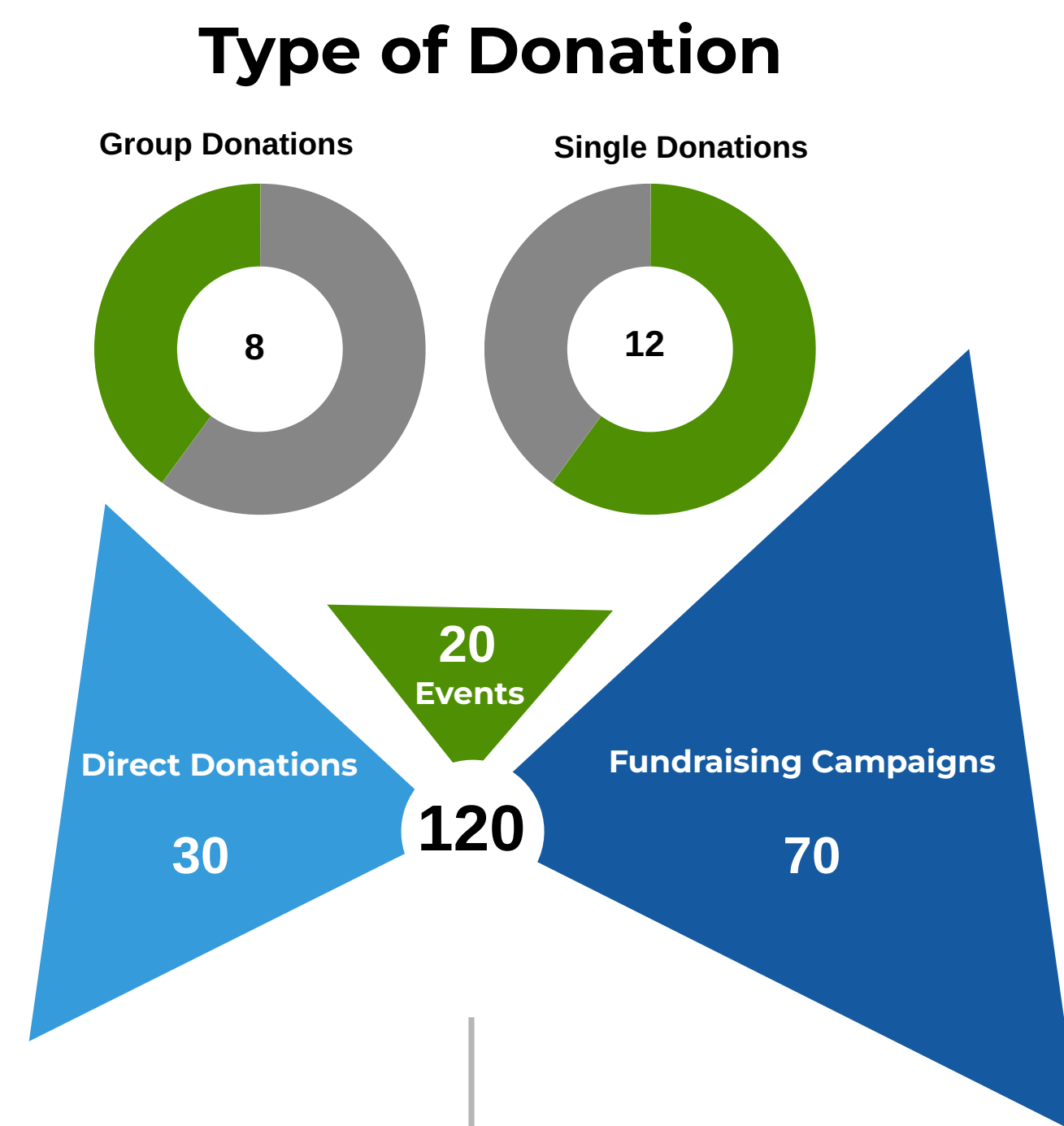
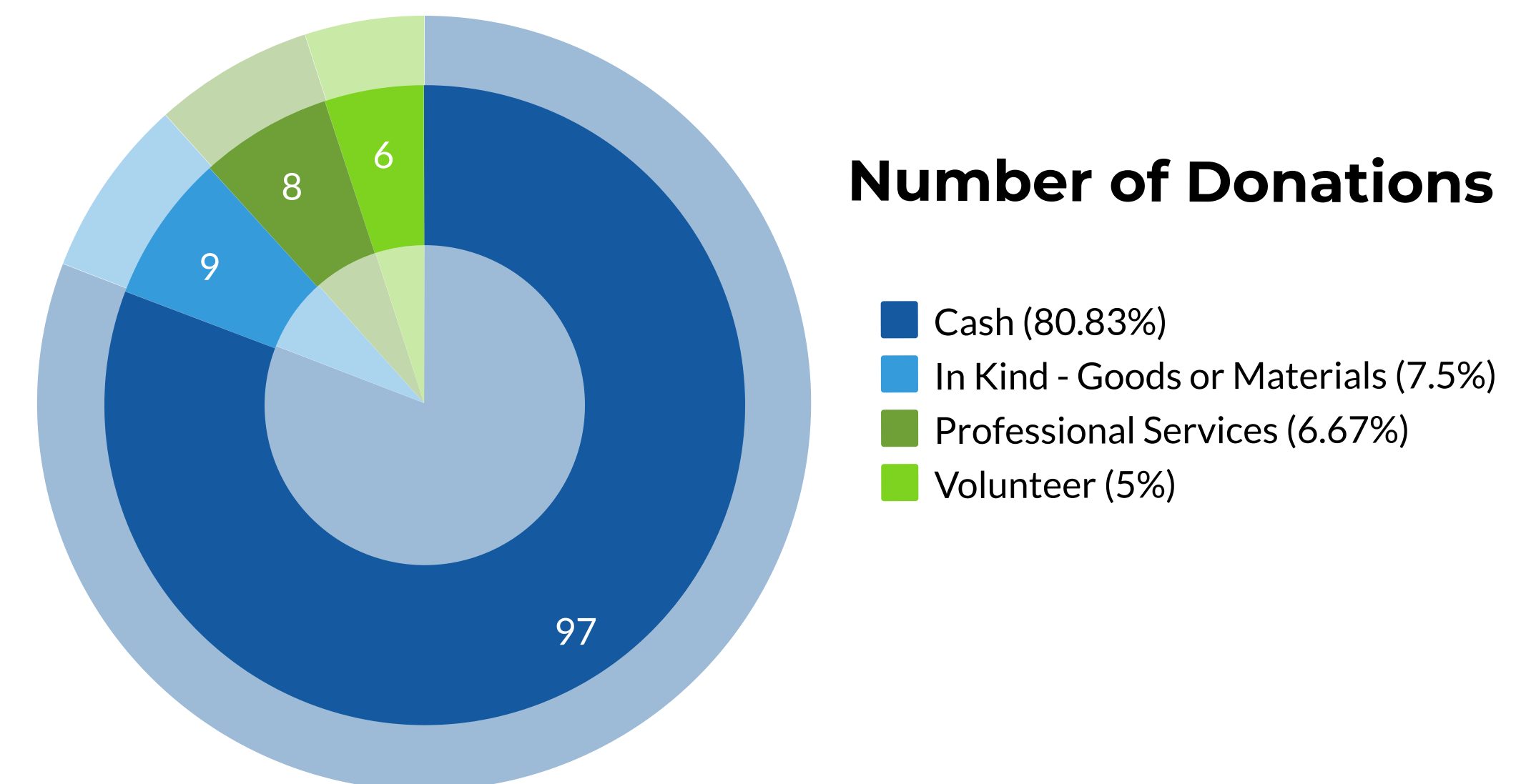
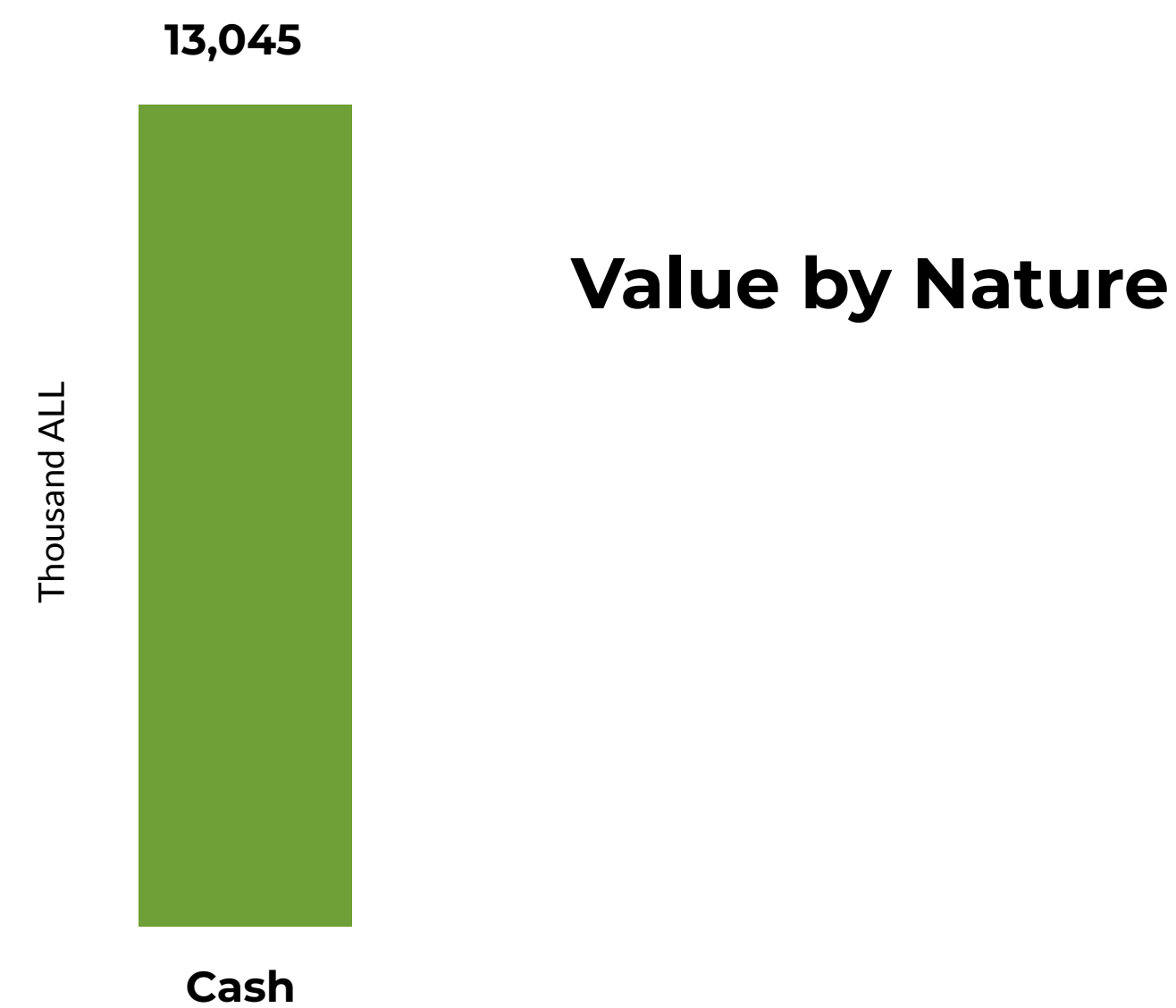


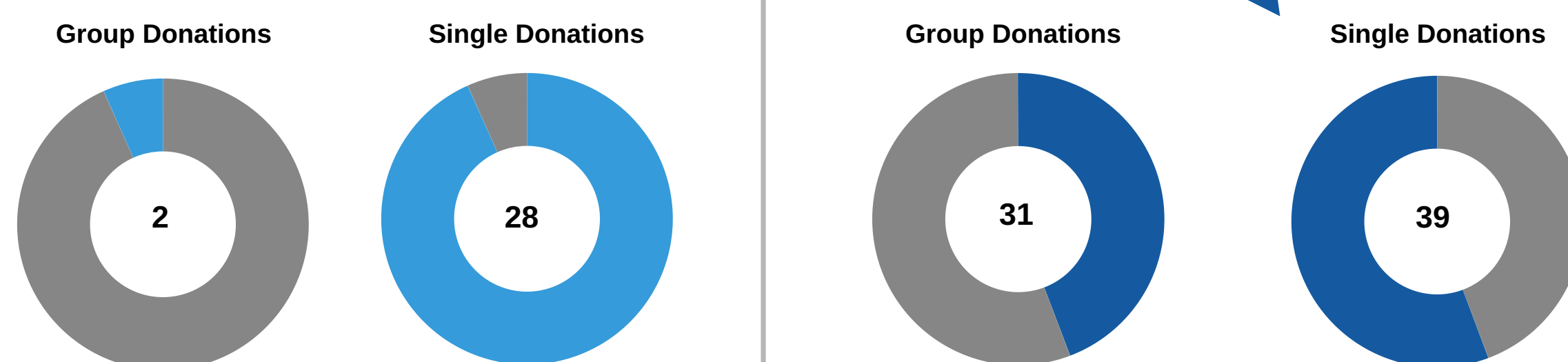
Data on Philanthropic Activity

tracked through online and media platforms

December 2022



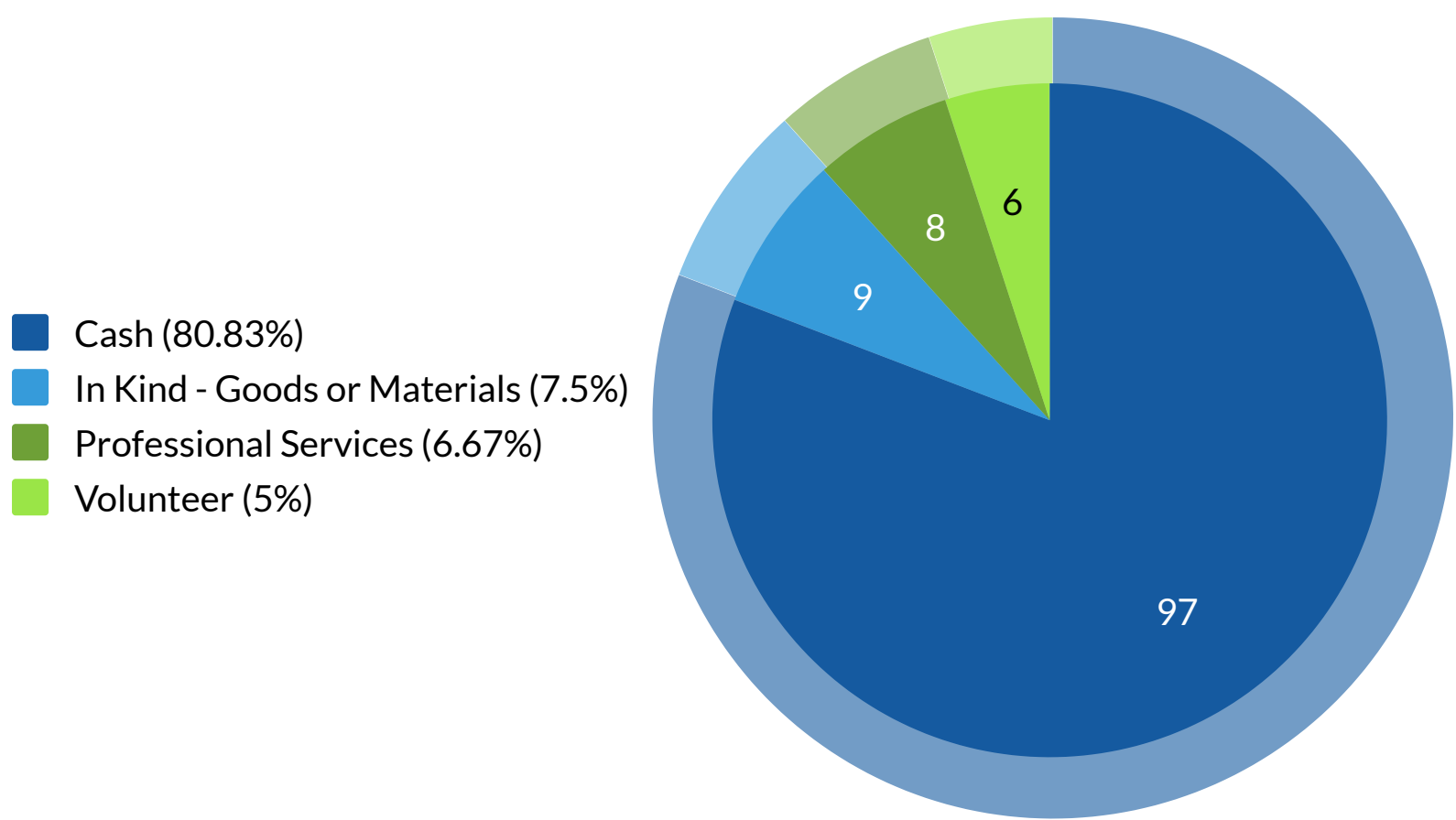
Fundraising Campaigns



Events

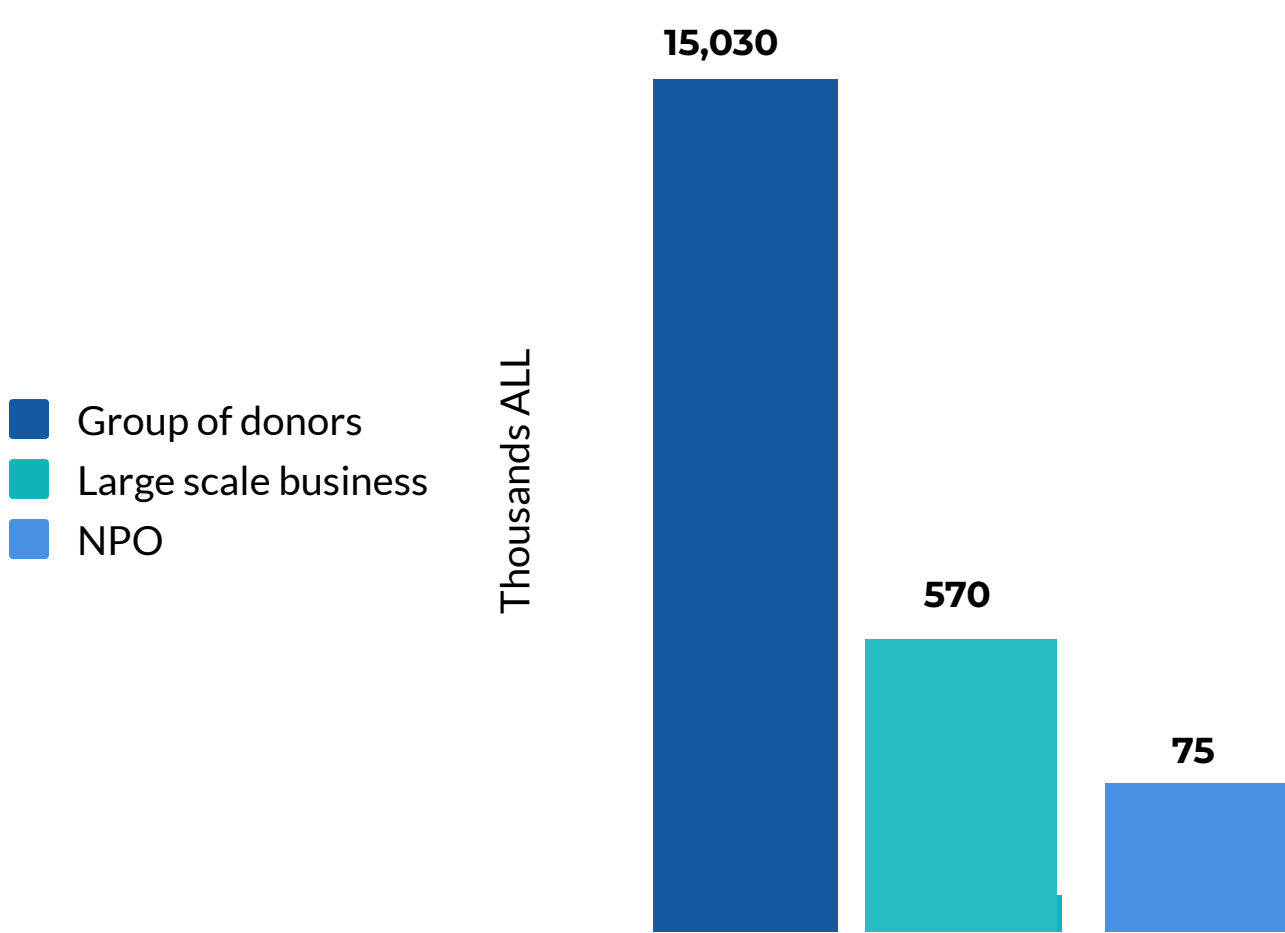


Number of Donors*



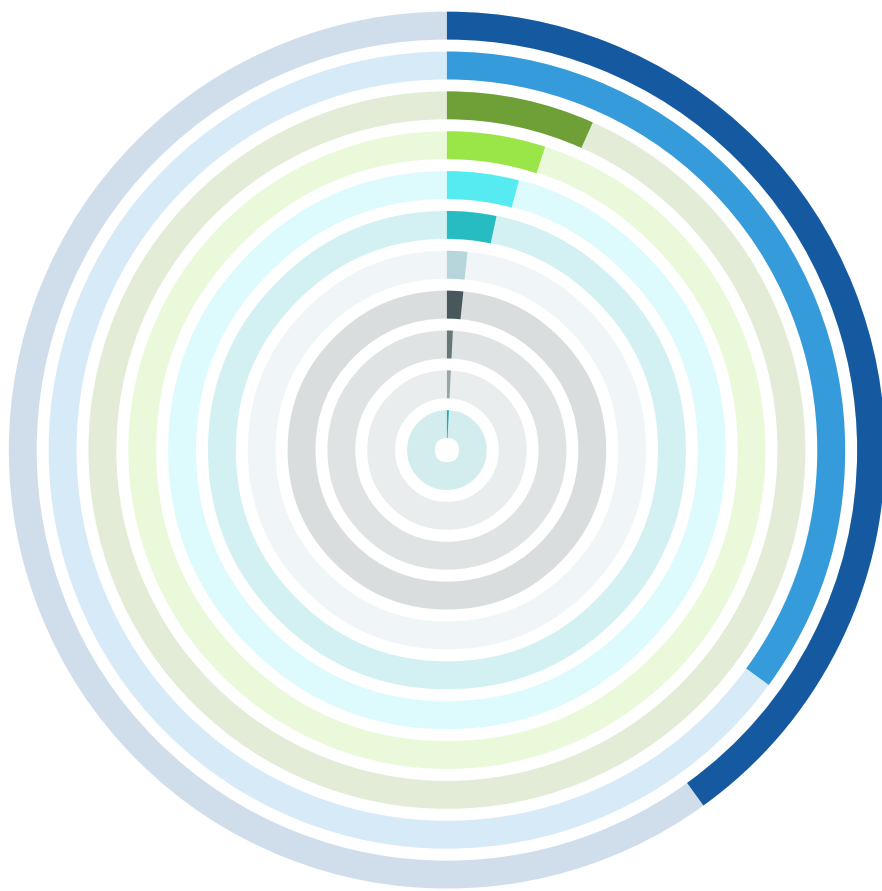
*In the framework of this analysis donors are calculated only once regardless of the number of donations carried out during all the monitoring process.

Value by Donor

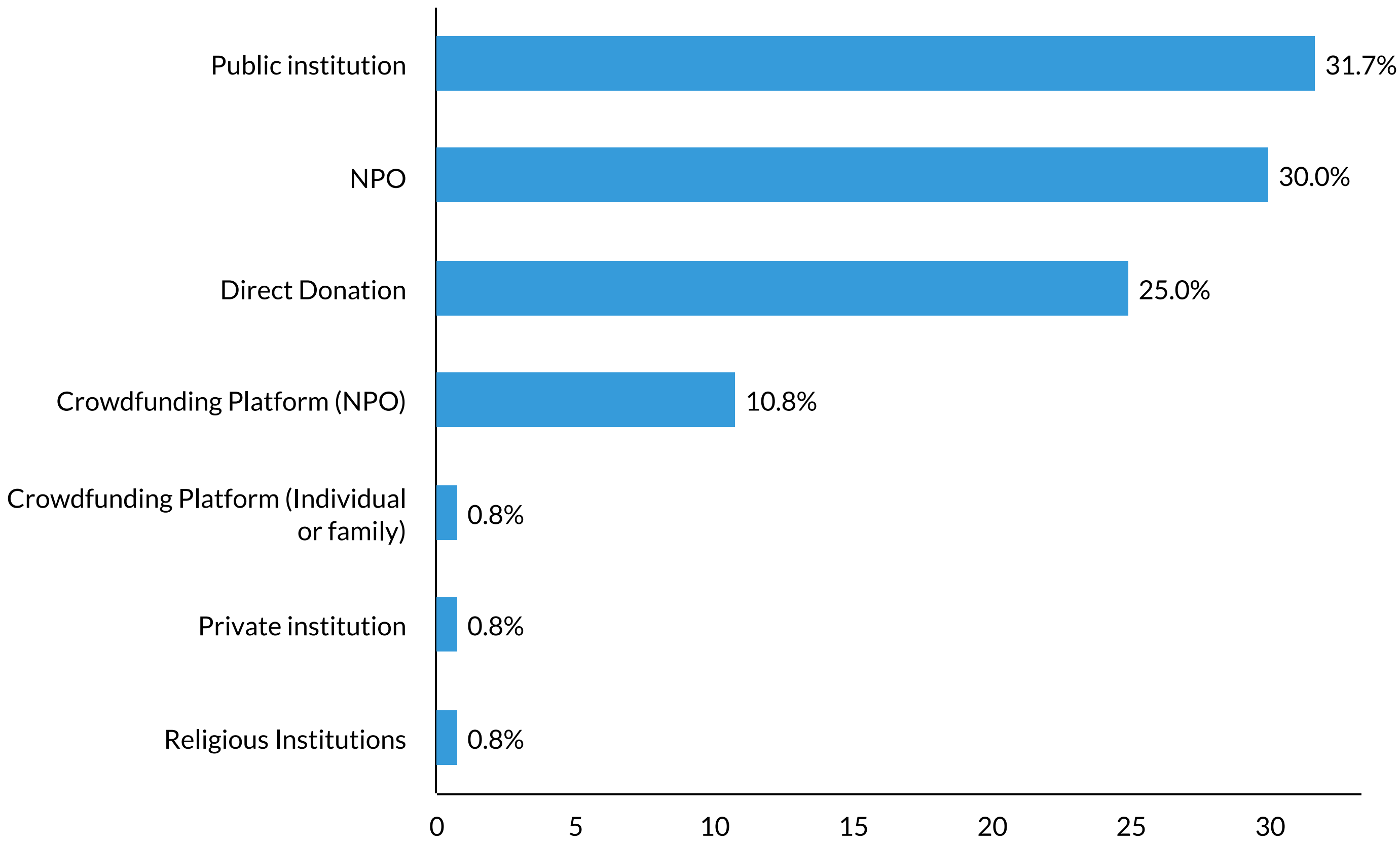


Purpose of Donation

- Seasonal Giving (40%)
- Support to Marginalized Groups (35%)
- Poverty Relief (6.67%)
- Healthcare (5%)
- Education (4.17%)
- Economic Development (3.33%)
- Public Infrastructure (1.67%)
- Religious Activities (1.67%)
- Art and Culture (0.83%)
- Community Development (0.83%)
- Preservation & Protection of the Environment (0.83%)

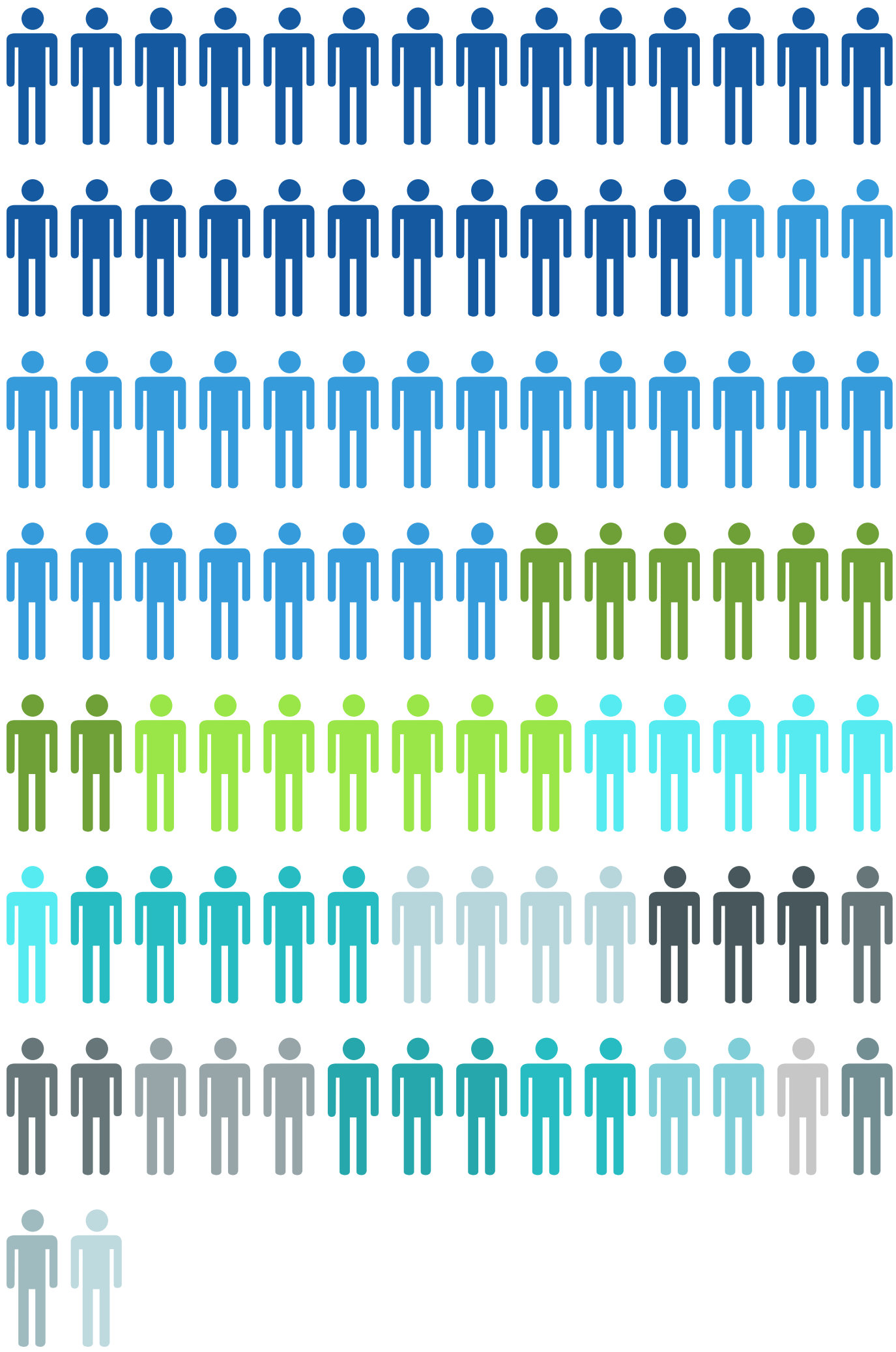


Channels of Donation



Final Beneficiaries

- Ch&Y - Without Parental Care (25%)
- People - Economic Need (25%)
- Ch&Y - Economic Need (8.33%)
- Adults - Elderly (6.67%)
- Ch&Y - From Specific Geography (5.83%)
- Ch&Y - PWD (5%)
- W&Ch - Victims of Violence and Trafficking (4.17%)
- Ch&Y - Health Issues (3.33%)
- Adults -PWD (3.33%)
- Ch&Y - Talented (2.5%)
- Ch&Y - General (2.5%)
- Others (1.67%)
- People - From Religious / Faith Communities (1.67%)
- People - General Population (0.83%)
- Mixed (0.83%)
- Ch&Y - At Risk - Homeless/Street (0.83%)
- People - From Minority Communities (0.83%)
- Adults- Homeless (0.83%)
- Ch&Y - From Minority Communities (0.83%)



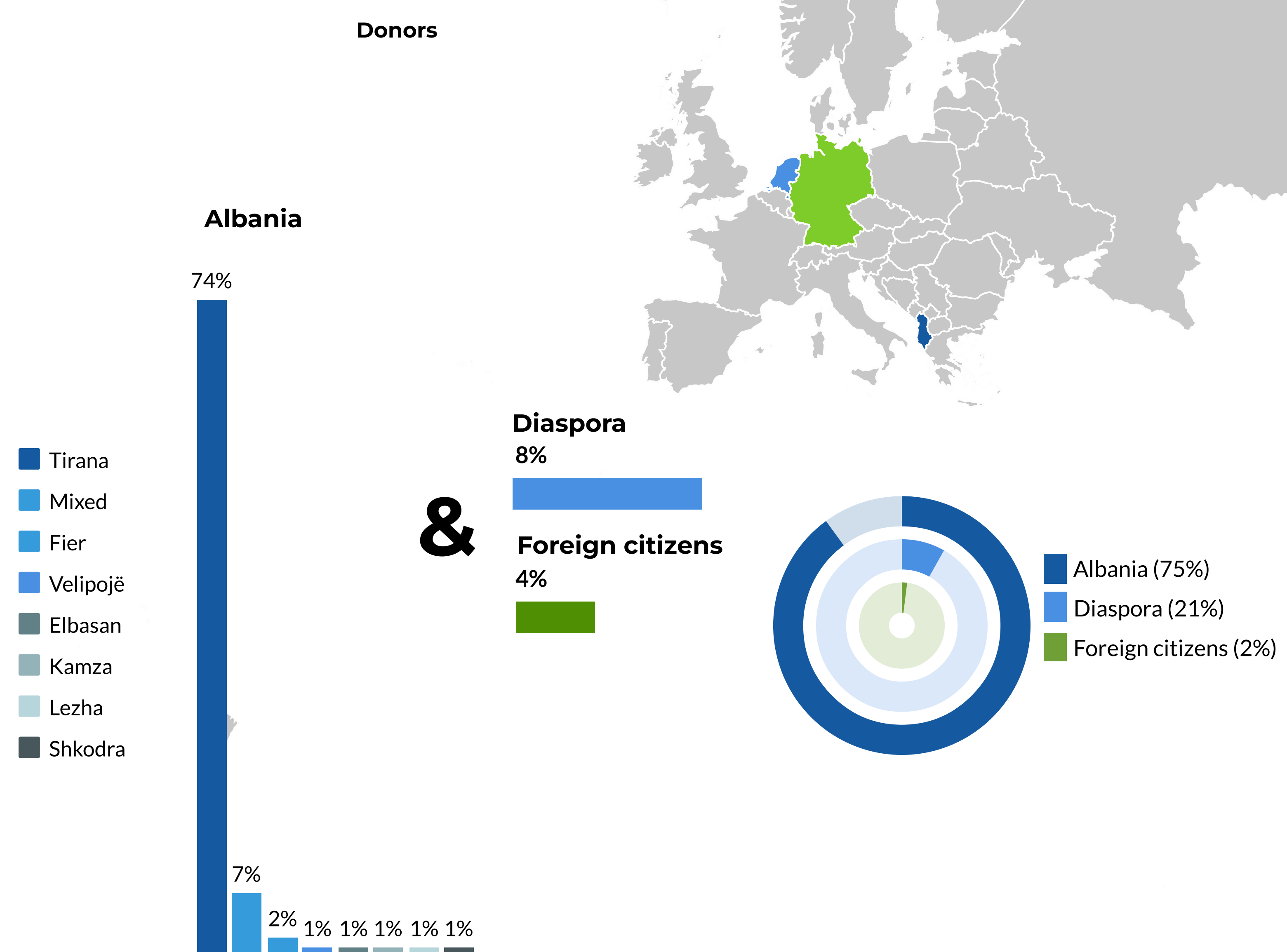
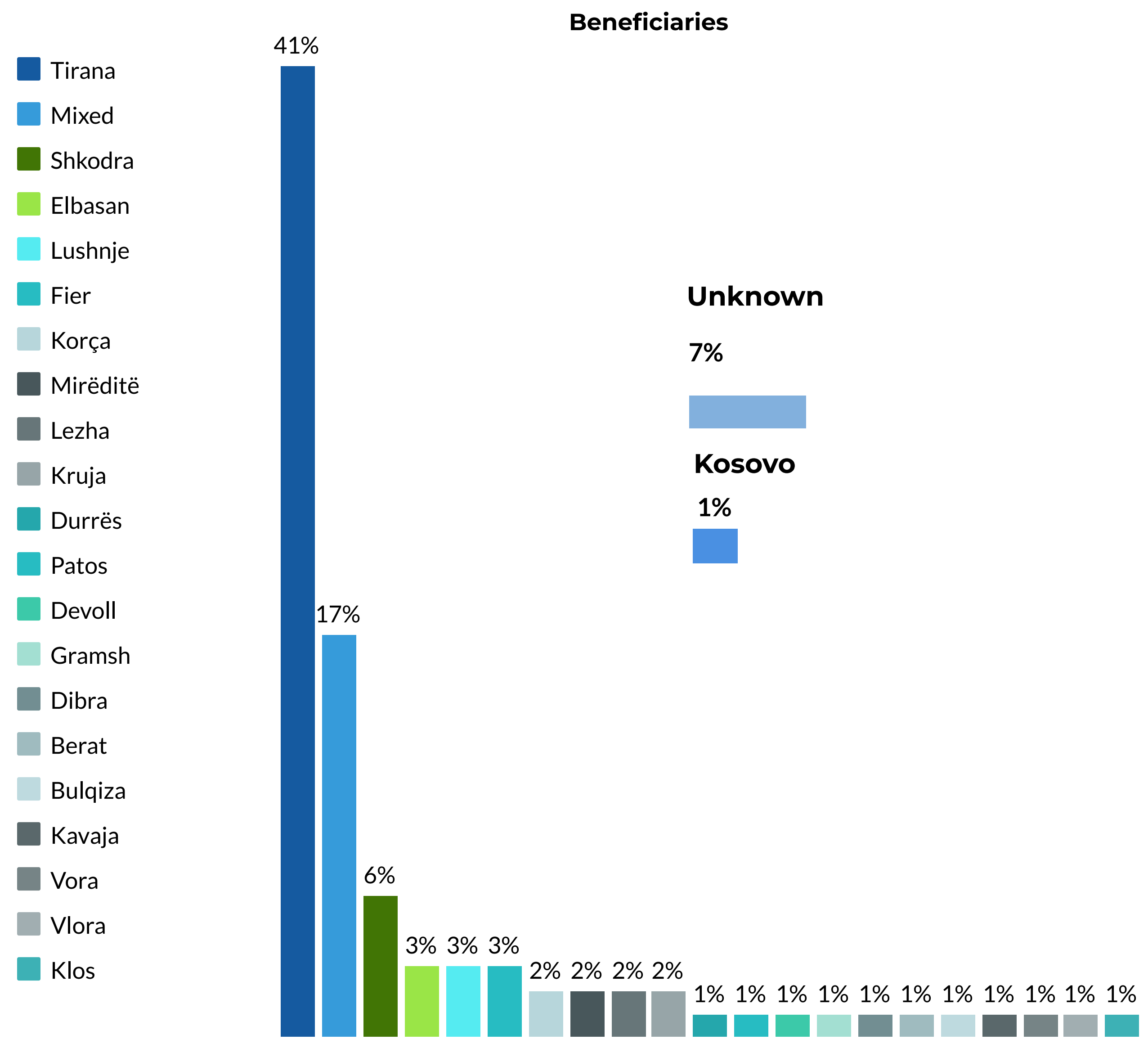
3 MAIN DONORS
by value of
donations

- #1 Group of Donors - 3,189,848 ALL
Fundraising campaign "Let's Help Denisa's Children", in support of two minor orphans.
- #2 Group of Donors - 2,760,894 ALL
Fundraising campaign "Let's Help Leo", in support of Leo who is suffering from osteoporosis.
- #3 Group of Donors - 2,593,599 ALL
Fundraising campaign "United for good things!", in support of 2-year-old Joel from Kosovo, whose life is at risk from a tumor.

MAIN DONORS
by number
of donations

- #1 Vizion OJF (8)
- #2 Credins Bank (8)
- #3 Alsar Foundation (5)
- #4 Raiffeisen Bank (5)
- #5 HAMLEYS (5)

Geographic Coverage 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
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

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
W&Ch - Women and Children