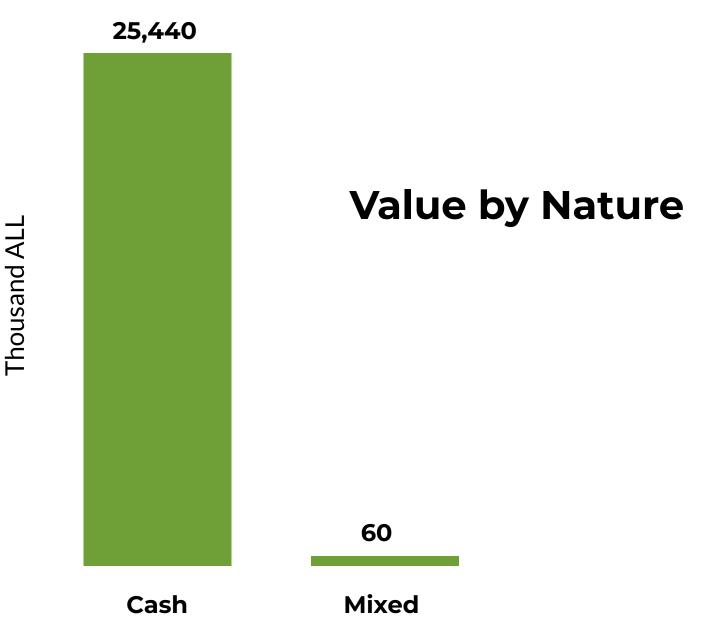
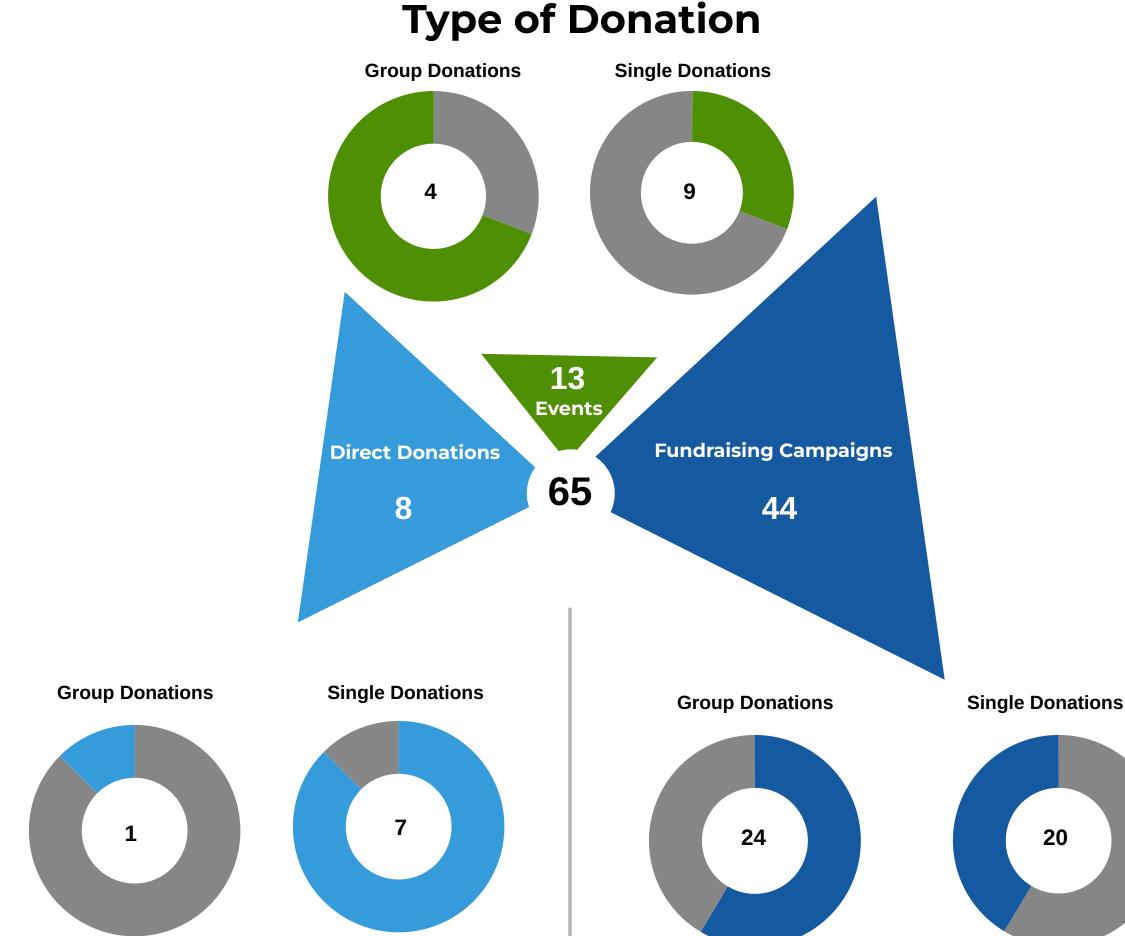
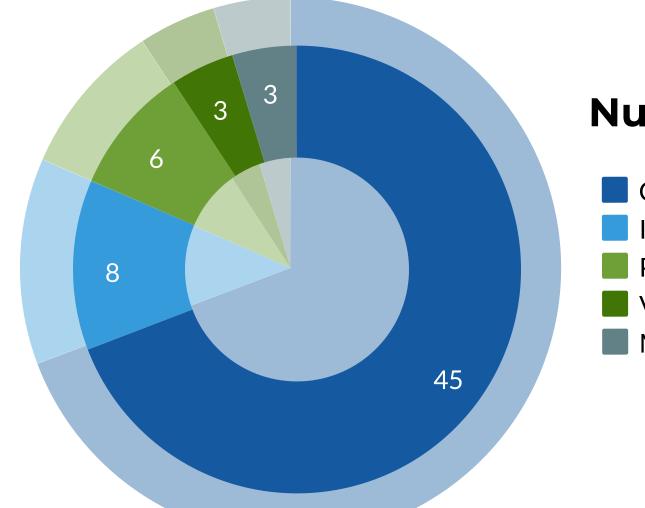
Data on Philanthropic Activity tracked through online and media platforms 25,440 September 2022







Number of Donations

Cash (69.23%) Professional Services (9.23%) Volunteer (4.62%) Mixed (4.62%)

Fundraising Campaigns

- **22** Call for Donations
- 3 Mega Campaigns

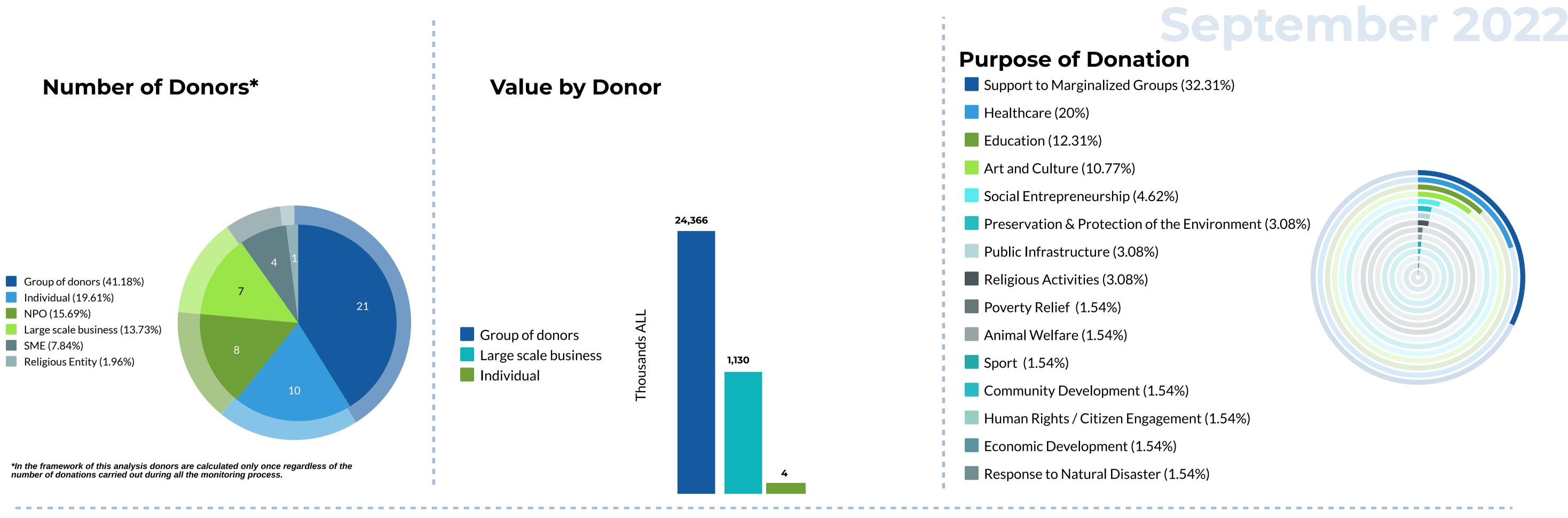
- Social Media
- 7 and Crowdfunding Campaigns
- 12 **Crowdfunding Campaigns**

Events

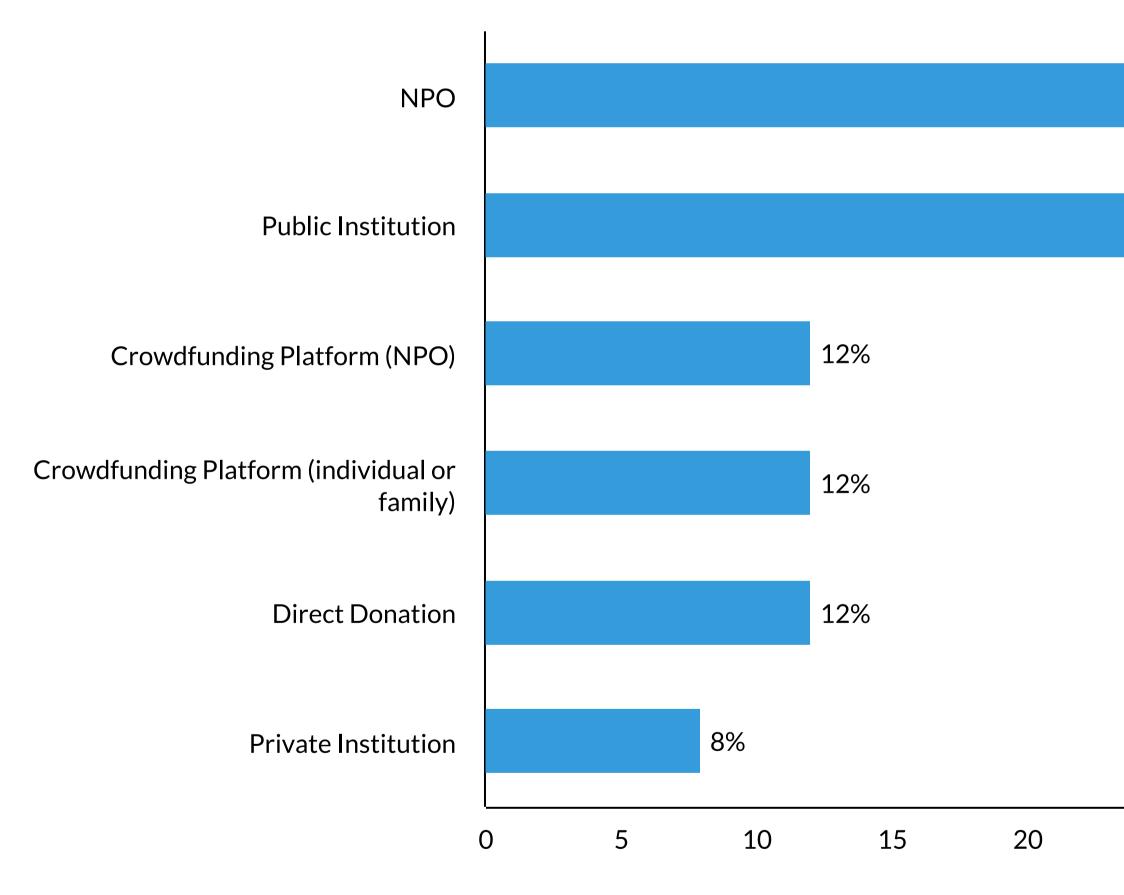
20

13 **Live Events** In Kind - Goods or Materials (12.31%)

T,UUJ donors tracked through **Crowdfunding Campaigns**



Channels of Donation



3 MAIN DONORS by value of donations

#1 Group of Donors - 14,097,240 ALL Fundraising campaign "Be part of their future!", in support of people in economic need.

#2 Group of Donors - 4,714,080 ALL Fundraising campaign "United for a good deed!", in support of people with health issues.

#3 Group of Donors - 2,171,400 ALL Fundraising campaign "Lets help Ajli", in support of the 7 years old, Ajli, who is suffering from a chronic illness.

			Final Beneficiaries	
			Ch&Y – Economic Need (16.92%)	
			People – General Population (12.31%)	п. п. и
	319	%	People – Specific Geography (9.23%)	• • •
25%		-	Ch&Y - Health Issues (9.23%)	
			Ch&Y - PWD (7.69%)	
			Ch&Y – Without Parental Care (7.69%)	
			Ch&Y – Talented (6.15%)	<u>п</u> . и. и
		•	People – Economic Need (4.62%)	• • •
			Adults – Health Issues (4.62%)	
			Adults – Elderly (3.08%)	
			Ch&Y – From Specific Geography (3.08%)	
			People - From Religious / Faith Communities (3.08%)	'n' 'n' 'n
			Animals (1.54%)	• • •
			People - Health Problems (1.54%)	
			Mixed (1.54%)	
			Ch&Y – General (1.54%)	
25	30		Adults – Unemployed (1.54%)	'n' 'n' 'n
			Adults –PWD (1.54%)	• •
			Ch&Y – At Risk – Homeless (1.54%)	ŴŴ
			Other (1.54%)	

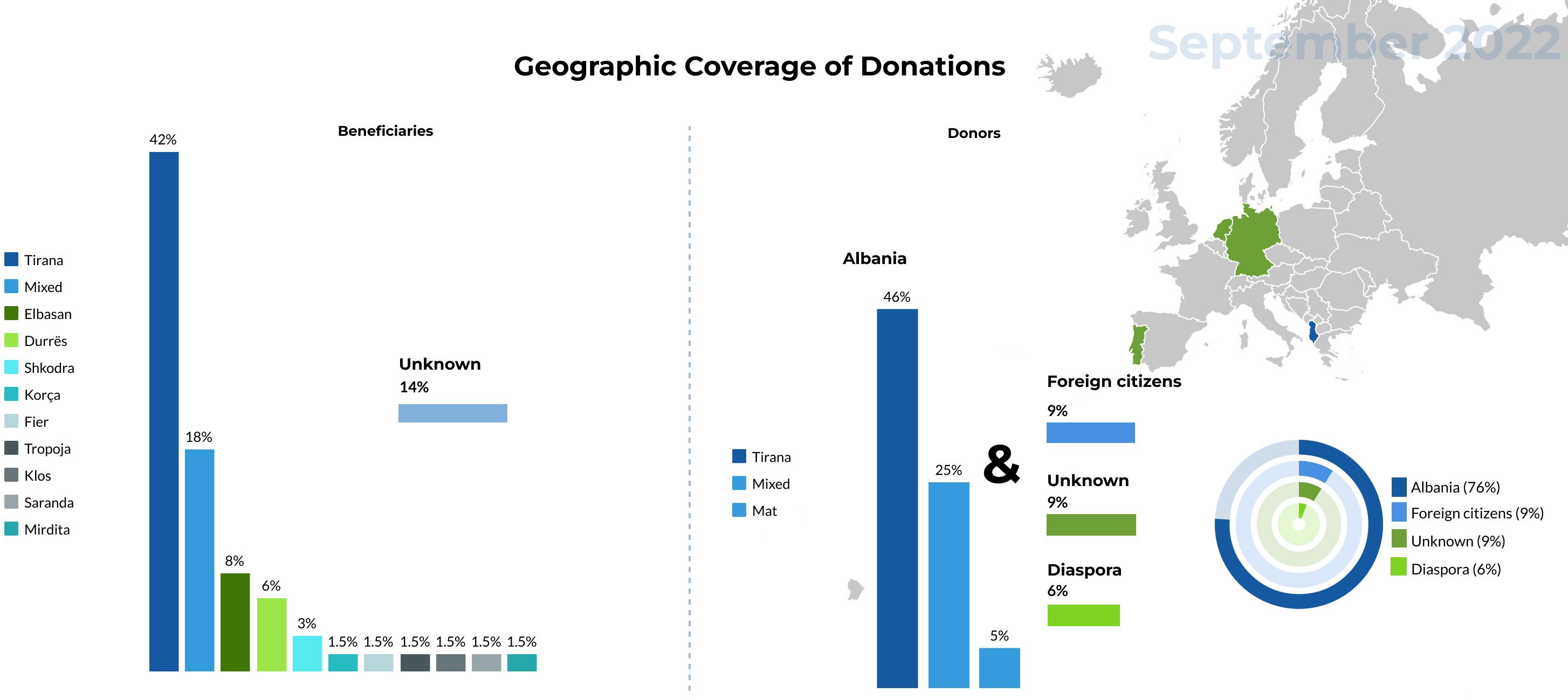
3 MAIN DONORS by number of donations

#1	Credin
#2	Raiffe

#3 Vizion OJF

ns Bank

eisen Bank



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



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

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

Rockefeller Brothers Fund

