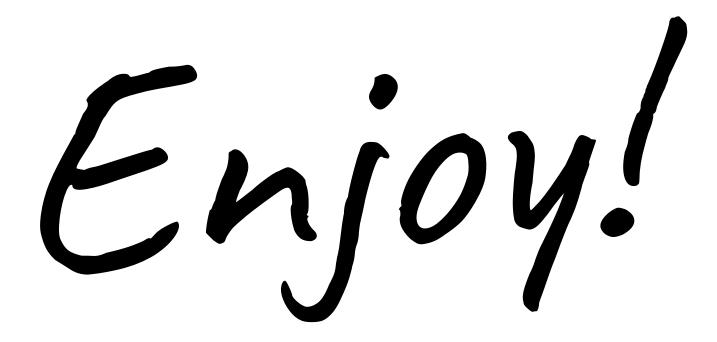
In addition, an integral part of this edition is the data and facts from the **monthly monitoring of philanthropy**, providing you with a comprehensive and detailed overview of the philanthropy landscape in Albania during the first half of 2021.

In this issue we have the pleasure to introduce you to the role and contribution of the "State Social Services" and its contribution with regards to the channeling of donations to communities in needs. Also an interview with Mr. Alfred Muharemi, member of "Movement to Advocate for the Rights of Children and Youth without Parental Care", will highlight some of the activities carried out on supporting children and youth without parental care and women head families through integration and employment possibilities.

A recent initiative in the field of philanthropy is the support for the development of **community foundations** in Albania. Public discussion forums with European experts and representatives of the nonprofit and profit sector in Albania have been organized in order to advance the public awareness and education with regards to community foundations' concept and models.

Albania is now on **WINGS map**. WINGS is a forum for collaborative problem-solving, where the brightest thinkers in the philanthropic community can share and learn from one another. WINGS counts more than 180 member organizations spanning 57 in countries so understandably this is a double achievement for both Partners Albania as an organization and our country as a whole.

If you have any comments on the articles or if you are interested to be a part of the next edition, please write to <a href="kkeruti@partnersalbania.org">kkeruti@partnersalbania.org</a>



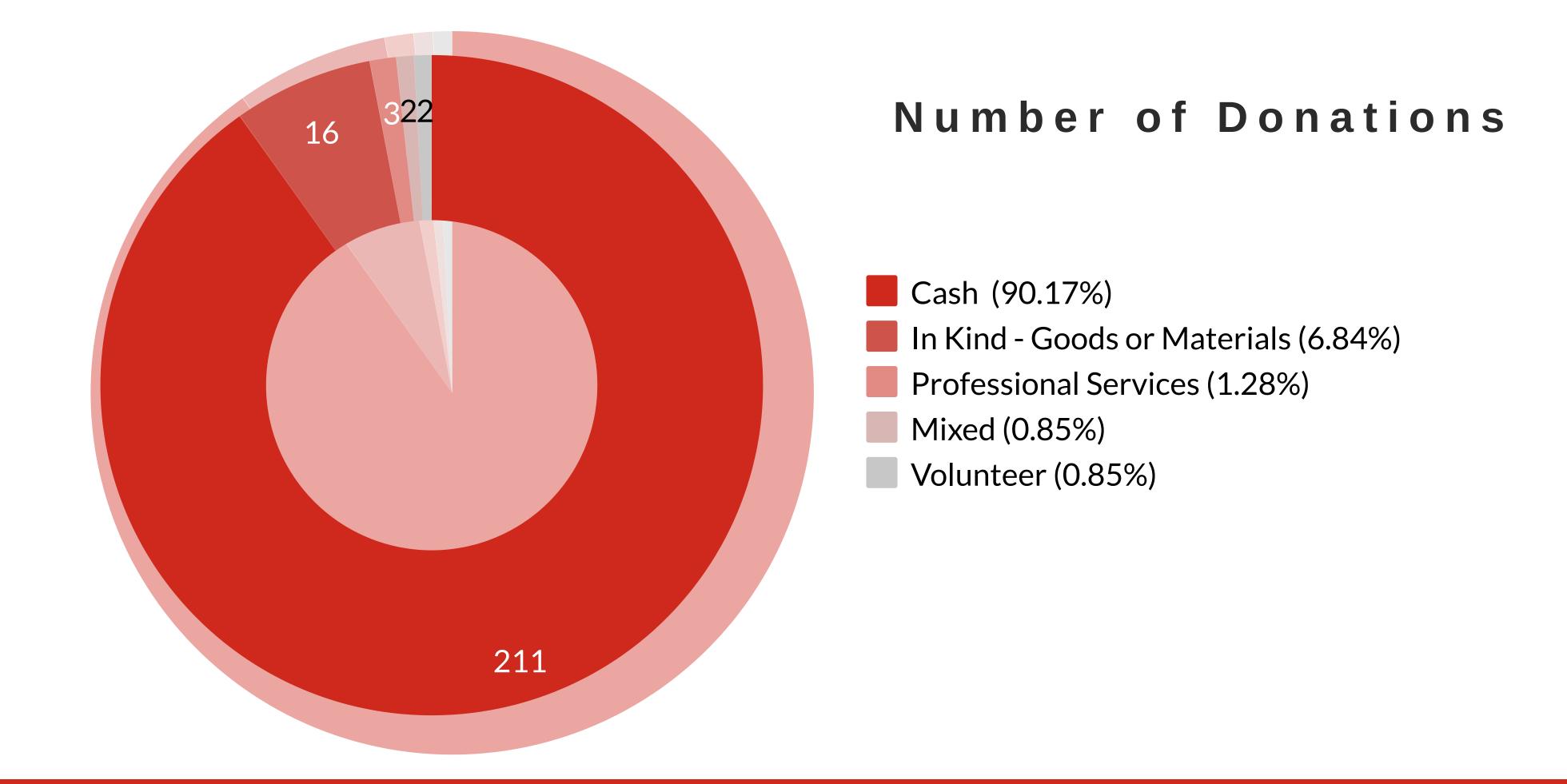


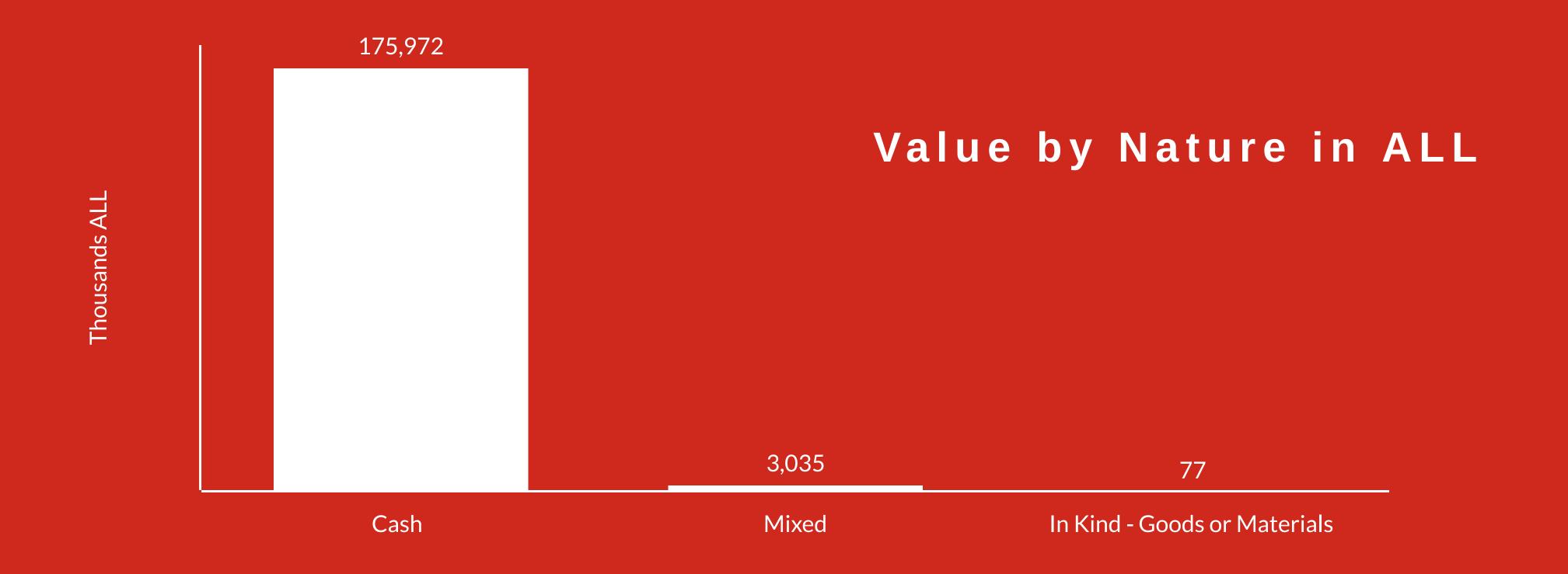
# DATA ON PHILANTHROPIC ACTIVITY

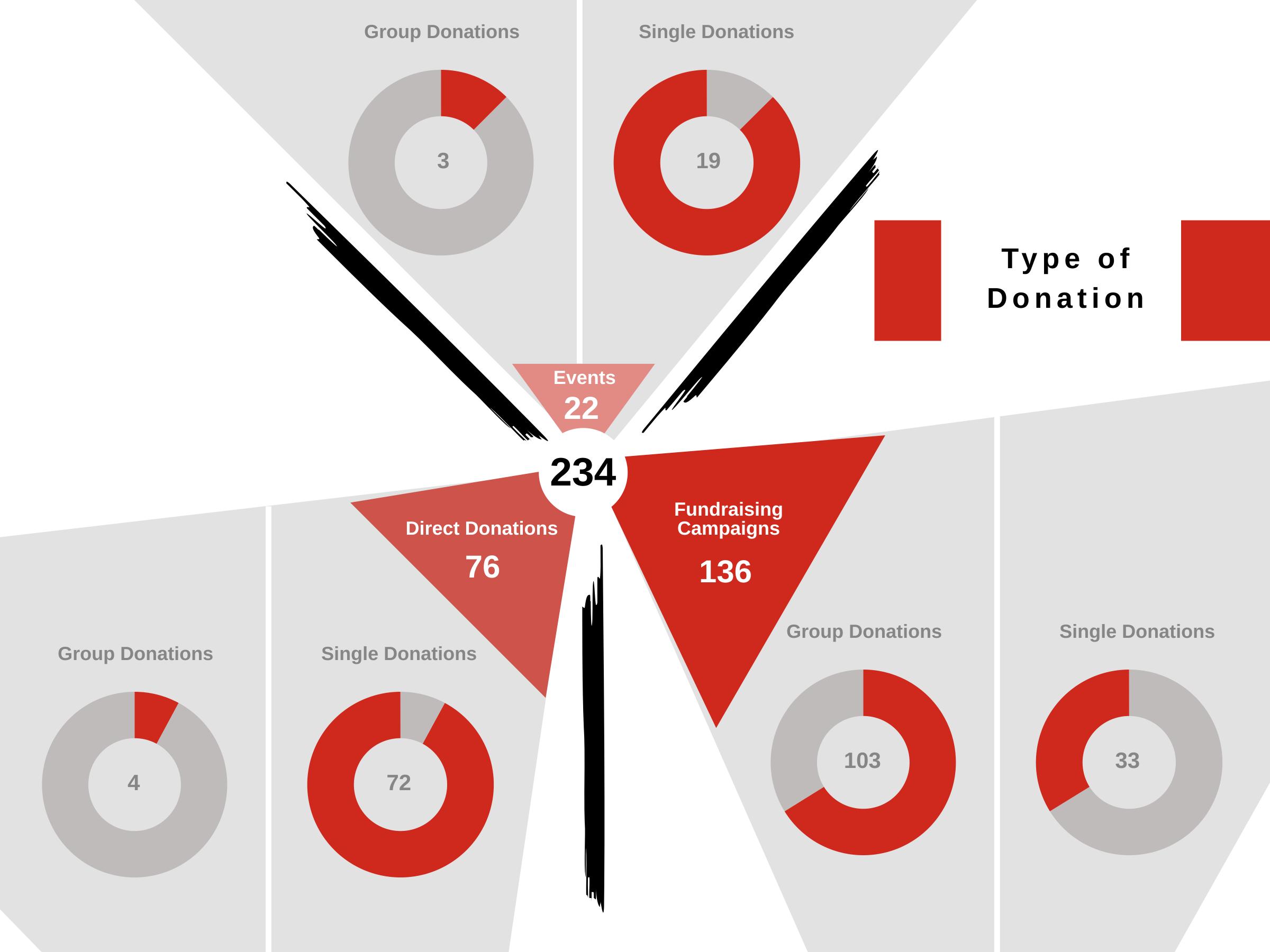
### JANUARY - JUNE 2021

The following data reflect the philanthropic activity in Albania during the first six months of 2021, presented in a synthesized form by Partners Albania, based on daily monitoring and regular monthly reporting. The methodology used is based on the data collected by daily media research, including social ones as well as public and non-public institutions during the **January - June 2021** period.

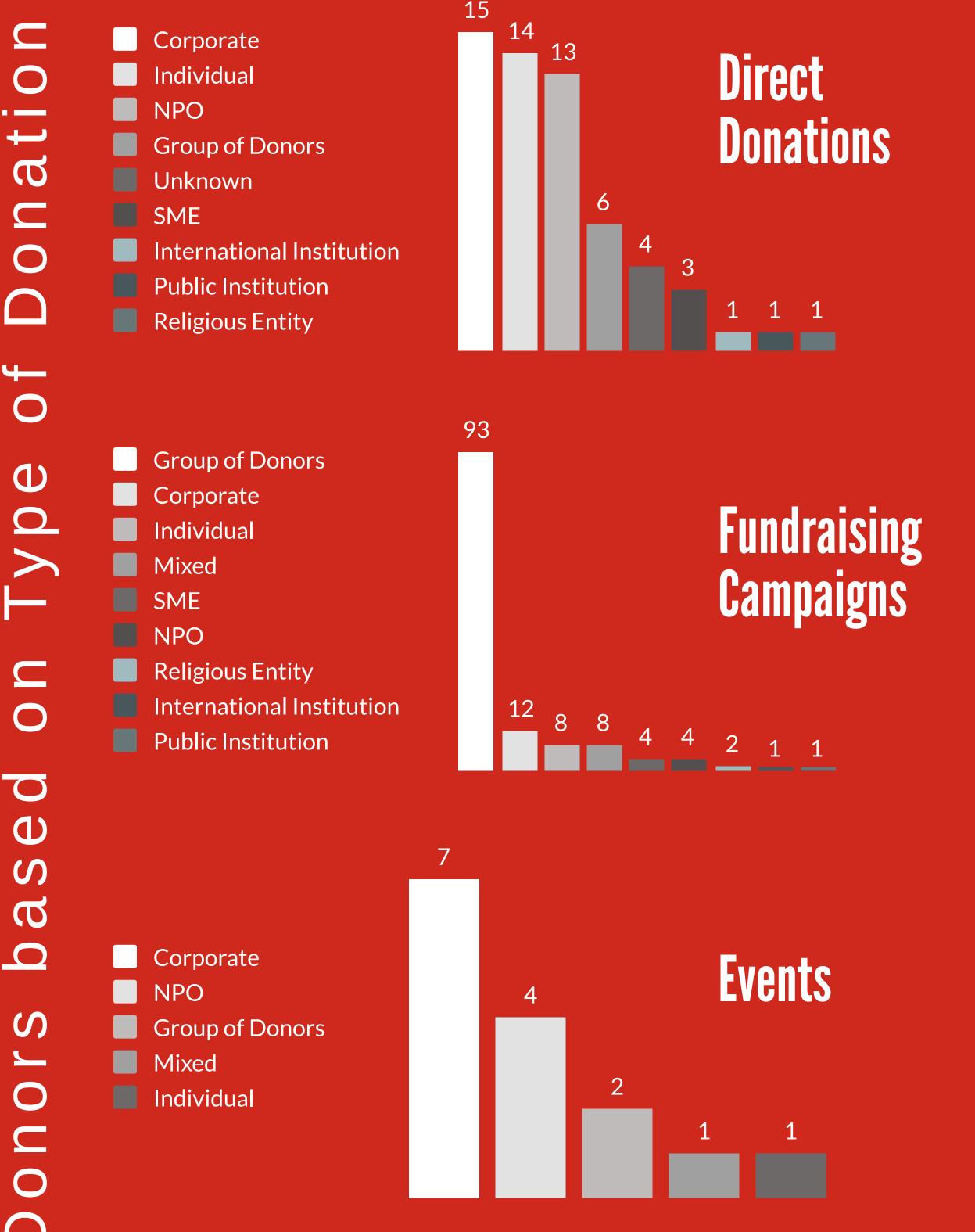
The report analyzes the main sectors and issues that have been supported, the nature and value of the donations, geographical coverage as well as the nature of donors and beneficiaries. Through this monitoring, Partners Albania aims to increase public awareness regarding philanthropic activity in the country and inform all interested and involved stakeholders about its value and social impact.







# 0 ati 0 0 0 (1)



\*Donors are calculated only once regardless of the number of donations carried out in

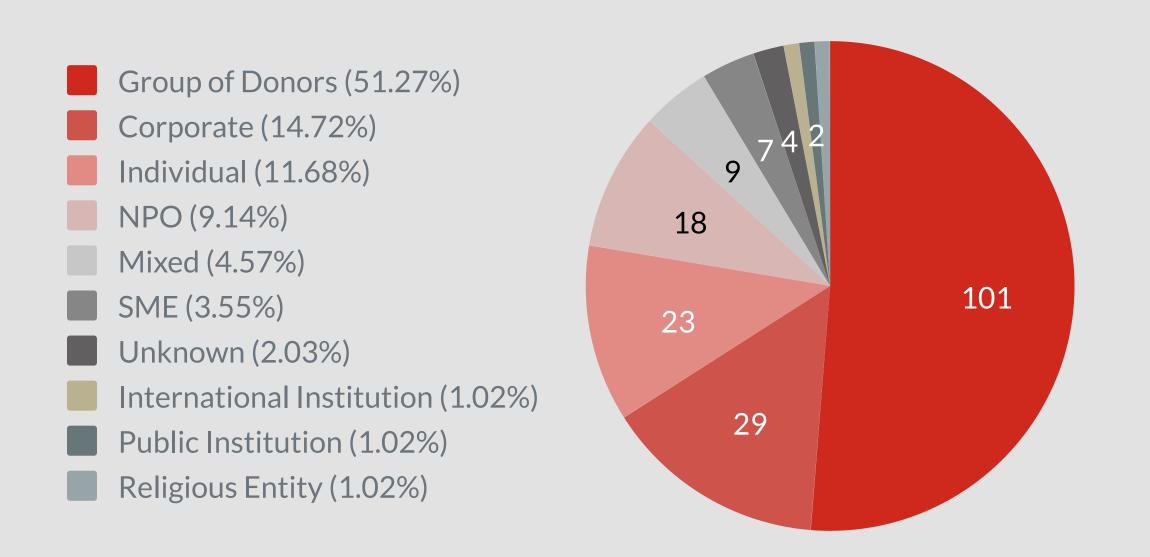
each category of "type of donation".

### Fundraising Campaigns

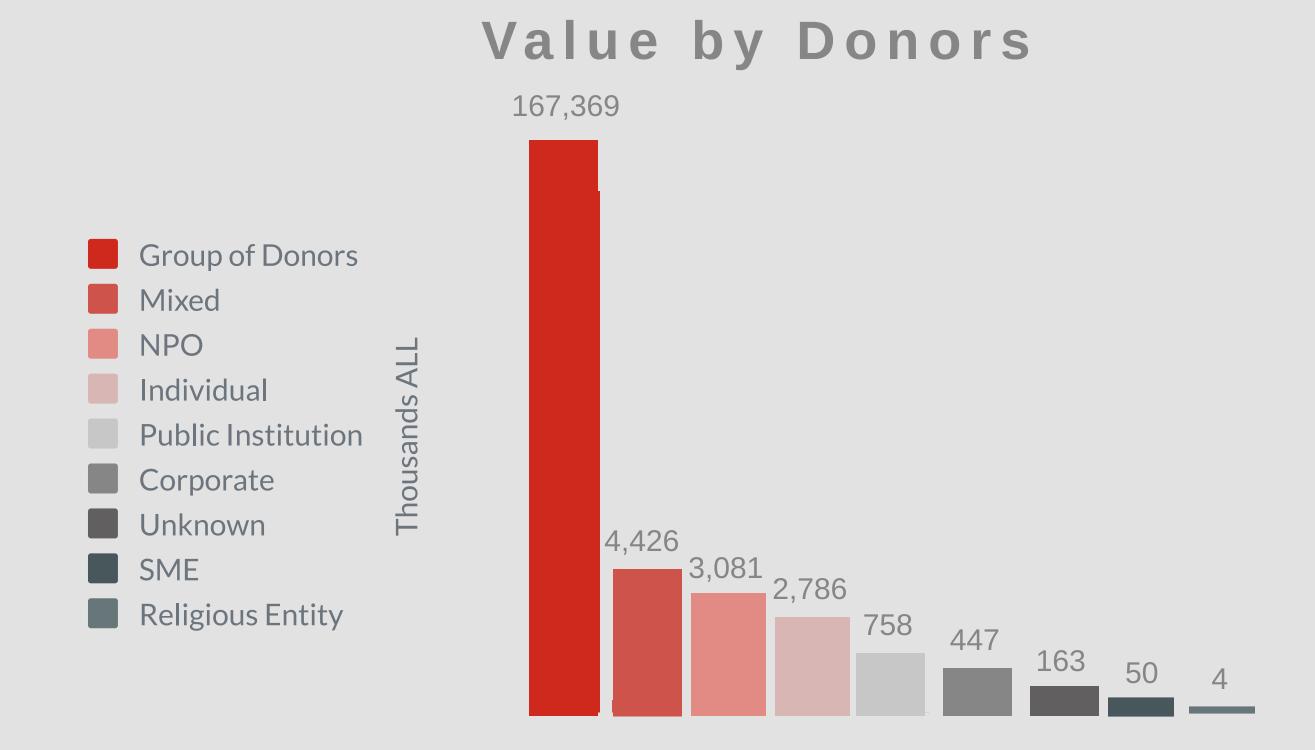
- **Call for Donations**
- **Social Media Campaigns**
- **Visual Media Campaigns**
- **Facebook Social Impact Platform**
- **Online** Crowdfunding **Campaigns**
- 33 Mega Campaigns
  - Social media and online crowdfunding campaigns

\*Facebook's dedicated fundraising platform for social causes.

### Total 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.



# MAIN DONORS by number

#1 Credins Bank #2 "Shpresë për Botën" Foundation #3 Balfin Group #4 Bethany Social Services #5 CFO Pharma

# 3 MAIN DONORS by value

### #1 Group of Donors 26,128,548 ALL

Crowdfunding campaign for people struggling with health issues of every kind in Albania.

### #2 Group of Donors 17,572,088 ALL

Crowdfunding campaign for little Elisjano and Omer who are both facing severe health problems.

### #3 Group of Donors 13,212,231 ALL

Crowdfunding campaign for 3 year old Bona in her fight to defeat her illness.

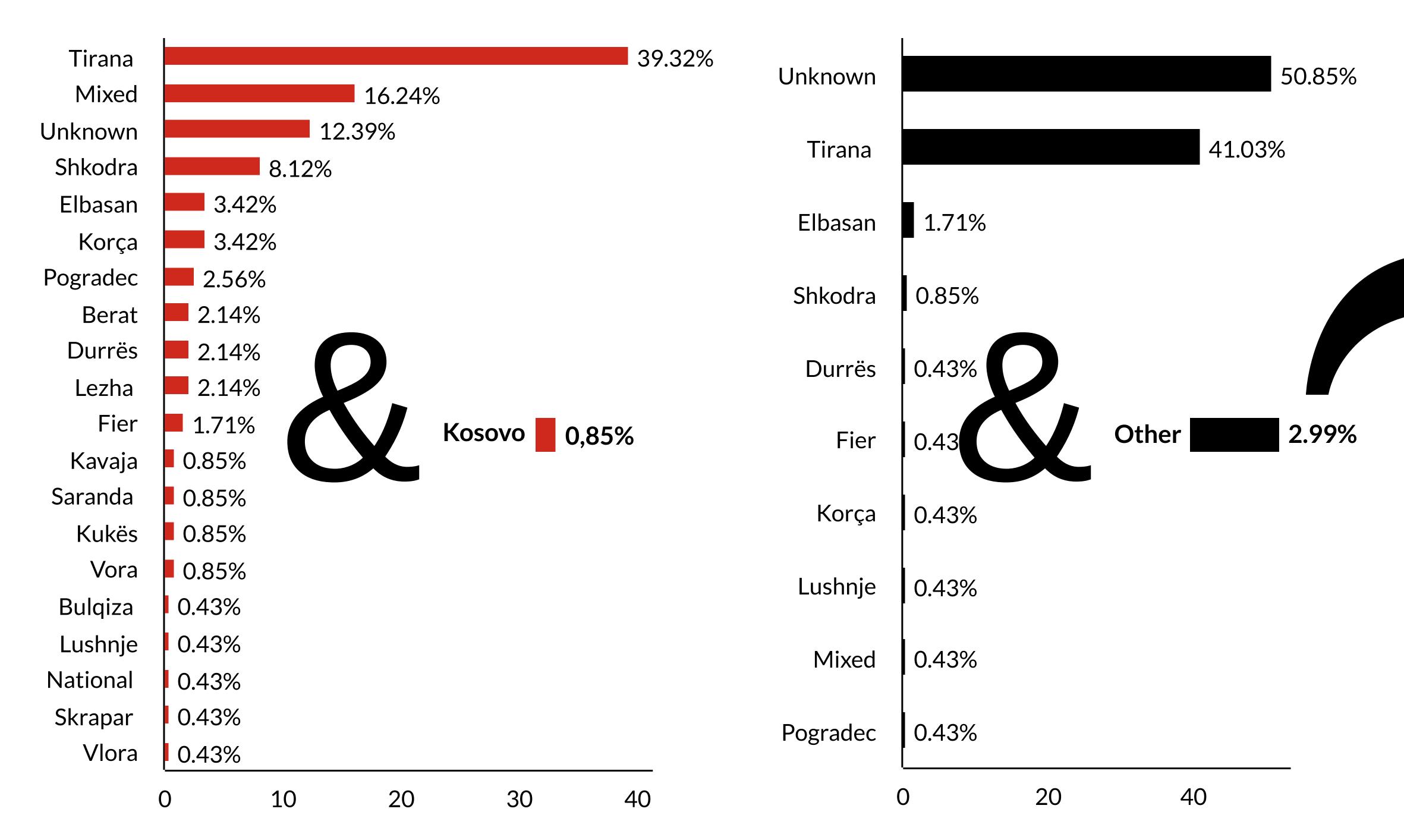
- People In Economic Need (22.65%)
- Children & Youth PWD (19.66%)
- Children & Youth Without Parental Care (17.95%)
- Adults Elderly (8.55%)
- Adults PWD (5.56%)
- People From Specific Geography (5.13%)
- Children & Youth From Specific Geography (4.27%)
- People PWD (3.85%)
- Women & Children Victims of Violence and Trafficking (2.56%)
- General public (2.14%)
- Children & Youth In Economic Need (1.71%)
- Adults Single Parents (1.71%)
- Animal Protection (0.85%)
- Mixed (0.85%)
- People From Religious Communities (0.85%)
- People Minority Communities (0.85%)
- Other (0.43%)
- People With Terminal Illnesses (0.43%)

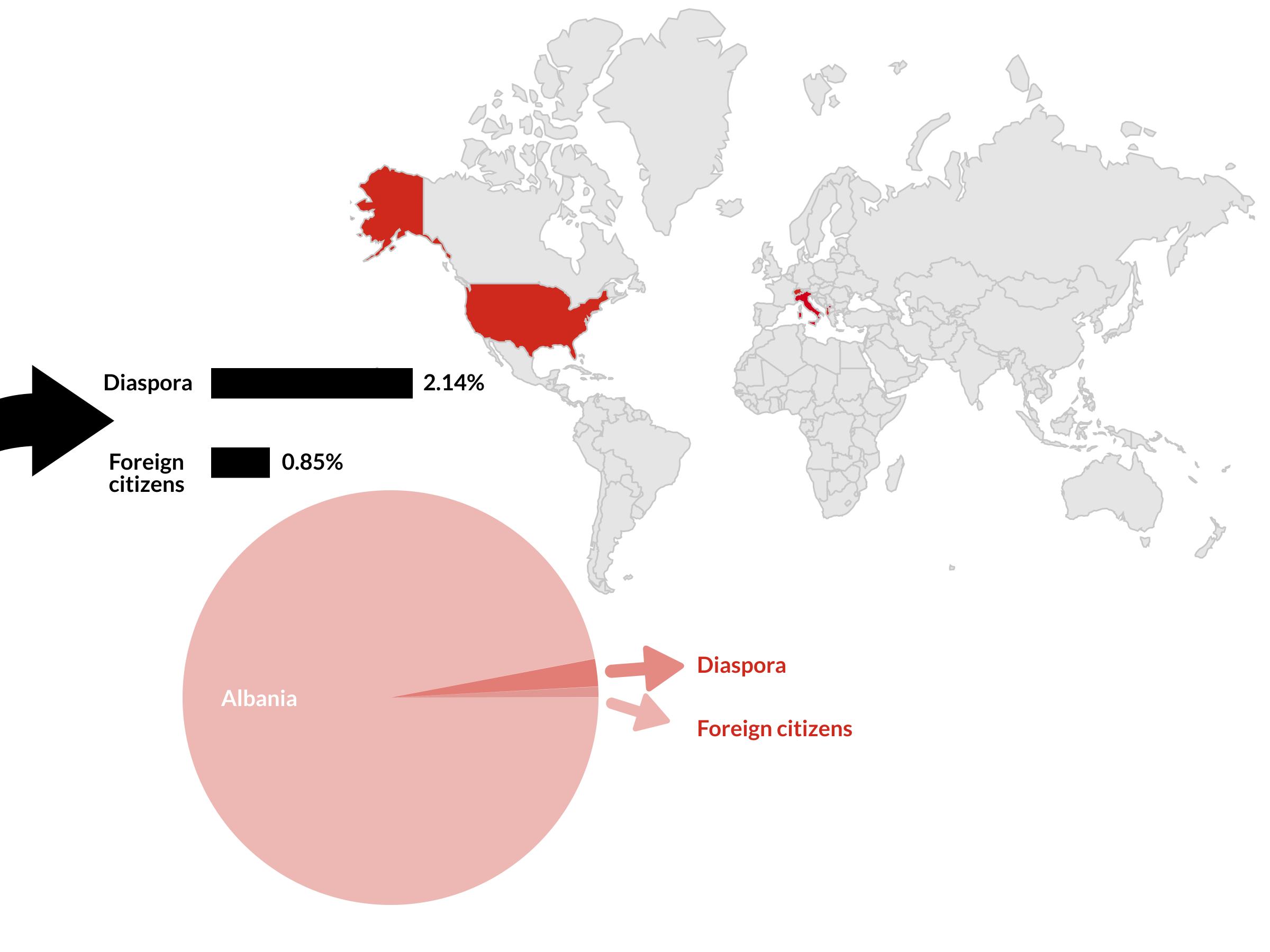
### Final Beneficiaries



# Geographical Distribution of Beneficiaries

## Geographical Distribution of Donors









Poverty Relief (23.08%)

**Healthcare** (22.22%)

**Education (3.42%)** 

Art and Culture (2.99%)

Preservation & Protection of the Environment (2.14)

Seasonal Giving (2.14%)

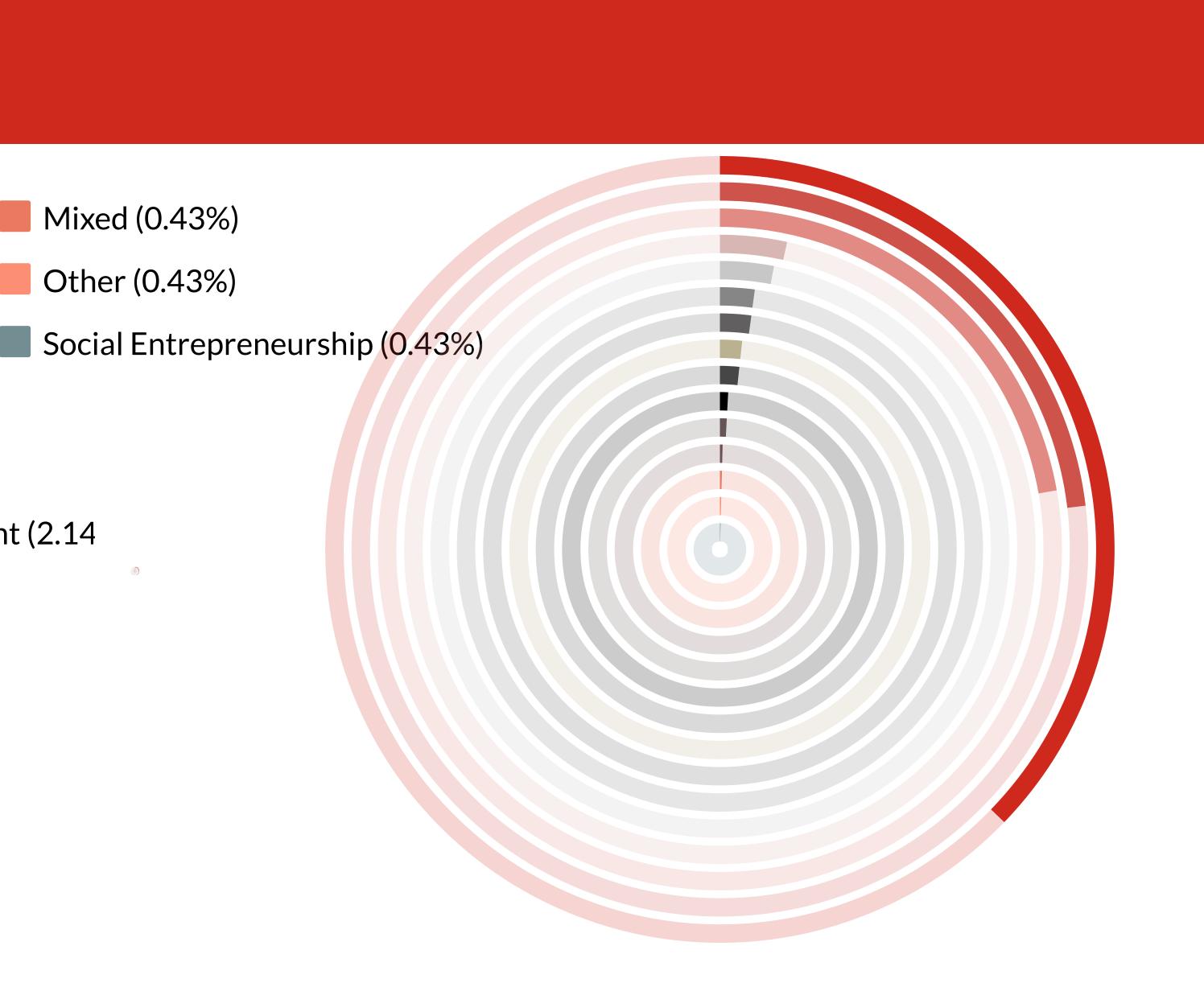
Sport (1.71%)

Response to Natural Disaster (1.71%)

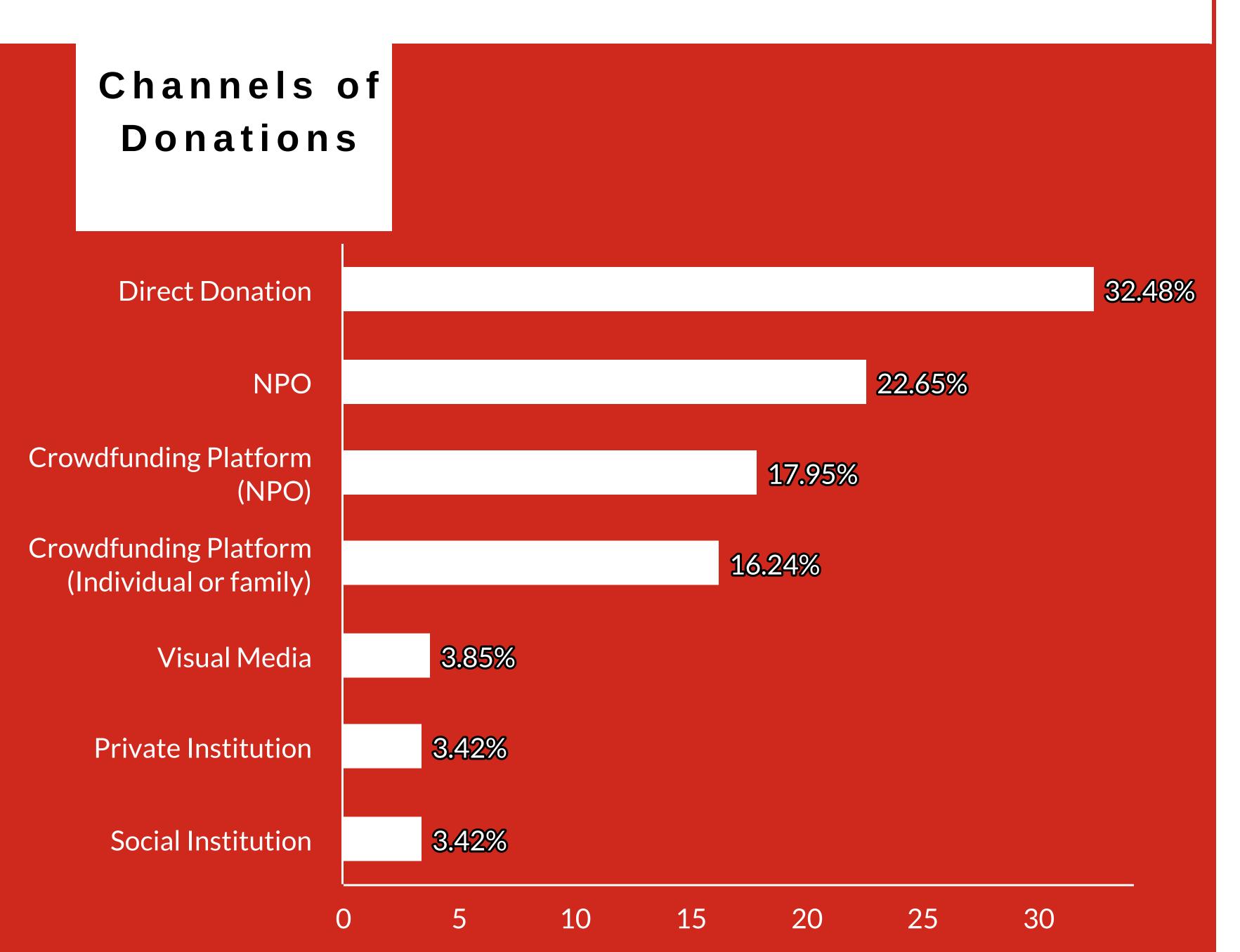
Heritage (0.85%)

Animal Protection (0.85%)

Economic Development (0.43%)



### Glossary



**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

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

**SME -** Small and medium enterprises

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



2 4 J U N E 2 0 2 1

In June 2021 was organized the second edition of the "Giving Circle" event.

Giving Circle is a live crowdfunding event, which gives people the chance to come together with a philanthropic purpose to support causes they care about. Encouragement of individual and corporate donations to CSOs' actions aiming for a social change and a long lasting positive transformation for communities, society and the environment is the core value of the event.



## GIVING CIRCLE













June's event brought together 70 representatives from the business sector, donor community, diplomatic institutions, civil society, media, art, etc., which offered their financial, material and in kind contribution at a total amount of 3,035,150 ALL (exceeding the target of 900,000 all). Although there is no incentive and legal framework that regulates individual donations, the individual giving's at the event were higher in number and competed with corporate donations.

The contributions will support the following initiatives:

## 2021



### Little steps

It aims to improve the livelihood of the children of the "Lana Bregas" community in Tirana, by developing a playground in fulfillment of their right to have fun and a happy childhood. Over 126 children in this community spend the day at the premises that offer no entertainment opportunities, often them, some of even unaccompanied by their parents, leave, to spend time in playgrounds with long distances. This poses a potential risk, as children may be potentially abused by strangers. The initiative will enable the entertainment of children but will also affect the awareness of parents on the importance of involving children in entertainment activities, important not only for their social development but above all as a legitimate right of them, despite the living conditions in a community of extreme poverty. The implementing organisation is "Nisma për Ndryshim Shoqëror" – ARSIS".



### Thumana Multifunctional Center

Thumana is one of the most affected areas by the earthquake of November 26, 2019. The loss of lives of residents of this community, destroyed and damaged residential buildings, schools, and other institutions were its immediate consequences. The need for psychological and social services is still high, especially for families with children and young people, for the sake of trauma and fear of such natural disasters. Thumana Multifunctional Center started its activity in May 2020 and aims to revitalize their social life by providing a suitable environment where children and young people spend time, socialize and integrate. The Center offers study facilities, a playground, and an internet corner for about 80 children and youngsters. Being the only Center in the area, it aims to expand social activities and turn them into sustainable services with a long-term impact. The implementing organisation is "New Vision Organisation".



### The Study Corner

It aims to provide suitable study facilities for children who live in families with unfavorable economic conditions, in the Tufina area in Tirana. Due to the overlapping problematic situations of these families, the priority need is securing food, so children's education shifts from basic priorities resulting in irregular attendance and in most extreme cases dropping out. This initiative will support 14 families which have 3 to 5 children, with a study corner in their homes and the needed school supplies for children, thus enabling the basic but appropriate conditions for these children to prepare for school. Also, a common study corner in the premises of the Bridge Center will serve dozens of other children in need. The implementing organisation of the initiative is "Qendra Tek Ura".

















MEDIA APPARENCE



KREU LIVETV POLITIKE SHENDETI KRONIKE EKONOMI BOTA SOCIALE PINKNE

### Deklaratë për shtyp – Eventi "Rrathë Dhurues 2021"

by Gashi — 29/06/2021 , 12:47 Reading Time: 11 mins read



0 4

Share on Facebook

Ø

Mare on Teller

Ankandi i dhurimit Live #RratheDhurues2021!

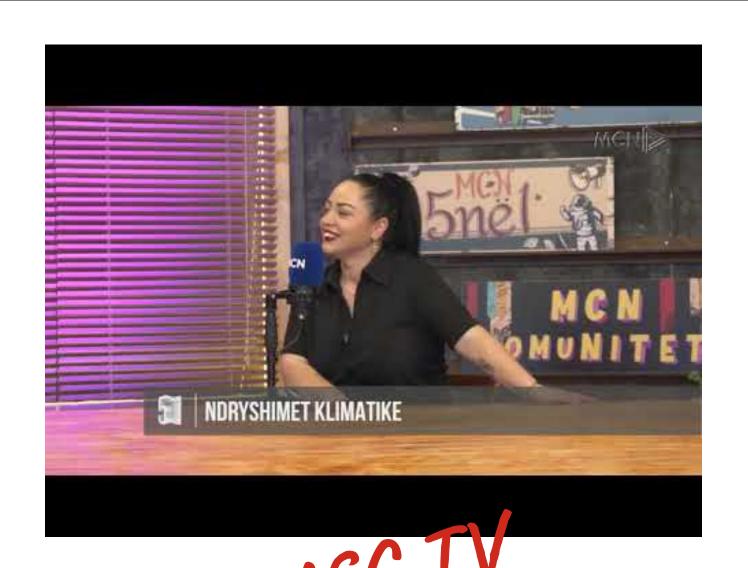
Një event emocionues nga solidariteti i treguar veçanërisht përmes dhurimeve individuale që këtë vit ishin të konsiderueshme, duke bërë që shuma e arritur të tejkalonte ndjeshëm objektivin e synuar në mbështetje të tre kauzave sociale. Mirënjohje dhe falenderim për të gjitha kompanitë dhe institucionet që me një ndjenjë të lartë përgjegjësie

të biznesit, ofruan mbështetje financiare, materiale dhe konsulencë falas për zhvillimin e tre iniciativave të Shuma totale e mbledhur prej 3,035,150 Lekë e tejkaloi objektivin e vendosur prej 900,000 lekë në total,

duke konfirmuar edhe njëherë ndjeshmërinë qytetare dhe solidaritetin ndaj komuniteteve në nevojë. Faleminderit nga \*\*!

Alketa Skendaj, Ana Dervishi, Angjelina Lina Pistoli, Armira Citozi, Artan Gjergji, Blerina Kurrizo Guga, Blerta Cani, Delina Fico, Eda Elbasani, Edira Muedini, Elga Mitre, Elira Sakiqi, Elvita Kondii dhe Charles King, Eni Ruci, Dollia Genta, Gledis Gjipali, Herjola Spahiu dhe Erion Spahiu, Junia Katroshi, Klinti

Ntv.al





Scantv

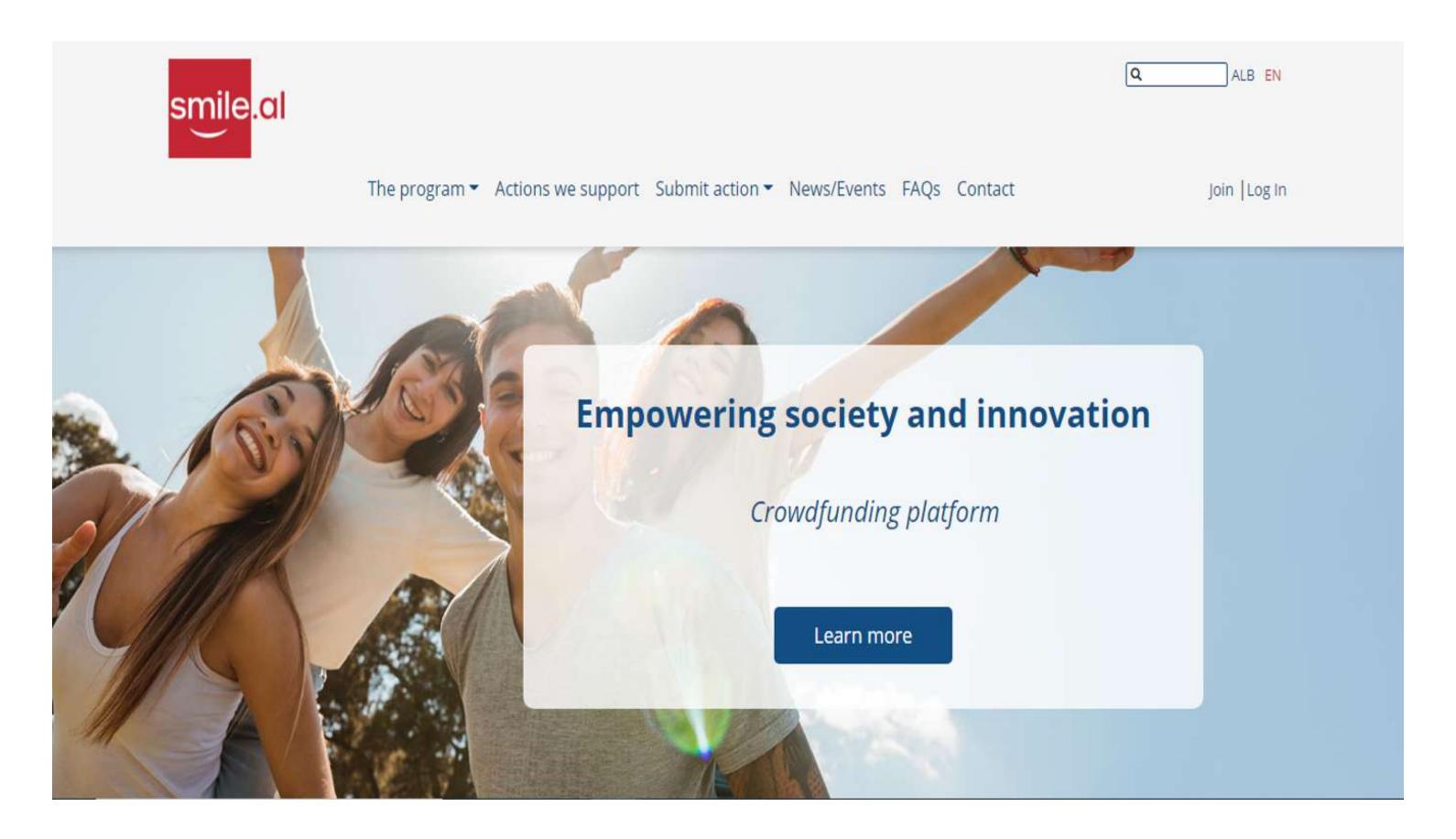
# smile.0

### SMILE.AL

WWW.SMILE.AL

In May 2021, was launched the first Albanian crowdfunding platform - **Smile.al** 

The platform will support community actions proposed by nonprofit organizations, in the areas of health and solidarity; promotion of cultural heritage, environment, innovation, social entrepreneurship, education and training, and sporting activities. The initiatives presented through the platform, will be supported through financial and in-kind donations (goods and volunteering services) from individuals and private entities.



The essential philosophy of online fundraising is to raise awareness among the public and motivate people to contribute, as much as possible, to the implementation of initiatives, necessary for Albanian communities in needs.

The Smile.al platform is an initiative of Credins Bank Foundation in partnership with Partners Albania for Change and Development, Grand Thornton Albania and Vodafone Albania Foundation. The partner institutions will provide technical assistance to the applicants with regards to the development of initiatives and contribute to the awareness raising of supporters, needed for the implementation of the initiatives.

The first call for proposals is opened with the deadline - August 20th, 2021.

INTERVIEWS WITH THE REPRESENTATIVES
OF PHILANTHROPIC
INITIATIVES IN THE COUNTRY







### Please can you tell us more about this initiative, the reasons and motivations behind it?

First of all, I want to emphasize that I come from the community of children without parental care, having grown up at SOS Children's Villages in Albania, an organisation that supports and advocate for children without parental care. Together with my peers, growing up at the social care institutions, we have initiated the movement "Advocate for the Rights of Children and Youth without Parental Care". The Movement was established in 2013 aiming to support children and youngsters without parental care and women head of families with 3-4 children, by providing opportunities for their integration and employment in order to empower them and become economically independent.

### Which is your target group, areas and impact of the interventions?

The "Movement" targets children, youth without parental care and women, head of families with 3–4 children who are part of the state social welfare supporting schemes.

Monthly wages (financial support) for our beneficiaries is one of the supporting schemes provided. At the moment we are supporting 591 beneficiaries. This is made possible by the donations of individuals and private entities. Based on their willingness they contribute monthly/bimonthly with the minimum amount between 5,000 – 12,000 ALL. Thanks to these donations, the average of monthly wages distributed to the beneficiaries is approximately 4,4 million ALL. As result, 2,200 families in needs have been supported in through this program. One of the achievements of this program is the number of contributors. The network of contributors includes 1,319 individuals and 218 enterprises that donate for this purpose.

In addition, for women families head, we have a development program. Apart from the monthly wages, this program enhances women skills and capacities in order to prepare them for the market labor and become economically independent. In addition, through negotiations with public, private institutions, and nonprofit organisations, we create employment opportunities for them.



During the last 8 years, 450 women have been employed, and contributed to find employment opportunities for other women that are part of the development program. This trend is seen also at the employment of youngsters without parental care. Since the beginning of the movement 1,328 youngsters without parental care have been employed in the public and private sector.

Another program that we have is in the field of education. This program supports youth without parental care or having a single parent, by providing educational opportunities and scholarships to them. Due to the collaborations with academia, especially with private universities, 274 youth have been able to attend universities and gained a diploma.

In addition to all these programs, we have implemented several educational, cultural, recreation and sports projects aiming to have better interaction and coexistence among beneficiaries and the community we serve.





EMPLOYED

1 3 2 8 Y O U N G S T E R S





### Have you faced any challenges in donations during the Covid-19 pandemic?

During the last two years, donations were affected by the global pandemic situation of Covid-19. Most of our private donors are small businesses. They contribute monthly with proximally 10,000 ALL to support our beneficiaries. As a result, last year donations decreased by 34%, since the small businesses were the most vulnerable and financial fragile due to the pandemic situation. Despite this, we are working to expand our donors network and recuperate this loss, in order to assure the sustainability of our contribution.

### What are your future plans?

The "Movement to Advocate for the Rights of Children and Youth without Parental Care" will continue with its programs and activities to achieve its mission. At the moment we are discussing formalizing the movement as a nonprofit organisation.

And, we will continue our work on advocacy in order to create better conditions for children and youth without parental care. We have advocated and will continue to advocate to public institutions to design and implement post care programs for youth that leave the social care institutions, aiming to enable them to better cope with their living conditions. Another issue that we want to address based on the needs of our beneficiaries is the amendment of Law 57/2019 "For Social Assistance" by increasing the financial amount of economic assistance to these families, as well as the amendment of the law 8153 "On Orphan Status" which would guarantee the integration of 28,000 children and about 4200 young people without parental care.

# State Social Services



The State Social Services (*Albanian:* **Shërbimi Social Shtetëror**) is a government agency established in 1996. Its mission is to implement policies, legislation on economic assistance, as well as to ensure the coverage of wages and social services for people with disabilities through its network of 29 social care institutions and 12 regional directorates around the country.

Since 2014, the State Social Service publishes a monthly Donor Newsletter, by emphasizing the donors, beneficiaries and nature of donations in support of the 29 social care institutions. Ms. Xhulia Musta, Head of Project Sector, at the State Social Services discussed more on this bulletin.

### Ms. Musta, the institution you represent, publishes the Donor Newsletter on a monthly basis. When did the institution start this initiative, and why?

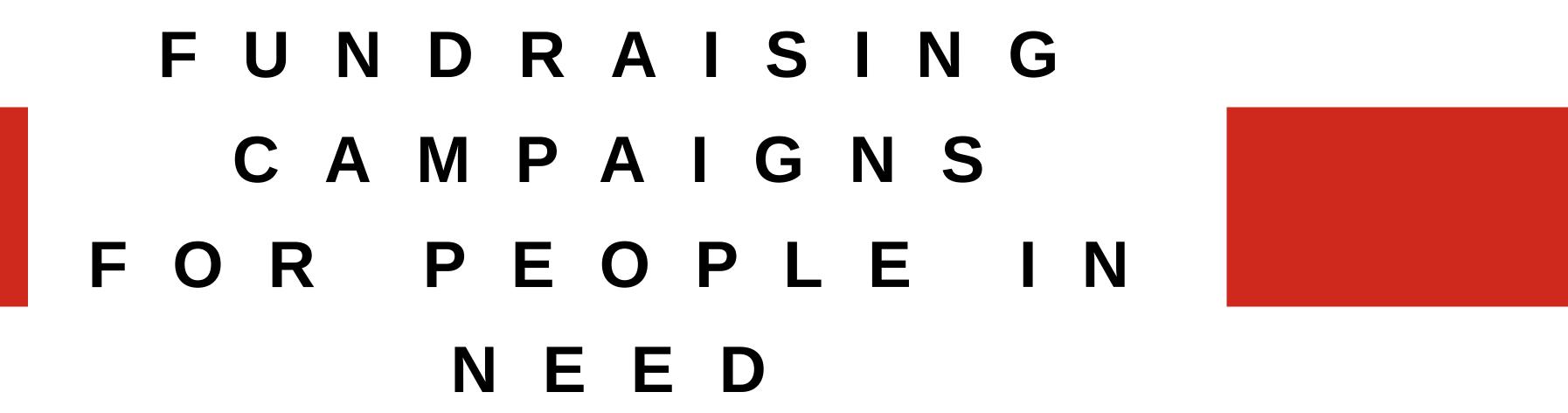
The State Social Services publishes on its official website the Donor Newsletter since 2014, a year which coincides with the coming into force of Law No. 119/2014 "On the Right to Information". The regular publication of the Donor Newsletter is accomplished in conformity with the obligations deriving from this law and for the purpose of guaranteeing the transparency of the activity of social care institutions.

### From the data you have collected, how do you estimate the trends of donation from individuals and companies to social care institutions? Has it increased, remained the same or has it decreased?

The trend of donations from individuals, non-profit organizations and companies to social care institutions that fall under the responsibility of the State Social Services has generally remained the same. What is easily noticeable from the data collected over the years is that the trend of donation increases during the holiday seasons, while during the rest of the year the value of donations is almost the same, and we have almost the same type of donors.

### Considering the economic situation created as a result of the global COVID-19 pandemic, are donations more often in kind (goods or materials) or in professional services?

Despite the pandemic situation, goods and materials remain always on top of the donations to social care institutions. In kind donations respond better to the concrete needs of the target groups that receive services in our social care institutions.



# Campaigns

some of the campaigns carried out during January - June 2021.

### #1

The "Rozalba Home" represents a safe place for minor girls who come from the most desperate and dysfunctional family contexts. The centre provide psycho-social recovery, helping them to get new opportunities to reintegrate like new people into the community. Currently the Center welcomes 20 minor girls (aged 2 to 18) from situations of extreme difficulties. "Rozalba Home" also represents a safe place for women and their children who are in a state of emergency. The main objective of this initiative is to offer the contribution to support and strengthen solidarity and assistance services for these minors who live in poverty, suffering and marginalized.









### #2

Zhaklina Dhimojani Blättler donated food packages worth 1,000 euros to 40 families. Jacqueline is the blood of Mother Teresa, and she knows the meaning of charity.







### #3

Albania's YWCA has entered the 13th year of breast cancer campaigns. A year ago, YWCA Albania launched the free online psychological service for the survivors with breast cancer, and 50 women were supported and have promoted for the importance of mental health care.

As a very successful initiative, we expand this service for the whole family, in the hope that you will want to tell along your rosy story where each member has overcome the fear of anxiety and breast cancer diseases.

For more information about psychological counseling, visit <a href="https://www.fjongoroze.al">www.fjongoroze.al</a> or contact at **0698740489** & **0685287924**.

### #4

Thank you LIFE CARE NANNYS for using Food Bank Albania to help families in need. Today, this company has donated formula milk Aptamil for children 0-6 months.

Joy and health for all children!

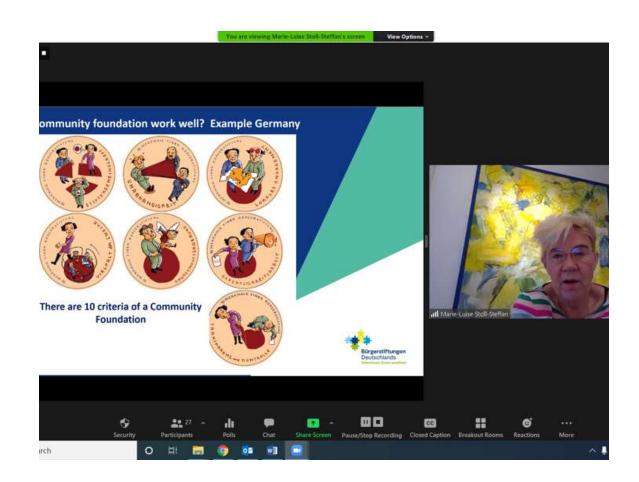




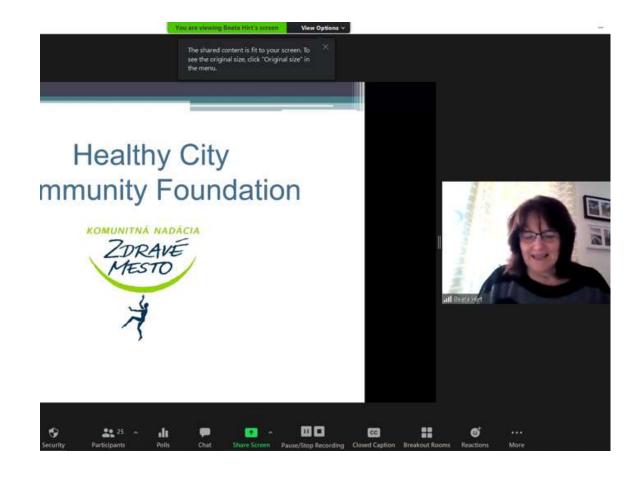


Public discussions on development of community foundations – Synergies with community foundations and community foundations support organizations from Europe.

During March – April 2021, Partners Albania facilitated three round tables among community foundations (CFs) representatives and community foundations support organizations (CFSOs) from Europe with local nonprofit organizations and private companies to discuss on the concept of community foundations, role and impact on the development of society.



Marie-Luise Stoll-Steffan "Community Foundations of Germany" highlighted the importance of community foundations as connecting platform for citizen engagement, able to build up foundation capital/ trustee function, and being active, trusted and knowledgeable partner for all donors. During her presentation she stressed that "Community foundations are organization of citizens, which organize themselves. Their internal work is characterized by participation and transparency when citizens can vote for community foundations executing and controlling functions. What distinguished them from nonprofit organizations is the broad purpose, which means that community foundations can do everything which is important to the community they serve". She presented some good practices from Germany.



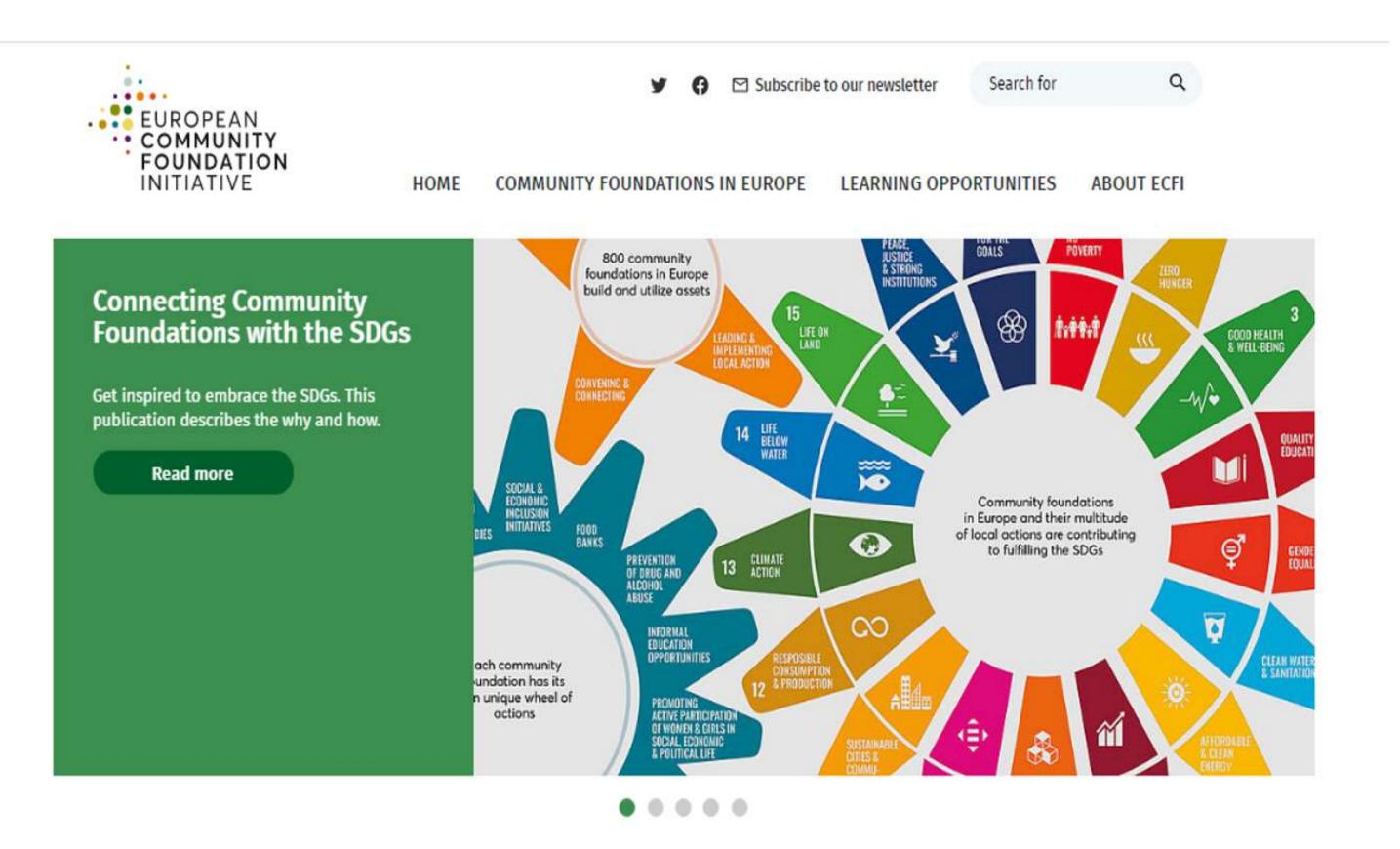
Mrs. Beata Hirt from "Healthy City Community Foundation of Slovakia" talked on the journey of the Healthy City Community Foundation, a community foundation established in Banska Bystrica, She Slovakia. discussed on her experience in establishing the community foundation and stressed that "Community foundation supports ideas of active citizens, informal groups and nonprofit organizations. CFs are supported by a broad range of private and public donors and seeks philanthropic contributions primarily from inside the community". She presented some of the main initiatives that the Healthy City Community Foundations has implemented to empower the local community and enhance civic participation.



Ms. Nadiia Lunchack from "Poldiska Hromada", a community foundation in Vinnytsia, Ukraine brought into attentions of the participants some of their activities, by developing a culture of giving. "If you want to be a community foundation you need to work with the community, not just implement projects. You need to hear and be heard.... With donors you should talk of what are their benefits in supporting a community foundation and why your community foundation knows better-what are the community needs. This will help you to have a continuous supporter and partner to your community actions in the future" were some of her key messages during her presentation.



To deploy more information on community foundations, **Partners Albania** prepared an <u>information video</u> contributing to the public awareness and understanding of community foundations.



### Thematic Meetings on Emerging Countries – The European Community Foundation Initiative

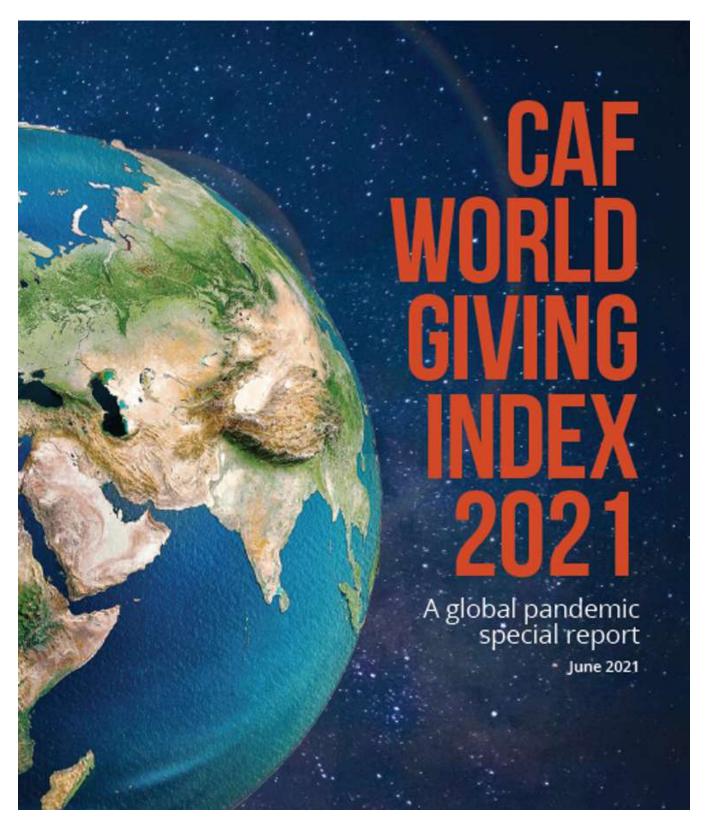
The European Community Foundation Initiative (ECFI) is a collaborative initiative committed to strengthening and promoting the community foundation movement in Europe. It works with Community Foundations (CFs) and Community Foundation Support Organizations (CFSOs) primarily through facilitating and stimulating interactions to enable learning, knowledge-building and empowerment. ECFI is also engaged in the mapping and analysis of CF activities and in disseminating information that will facilitate development of the field.

One of their pillars of learning opportunities is the organization of thematic meetings among peers with the benefit of the mutual learning, sharing of experiences and plans in promoting the concept of community foundations in countries with little or none of this form of philanthropy. Albania is among the European emerging countries, and Partners Albania has participated in about 8 meetings sharing and discussing with European colleagues, challenges and achievements with regards to the establishment of community foundations at national level.

ECFI continues also to publish Calls for Proposal in support of CFs and CFSOs and you can find more information at <a href="https://www.communityfoundations.eu/home.html">https://www.communityfoundations.eu/home.html</a>



In the Global Giving Index (GGI) Report 2021, Albania is ranked 65th place among 150 countries. Compare with the last GGI Report, Albanian has improved significantly with 40 places. Remarkable progress is done in the three giving behaviors: helping a stranger, donating money, and volunteering time to an organization by confirming the solidarity of Albanians in times of pandemic situations.



### -The most generous country in the world is Indonesia!

Indonesia is ranked first in the CAF World Giving Index with a score of 69, up from 59 the last time a yearly Index was published in 2018, when it also ranked first in the Index. More than eight in 10 Indonesians donated money this year and the country's rate of volunteering is more than three times the global average.

### -The Top 10 most generous countries have changed substantially in 2020.

Many of the countries which have consistently featured in the Top 10 have fallen far down the rankings in this report. The United States of America, the United Kingdom, Canada, Ireland and the Netherlands have all seen significant decreases in their Index scores. After bouncing back from a decline in 2016, each was recorded as being on a slight downward trend from 2018, but 2020 saw a sharp move down the rankings.

### -In their place are several countries new to the Top 10: Nigeria, Ghana, Uganda and Kosovo.

Like much of the Western world, Australia and New Zealand also saw declines in scores since 2018 and the Index for both countries remains below their long term average. However, both remain in this year's Top 10 – the only high income countries to do so. The resilience of giving in Australia and New Zealand highlighted in this report likely represents the timing of the survey in those countries, which was undertaken in the weeks before the peak of the first wave of the pandemic. Additionally, in Australia, there was a widespread and generous response to the bushfires in early 2020.

### -More than three billion people helped someone they didn't know in 2020.

Globally, more people reported that they helped a stranger in 2020 than we have ever recorded before in the CAF World Giving Index. Helping a stranger is the most commonly performed of giving behaviours across the world – over half (55%) the world's adult population did so in 2020, equating to more than three billion people.

### -Despite, or perhaps because of, the pandemic, donating money is up across the globe.

More people donated money in 2020 than had done so in the last five years (31%) whilst levels of volunteering in 2020 remained relatively unaffected at the global level. However, this finding disguises what are very significant changes in the overall Index this year.

