

PHI LAN THR OPY

3rd
edition

dedicated hub
for PHILANTHROPY

#philanthropy

kontakt :   



©PARTNERS ALBANIA FOR CHANGE AND DEVELOPMENT

TIRANA, ALBANIA

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PHI LAN THR OPY

dedicated hub
for P H I L A N T H R O P Y

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Developments in Europe

Welcome to the third edition of Philanthropy magazine!

In this edition, you will be introduced with numerous initiatives on the promotion and development of philanthropy in Albania, undertaken during January - December 2021.

A special focus was put on the data and facts from the **annual monitoring of philanthropic activity**, which provide a comprehensive overview of the philanthropic panorama in the country.

During this year, in the first Albanian crowdfunding platform "[Smile.al](https://smile.al)" launched by Credins Foundation, in partnership with Grand Thornton Albania, Credins Bank, Partners Albania, and Vodafone Albania Foundation, are announced the first 5 initiatives in the fields of social welfare and solidarity, education and training, environment protection, innovation, and sports. The Smile.al, platform enables the fundraising for local initiatives, by donors from all over the world, giving everyone the opportunity to contribute not only financially but also voluntarily for their implementation.

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In November 2021, for the second year in a row, was organized "**Philanthropy Week 2021**" with a series of activities to raise awareness, activism, promotion, and public debate, especially among young people, on issues regarding philanthropic activity in the country.

In this time of COVID -19 pandemic, **community foundations** are very important in addressing the many needs of the communities they serve. Being a newly introduced model in the nonprofit sector, during November - December were held several meetings with informal groups and civil society organizations, who have expressed their willingness to operate as such. Discussions consisted in identifying needs, capacity-building opportunities, and providing assistance in this regard.

A very important development of the end of 2021, is the creation of the **Philanthropy Europe Association (Philea)** - created by the merging of the European Foundation Center and Donors and Foundations Networks in Europe. Philea aims to create a diverse and comprehensive ecosystem of philanthropic foundations, organizations, and networks in over 30 countries that share this vision and mission.

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

Enjoy!





D A T A O N
P H I L A N T H R O P I C
A C T I V I T Y



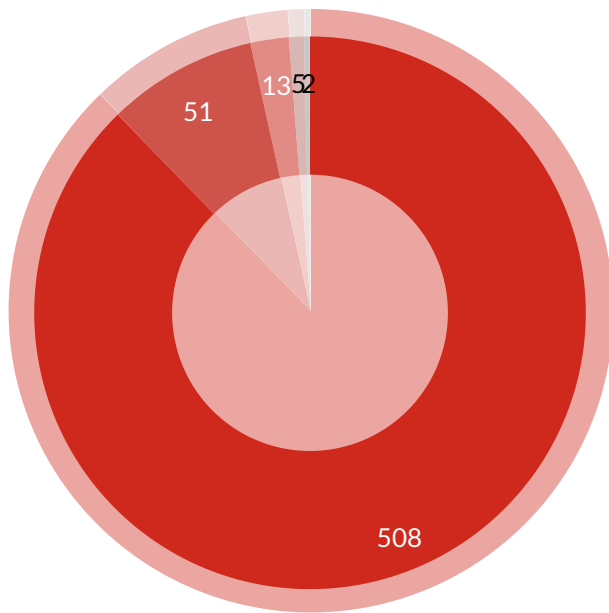
J A N U A R Y - D E C E M B E R 2 0 2 1

The following data reflect the philanthropic activity in Albania during 2021, presented in a synthesized form, based on daily monitoring and regular monthly reporting of Partners Albania. The methodology used is based on data collection through daily media monitoring (including social media) as well as desk research of public and non-public institutions.

The report presents the findings on the nature and value of donations, beneficiaries and geographical coverage.

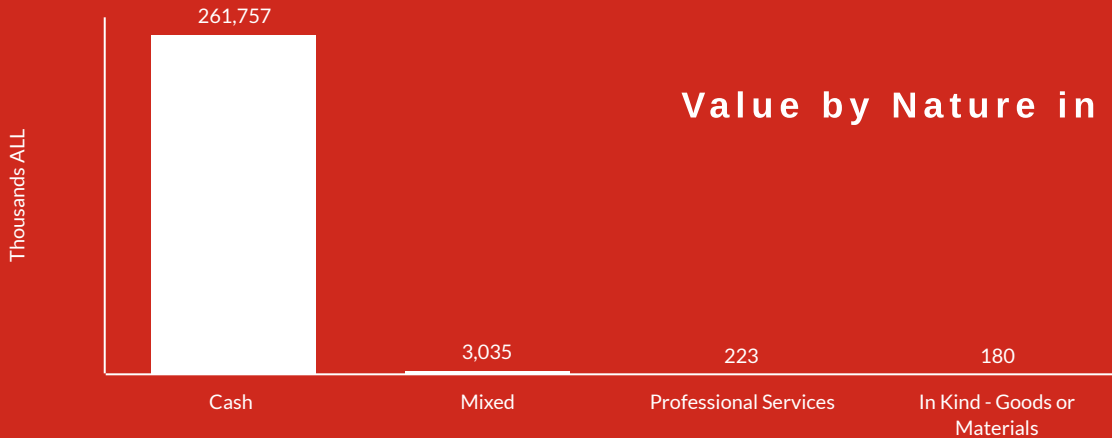
Through this monitoring, Partners Albania aims to increase public awareness regarding philanthropic activity in the country and inform all interested and involved stakeholders about its value and social impact.

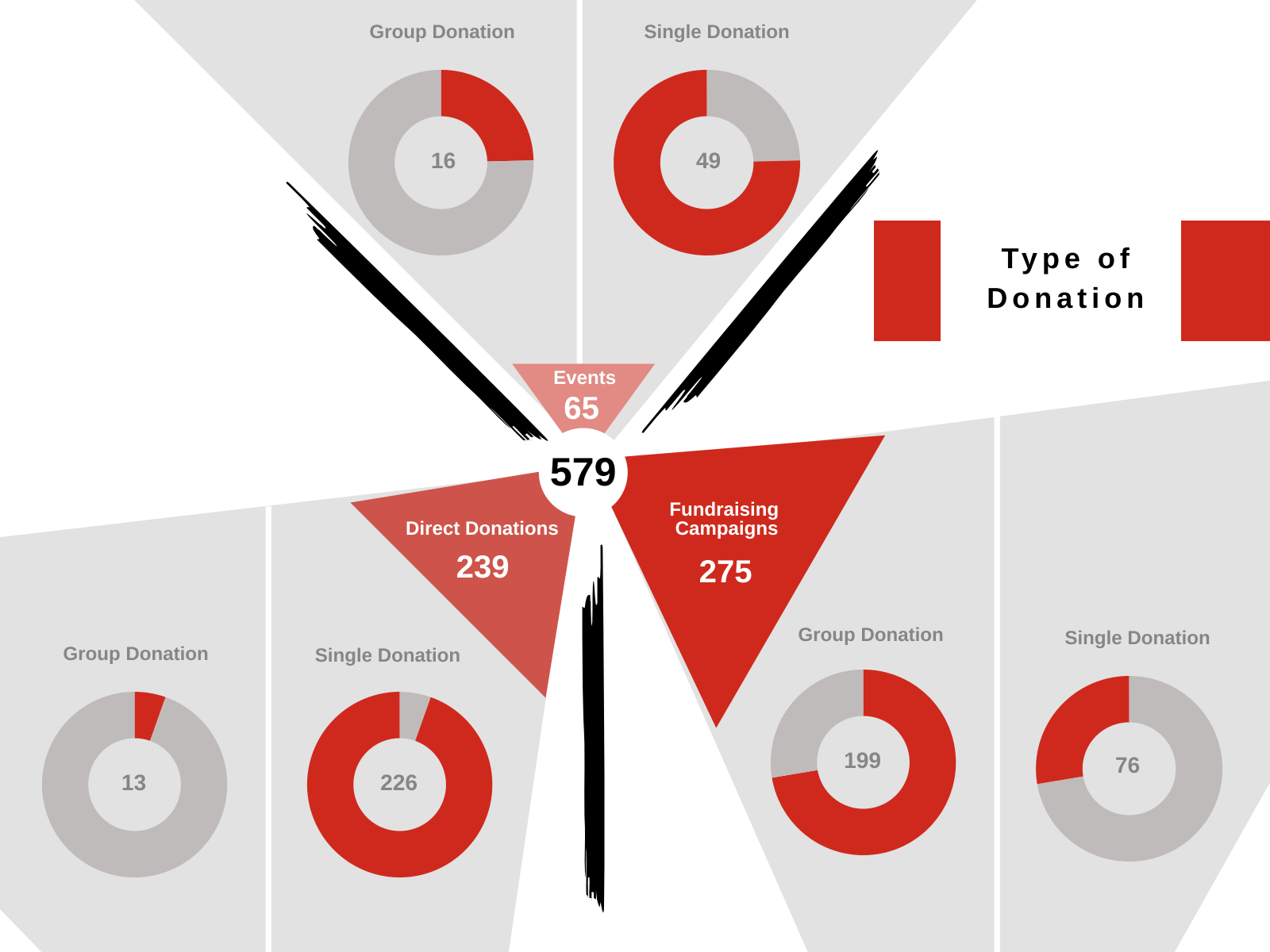
Number of Donations



- Cash (87.74%)
- In Kind - Goods or Materials (8.81%)
- Professional Services (2.25%)
- Volunteer (0.86%)
- Mixed (0.35%)

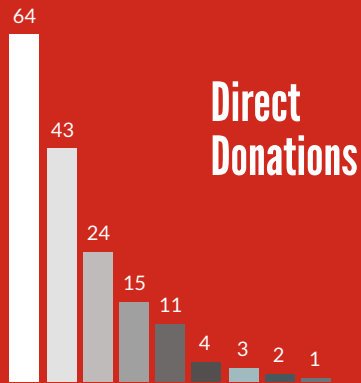
Value by Nature in ALL



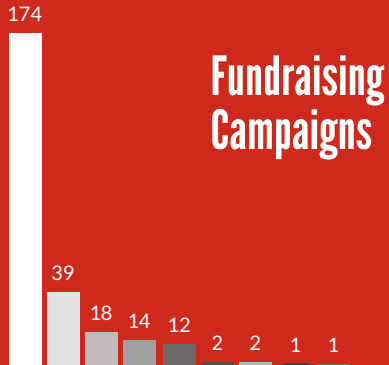


Donors based on Type of Donation

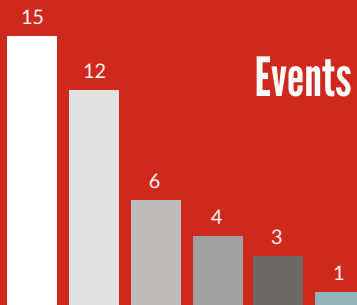
- Individual
- Business
- NPO
- Group of Donors
- Unknown
- Public Institution
- International Institution
- Religious Entity
- Mixed



- Group of Donors
- Business
- Mixed
- Individual
- NPO
- Public Institution
- Religious Entity
- International Institution
- Unknown



- Business
- Group of Donors
- NPO
- Individual
- Mixed
- Public Institution



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

Fundraising Campaigns

95 Call for Donations

8 Social Media Campaigns

13 Visual Media Campaigns

7 Facebook Social Impact Platform *

89 Online Crowdfunding Campaigns

49 Mega Campaigns

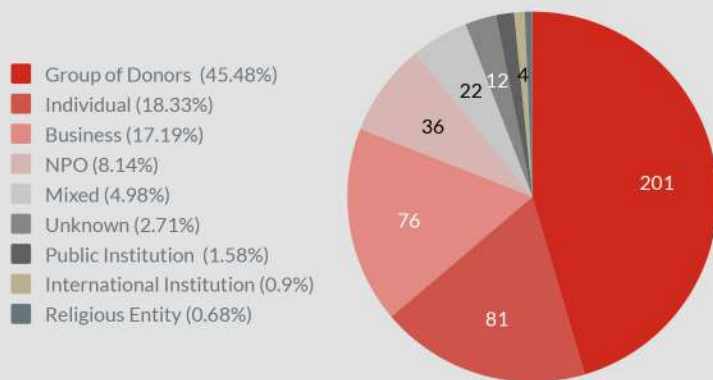
14 Social media and Online Crowdfunding Campaigns

Events

65 Evente live

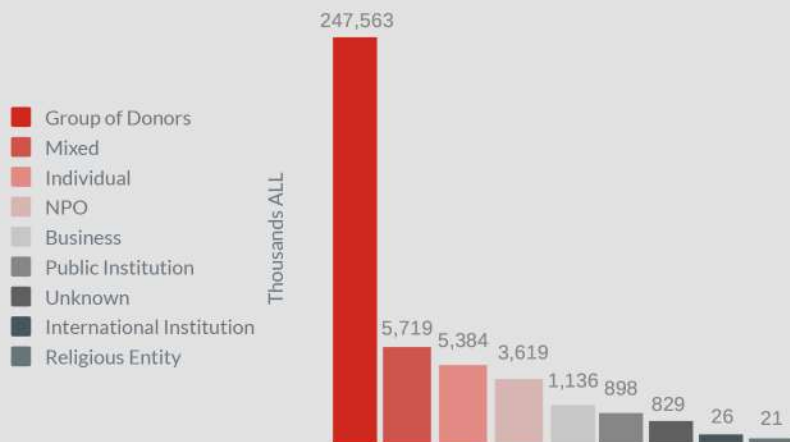
*Facebook's dedicated fundraising platform for social causes.

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.

Value by Donors



3 MAIN DONORS by number

- #1 Credins Bank
- #2 "Shpresë për Botën" Foundation
- #3 American Bank of Investments

3 MAIN DONORS by value

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

Crowdfunding campaign "Të Shpëtojmë Jetë Shqiptarësh!" for people struggling with health issues of every kind in Albania.

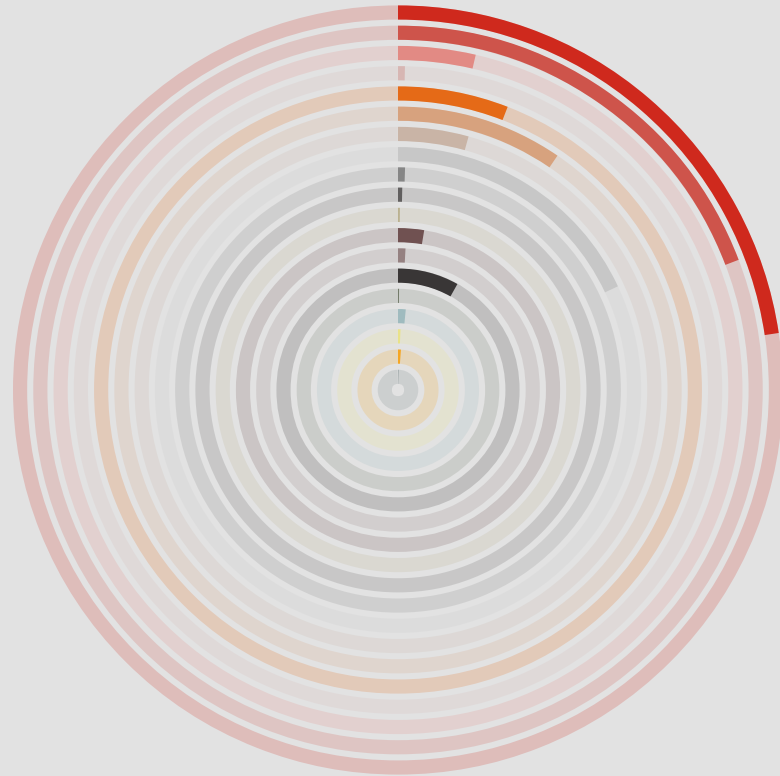
#2 Group of Donors **17,572,088 ALL**

Crowdfunding campaign "Të shpëtojmë jetët e Elisjanos dhe Omerit!" for the little ones who are both facing severe health problems.

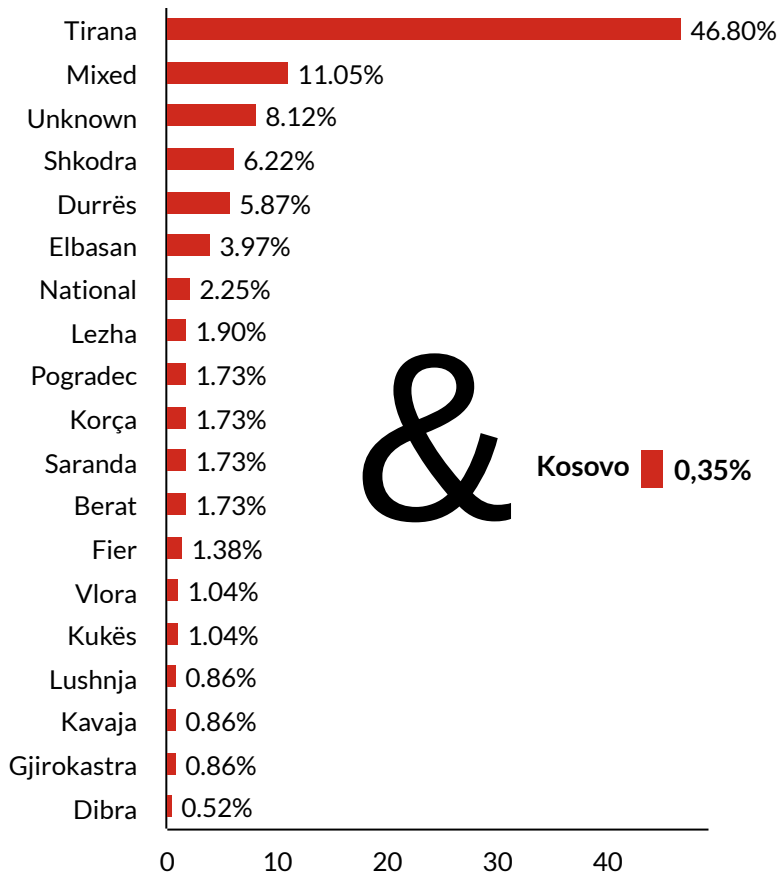
#3 Group of Donors **14,491,200 ALL**

Crowdfunding campaign "Të shpëtojmë jetën e Aurelit!" for the 12-year-old in his fight against leukemia.

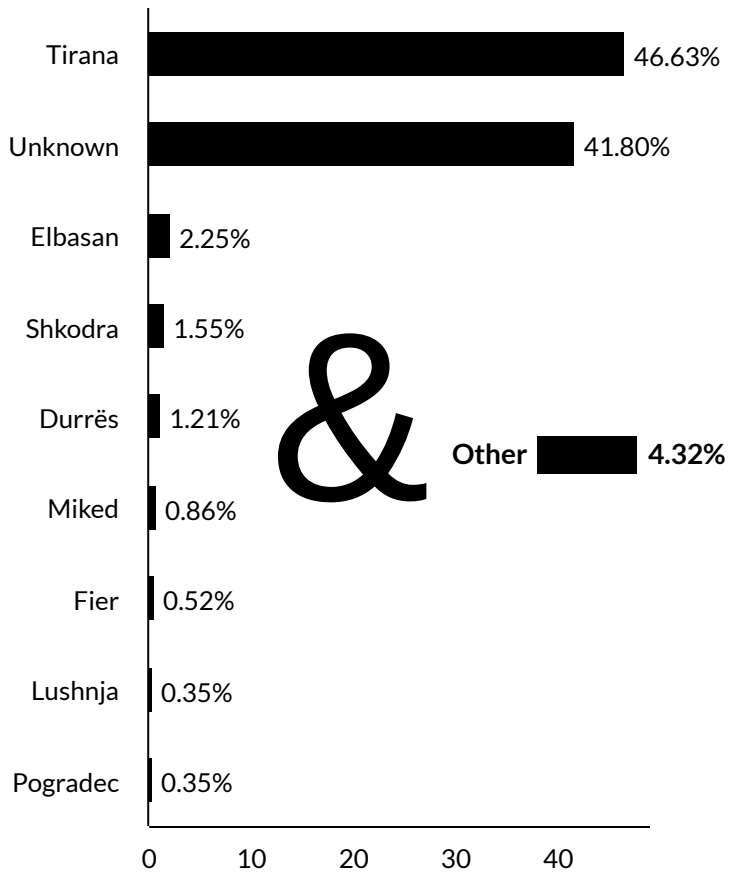
Final Beneficiaries

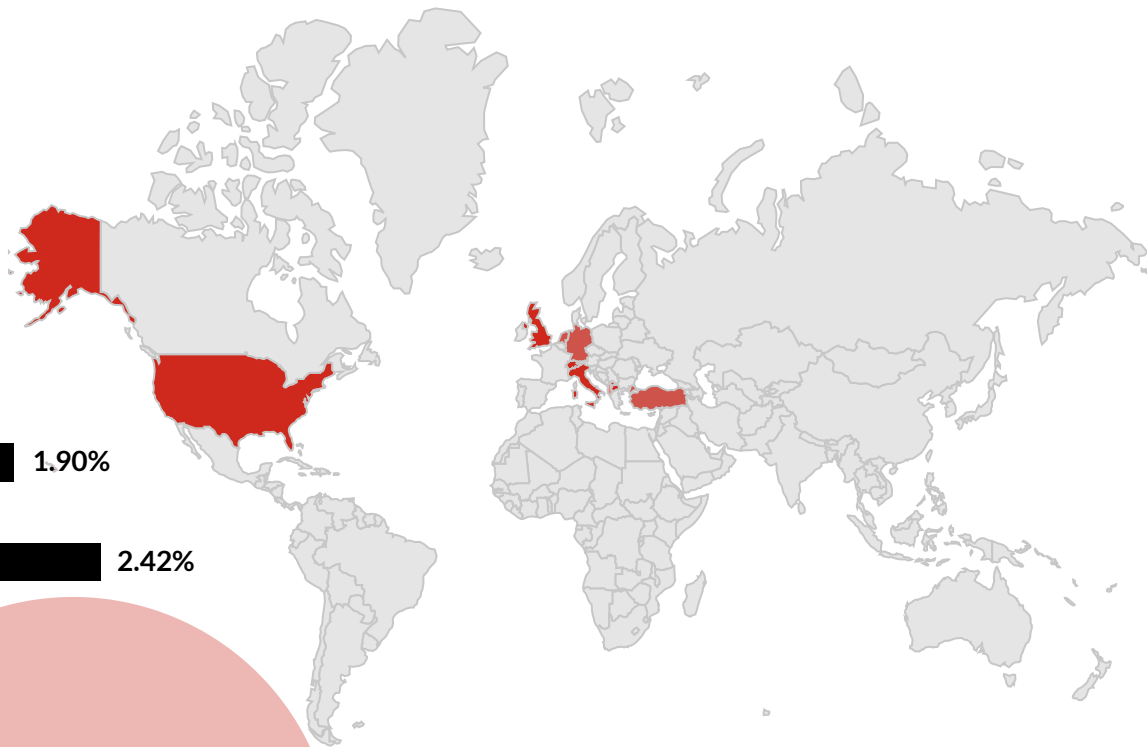


Geographical Distribution of Beneficiaries



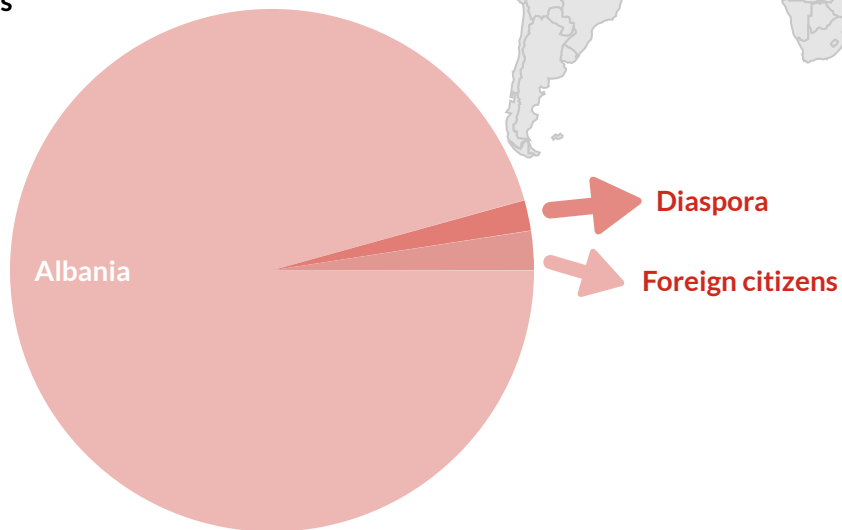
Geographical Distribution of Donors





Diaspora 1.90%

Foreign citizens 2.42%



Fields of Donation

Support to Marginalized Groups (35.06%)

Healthcare (17.79%)

Poverty Relief (17.27%)

Seasonal Giving (11.57%)

Education (6.56%)

Art and Culture (3.28%)

Preservation & Protection of the Environment (2.07%)

Sport (1.38%)

Response to Natural Disaster (1.38%)

Heritage (0.69%)

Animal Protection (0.69%)

Other (0.69%)

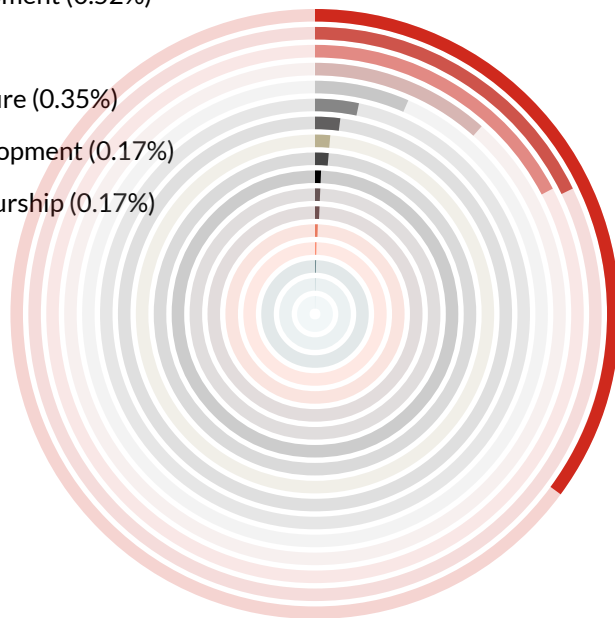
Economic Development (0.52%)

Mixed (0.35%)

Public Infrastructure (0.35%)

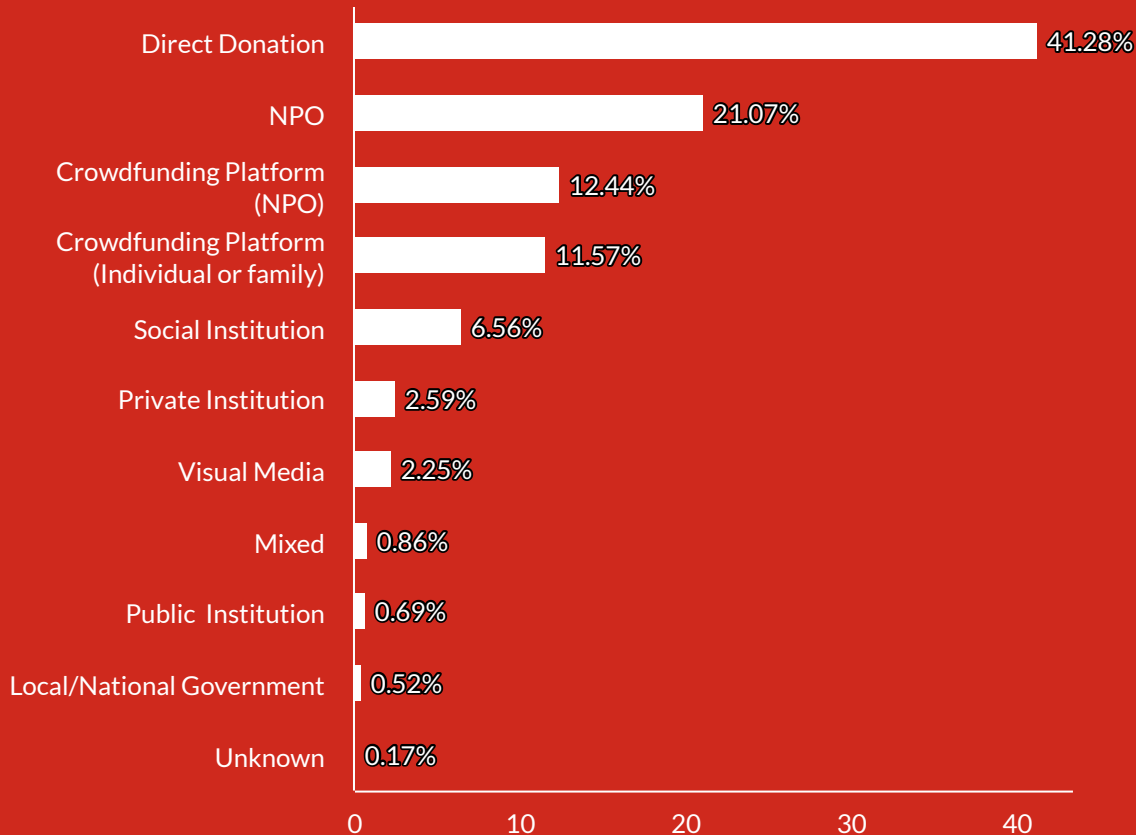
Community Development (0.17%)

Social Entrepreneurship (0.17%)



Glossary

Channels 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

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 channeled through online crowdfunding platforms, created by individuals or families

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

Private Institution - Businesses



T H E F I R S T
I N I T I A T I V E S
A R E
A N N O U N C E D O N
T H E P L A T F O R M

W W W . S M I L E . A L

Smile.al is the first Albanian crowdfunding platform. It was launched in May 2021 as an initiative in support of innovative initiatives, mainly for marginalized communities in the country.

In the first call, Credins Foundation announced the first 5 initiatives in the areas of social welfare and solidarity, education and training, environment, innovation, and sports. The Smile.al platform enables the fundraising on local initiatives, through donors from all over the world, giving everyone the opportunity to contribute not only financially but also voluntarily for their implementation.

INITIATIVES



Greenhouse for children & youngsters with intellectual disabilities

The greenhouse project will directly affect 127 children and young people with intellectual disabilities between the ages of 6-18 who study at the special school "Luigj Gurakuqi" in Tirana. The main goal of the project is to create a friendly learning environment for children and young people with intellectual disabilities and in addition to cultivating plants, it will also help them increase their skills for life and the labour market. Our goal is not simply to build a greenhouse but also to empower children and youngsters with intellectual disabilities, enhance their mental and physical well-being. To learn more and donate click [here](#)



The NE'MO project

The NE'MO project is designed to provide services to people who own pets. The goal is to provide pet care when owners have commitments. NE'MO is designed to be an online application as well as a physical point of contact between the provider and the recipient of the service. This application will enable pet owners to select and book at any time the service they want. Individuals who are interested in caring for animals, can apply via the application and check the requests received for their service. To learn more and donate click [here](#)



Education4Future

Discontinuation of educational services due to the situation created by COVID-19 has created a huge gap with serious and long-term consequences on academic, social, and emotional learning. The situation in the country is not the same for all age groups or social categories. Distance learning was a completely new method for both academic staff and students, parents who faced many challenges from lack of equipment, lack of internet. These elements led to the creation of academic gaps, especially in the age group of children from families with economic deficits. To learn more and donate click [here](#)

INITIATIVES



Blue Bucket Campaign – Care and Protection for Old Age

Caring for those who once cared for us is one of the highest honors. Embrace the cause of Dorcas Aid International Albania to not only meet the basic needs of the lonely elderly but to be with them and give human and social support. Dorcas Aid International Albania through the “Blue Bucket” campaign will provide material support to 370 elderly people living in rural and urban areas in difficult conditions, alone, abandoned, and without any support, but above all, it will enable them social inclusion and human touch which they have not felt for a long time. To learn more and donate click [here](#)



Furnishing and rehabilitation of the computer lab of the secondary school “Hasan Prishtina”

This project aims to raise funds to rehabilitate the computer lab by furnishing it with 15 student desks, 15 chairs, 3 shelves, 1 projector and 10 new computers which will significantly improve teaching in the IT area. The secondary school “Hasan Prishtina” is located in “Qemal Stafa” Street in Administrative Unit No. 3, Tirana. Its academic premises are found around a central atrium, which serves also as an external courtyard. The computer lab is also part of the school premises but it does not meet the optimal conditions for academic space. To learn more and donate click [here](#)



PHIL LAN THRO PY WEEK



make
it the
way to...

#bringChange

23



P H I L A N T H R O P Y
W E E K 2 0 2 1



N O V E M B E R 8 - 1 2 , 2 0 2 1

On November 8-12, 2021, Partners Albania organized for the second year in a row the **"Philanthropy Week"** event. This activity, which is becoming a tradition, aims to promote and develop the philanthropic activity in the country, enhancing its importance for the advancement of the society.

As part of Philanthropy Week 2021 the following activities were organized:

PHILANTHROPY

QUIZ



Promotion of prominent philanthropists over the years

This campaign contributed to increase public awareness of Albanian philanthropists as well as increase public gratitude for individuals who are no longer with us, but who have made a valuable contribution to the development of education, health, sports, and other fields. Through a quiz published on its online media, Partners Albania promoted two prominent personalities such as Mr. Zyber Hallulli, and the Baholli family.



Z. Hallulli

Mr. Hallulli has given his valuable contribution during the years 1914 - 1927 in support of individuals and families in need in Tirana, the development of education, and the establishment of the first orphanage in Albania "Streha Vorfnore".



Q. Baholli

The Baholli family have made an outstanding contribution given during 1925 - 1935 in support of the economic development of Elbasan city, and promotion of education for the youth of the city through the construction of the city library "Qemal Baholli".

WEEK 2021



2 Open lecture with the students of Journalism Faculty, at the University of Tirana

An open lecture was organized with the students of the first year of journalism and communication, at the Faculty of History and Philology, University of Tirana.

The topic of the open lecture was: "**Development of philanthropic activity and support infrastructure in Albania**". The students were introduced to some of the philanthropic initiatives, as well as platforms created to enable donations for communities in need. Although it was a new topic for the students, they showed a lot of interest by asking questions and expressing their opinions on the importance and the value of this activity for the development of communities.

PHILANTHROPY



3 Competition with videos, photos, and essays presented by high school students

Youth engagement in philanthropic activities is seen as effective in terms of information and participation in volunteer activities, serving to the communities in need.

In Albania, philanthropic activity has taken various forms, being influenced by the needs of society. As a private initiative of individuals, families, and business companies that have the tools, time, and motivation to support a need or address a community issue, philanthropy contributes to achieving public goods. The purpose of this competition was to raise awareness and stimulate critical thinking of young people, future professionals, on the impact of philanthropic activity in the society.

WEEK 2021



Through photos, videos and essays, the youngsters expressed their creativity and awareness on the topic. Their presentations were surprising and inspiring. At the end of the competition, 2 winners were announced:

Winner for the category **"Video on philanthropy"**

- **Arbri Metaj**, student of the "Dervish Hekali" high school in Ballsh.

Winner for the category **"Essay on philanthropy"**

- **Ledjona Rripi**, student of the "Kristaq Capo" high school in Berat;

- **Erjon Mejdani**, student of "SOS" Children's Villages.

PHILANTHROPY



4 "Ndaj një vepër të mirë" campaign

The initiative promotes cases of philanthropic activity undertaken by individuals and civil society actors in support of individuals and communities in need. This year the focus was on the contribution given by the diaspora.

WEEK 2021



5 Interview in Radio Tirana "Youth for Youth"

Ms. Kostandina Këruti, program manager at Partners Albania participated in the talk show "Youth for Youth" on Radio Tirana, promoting the activities organized during the "Philanthropy Week".

"The Philanthropy Week" is becoming a medium of public discussion among different groups of interest. An added value in this year activities was the inclusion of high school students from different cities of Albania, who participated and expressed their opinions on this regards"

Read more: <https://bit.ly/3HLWQtk>

30



C O M M U N I T Y
F O U N D A T I O N S



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TIONS



COMMUNITY FOUNDATIONS

Meetings with informal groups and nonprofit organizations on Community Foundations

During the months of November - December 2021, several meetings were held with informal groups and nonprofit organizations which have expressed their willingness to operate as **Community Foundations**.

The purpose of these meetings was to discuss this new mode and identify their capacity-building needs. **Board management, community engagement, mobilization, strategic planning, participatory governance, fundraising, and budgeting** were some of the topics on which participants are willing to advance their knowledge and skills. For informal groups, the provision of legal assistance on the registration process as a community foundation was identified as a need. The mentoring of the above actors will continue in the coming months.



Informative article on community foundations

What are community foundations?

There is no common understanding of community foundations. Community foundations vary depending on the structures and issues they address.

Community foundations are independent non-profit organisations that operate in a specific geographical area. They provide services to the community and their donors, financial resources/grants, and undertake leadership activities to address the diversity of needs of the community where they serve. A community foundation is a “tool” for local donors who want to contribute in money, assets, and other donations to create permanent funding to benefit the community on an ongoing basis. Using these donations, a community foundation creates and increases the capacities within the community where it operates to address local needs and opportunities. (WINGS, 2010).

Community philanthropy has its origins in long-held practices of exchange, mutual aid, solidarity, and community development. ‘Local people helping each other by sharing resources for the common good,’ is an inclusive and caring practice that is found in most, if not all, cultures and communities. (Kilmurray, 2015).

Community philanthropy is both a form of, and a force for, locally driven development that strengthens community capacity and voice, builds trust, and most importantly, taps into and build on local resources. (Hodgson, 2016) (Wilkinson-Maposa, 2018)

But what are the characteristics of community foundations?

Traditional community foundations have some distinctive features. They are shaped by local traditions, history and culture to meet the needs of their local areas. Some of their features are presented as follows:

- 01 Community foundations strive to improve the quality of life of a given community;
- 02 Are independent of control or influence from organizations, governments or other donors;
- 03 Directed by a board of citizens that broadly reflects the attitudes of the communities where they serve;
- 04 Provide grants to other informal/non-profit organisations to address a wide variety of emerging and changing needs in the community;
- 05 Community foundations over time seek to build, a fund of unconditional donations from a wide range of donors, including local citizens, non-profit organizations and other businesses;
- 06 Provide services tailored to the interests and giving capacity of donors;
- 07 Community foundations help donors achieve their goals;
- 08 Engage in a range of community leadership and partnership activities, serving as catalysts, collaborators and facilitators to solve problems and develop solutions to important community problems;
- 09 Have open and transparent policies and practices for all aspects of their operation; and
- 10 Respond to the community by regularly informing the general public about their goals, activities and financial status.

Who is the "Donor" for a community foundation?

When most of us think of the word "donor", we tend to think of institutions like - foundations, bilateral aid agencies, etc. Community foundations offer a broader and more colorful characterization of the word, which emphasizes the deliberate mixing of resources from three different types of "donors". These are the external donor, the community foundation itself, and the people who are part of the community.

External donors are foundations, bilateral donors, and other development agencies that are not community-based or are one step away from the community or context in which they fund. Working remotely these donors need partners with management skills for their funds so that they can meet the necessary institutional requirements for reporting, measurement, and accountability. This way, external donors are not only financial supporters but also serve as a mechanism to encourage the establishment of community foundations and the relocation of their power to local communities.

In community foundations, anyone can be a donor, and we are not talking only about those who have financial resources. In the context of funding to support local community development and social change, individual contributions from "ordinary people" can be an important changing factor. Individuals can also contribute to supporting the work of community foundations through conditional donations.

What do we mean by endowment funds?

An endowment fund is a permanent resource used by community foundations and adapted to changing circumstances. Many constituent funds of endowments come from the gifts of assets received after the death of donors who have established fund agreements with the foundation during their lifetime. The money is invested in the investment group and, depending on how the agreement is structured, grants are awarded for a long period or a period specified in the agreement between the parties.

But what is the "Community" in Community Foundations?

"Community" is mostly defined by geography, but it can also be defined by shared identities, interests, and values, especially now with the expansion of social media groups that allow people to gather and mobilize electronically.

The community can also be a chain of connections between people and a shift from the individual to the collective. It has a dual function, that of "uniting" through a shared sense of belonging and providing an "engine" that can allow the collective to raise their voice and act in relation to others. In other words, communities create spaces for people to socialize, as well as to organize, articulate, and defend their rights.



F U N D R A I S I N G
C A M P A I G N S
F O R P E O P L E
I N N E E D



Campaigns

some of the campaigns carried out
during July - December 2021

#1

The businessman and philanthropist from Tetovo, Satki Gafuri has completed the construction of one of the houses, which are in the project of realization in the city of Kruja. He says: "I am spiritually fulfilled when I know that a family in need fulfills the same conditions as a European family, starting from the lack of food in technological means, this for me is a great achievement, I do everything just to fulfill the mission to God "

Read more: <https://bit.ly/3BeGYNr>

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#2

Students come together to help the elderly.

Students of the Business Management branch of the Faculty of Economics, in the framework of teaching practice, thanks to donations, fundraising in support of the nursing home "SHELTER & HOPE". Read more: <https://bit.ly/3BgrbxZ>

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I N E U R O P E

The Philanthropy Europe Association - "Philea" is established.

On December 7, 2021, the "Philanthropy Europe Association - Philea" was announced. Philea aims to create a diverse and comprehensive ecosystem of foundations, organizations, and philanthropic networks in over 30 countries working in this field. It was created by merging the two most important European associations, the **European Foundation Center (EFC)** and the **Donors and Foundations Networks in Europe (Dafne)**, to have a common voice for philanthropy.

Read more: <https://philea.eu/>



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