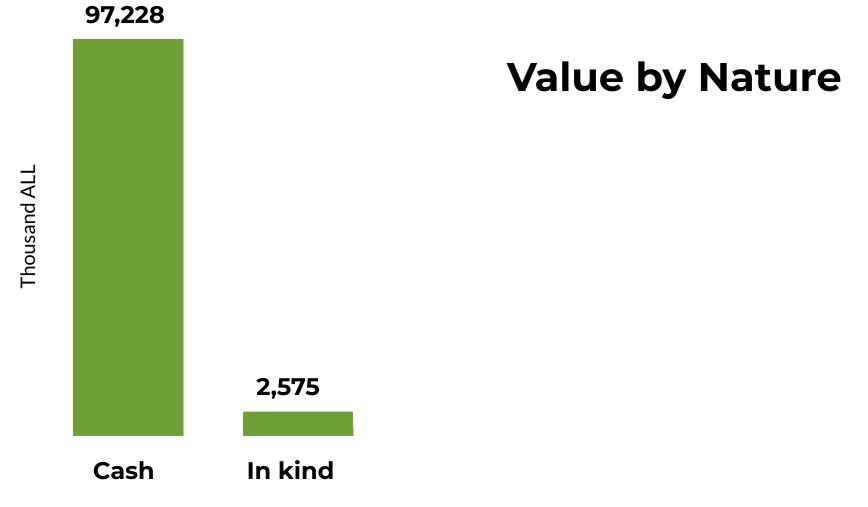
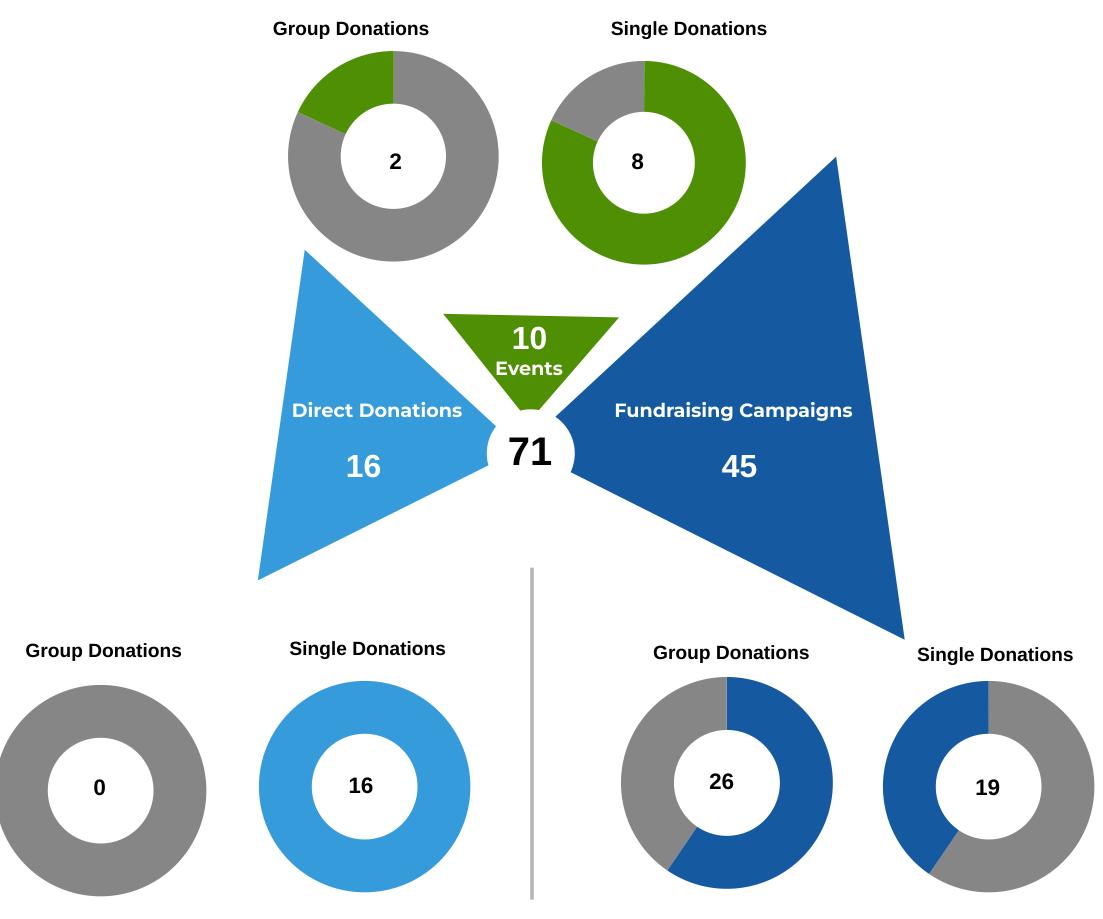
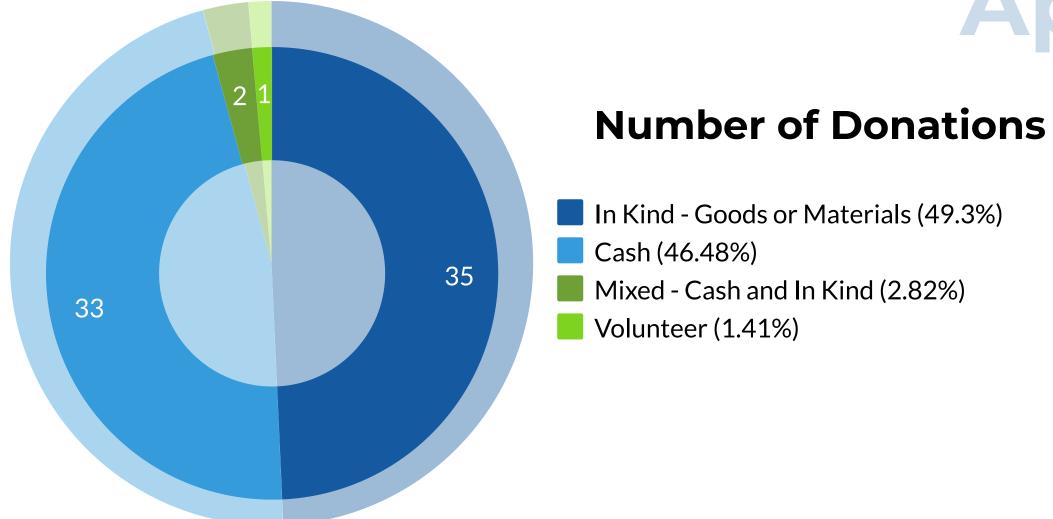
Data on Philanthropic Activity tracked through online and media platforms **April 2022**



Type of Donation

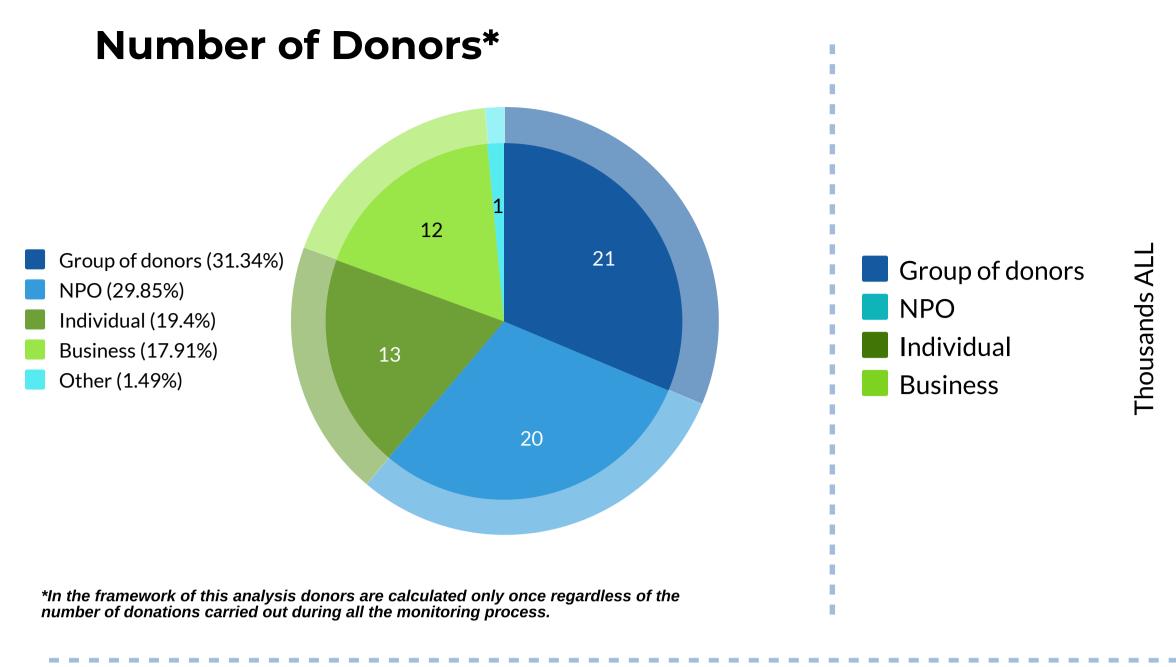




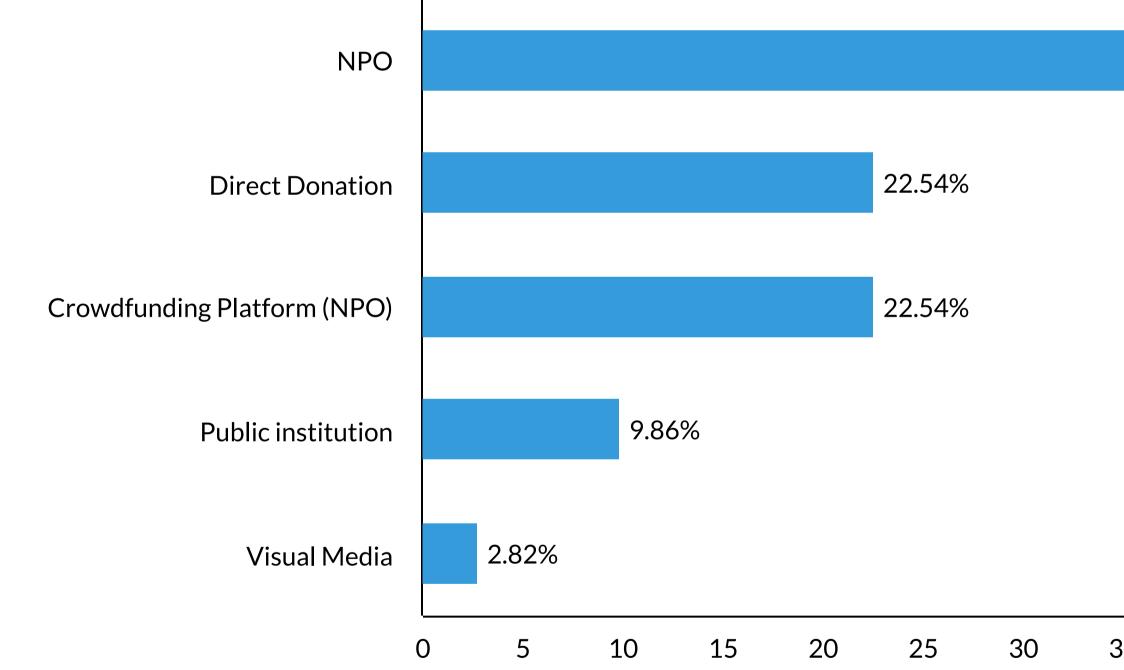
Fundraising Campaigns



Value by Donor



Channels of Donation



3 main DONORS by value of donations

#1 Group of Donors - 18,432,920 ALL

Online and social media crowdfunding campaign 'Të shpëtojmë jetën e Lejlës dhe Kristit!' to help two children in critical health condition.

#2 Group of Donors - 11,052,362 ALL

Online crowdfunding campaign "**Të shpëtojmë jetën e Lorelës nga Kosova!"** to help Lorela from Kosovo defeat her serious illness.

#3 Group of Donors - 10,537,635 ALL

Online crowdfunding campaign "Të shpëtojmë jetën e Leas !" to help the little one, 1 and a half years old diagnosed with spinal cancer.

83,315	Purpose of Donation
	Poverty Relief (29.58%)
	Support to Marginalized Groups (19.72%)
	Healthcare (18.31%)
	Religious Activities (14.08%)
	Culturs and art (7.04%)
	Preservation & Protection of the Environment
	Economic development (2.82%)
	Public Infrastructure (1.41%)
	Other (1.41%)
	Mix (1.41%)
12,178	
1,920 70	

		Final Beneficiaries
		 Final Beneficiaries Children/Youth - With Physical Health Issues (19.72%) People - In Economic Need (18.31%) Children/Youth - Without Parental Care (15.49%) People - From Religious / Faith Communities (9.86%) Adults - Elderly (7.04%) mix (7.04%) Children/Youth - With Intellectual Disabilities (4.23%) Others (2.82%) Children/Youth - Gifted / Talented (2.82%) Adults - With Physical Disabilities (2.82%) People - From Specific Geography (2.82%)
		 Children/Youth – From Specific Geography (2.02%) Children/Youth – From Specific Geography (1.41%) People – General Population (1.41%) Children/Youth – At Risk – Homeless/Street (1.41%) Adults – Unemployed (1.41%)
35 40	0	

Main DONORS by number of donations

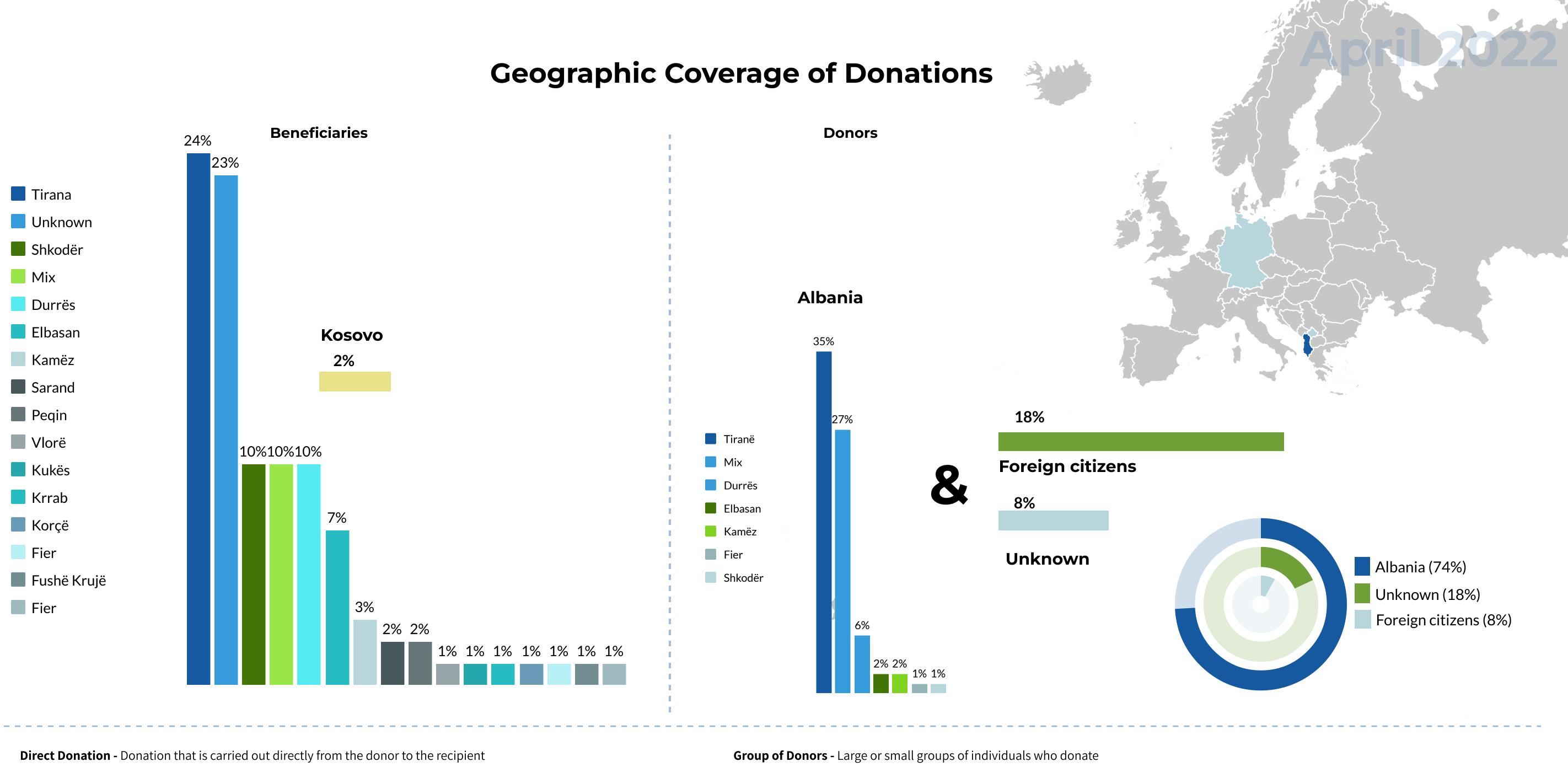
#1 TİKA - Turkish Cooperation and **Coordination Agency**

#2 Hope for world



ent (4.23%)

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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



This infographic 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.

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

Rockefeller Brothers Fund

Philanthropy for an Interdependent World

