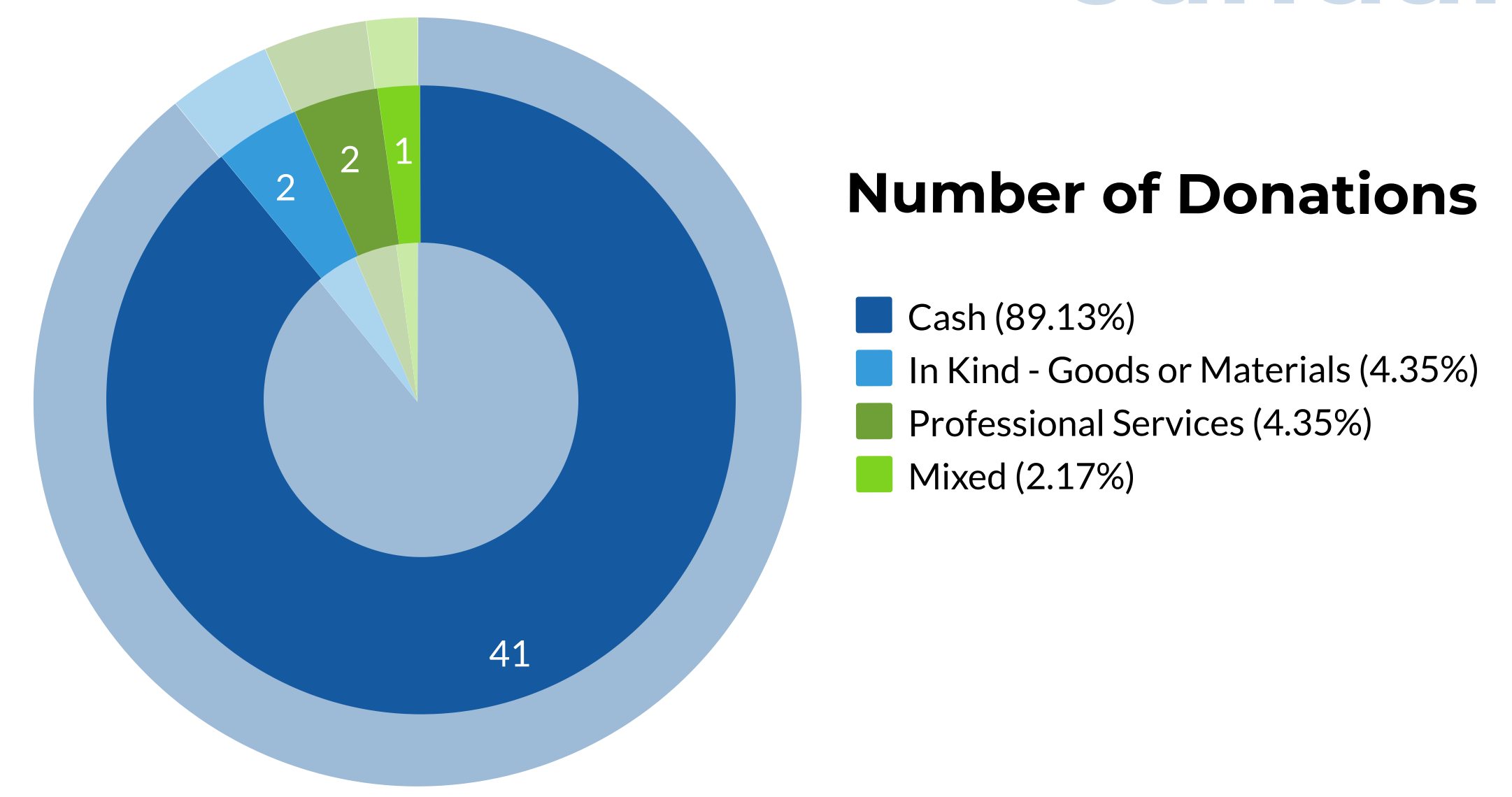
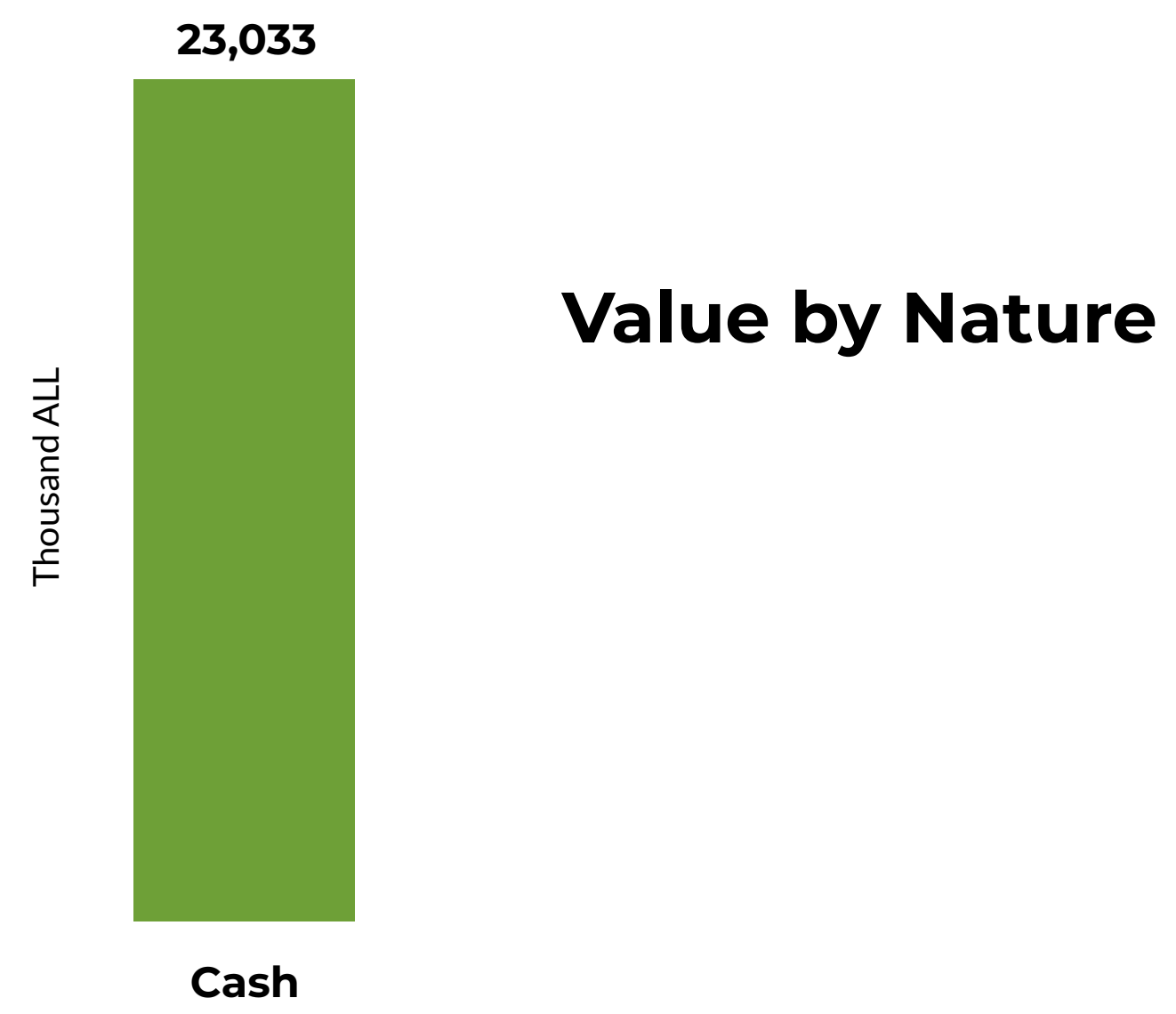


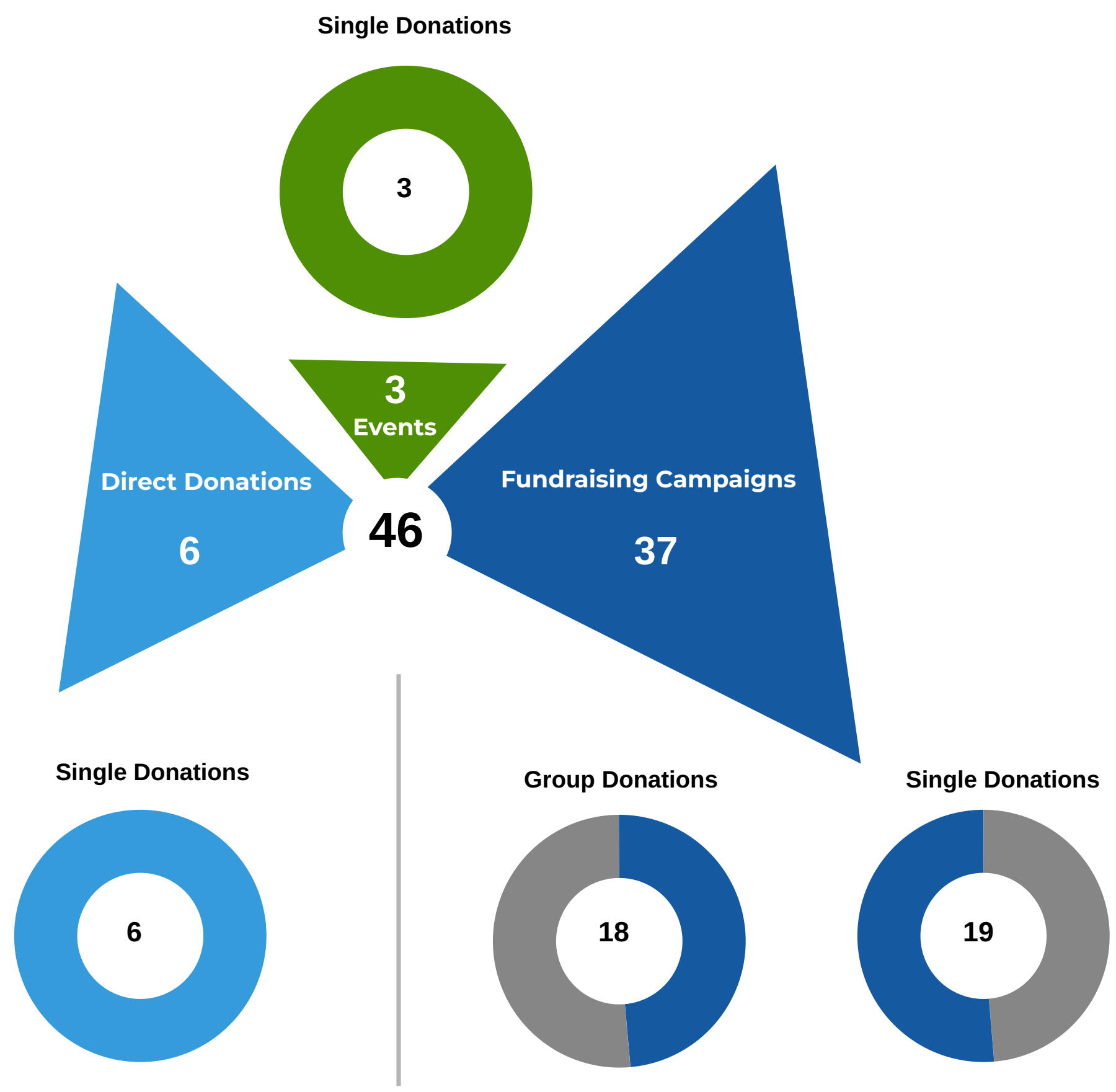
Data on Philanthropic Activity

tracked through online and media platforms

January 2023



Type of Donation



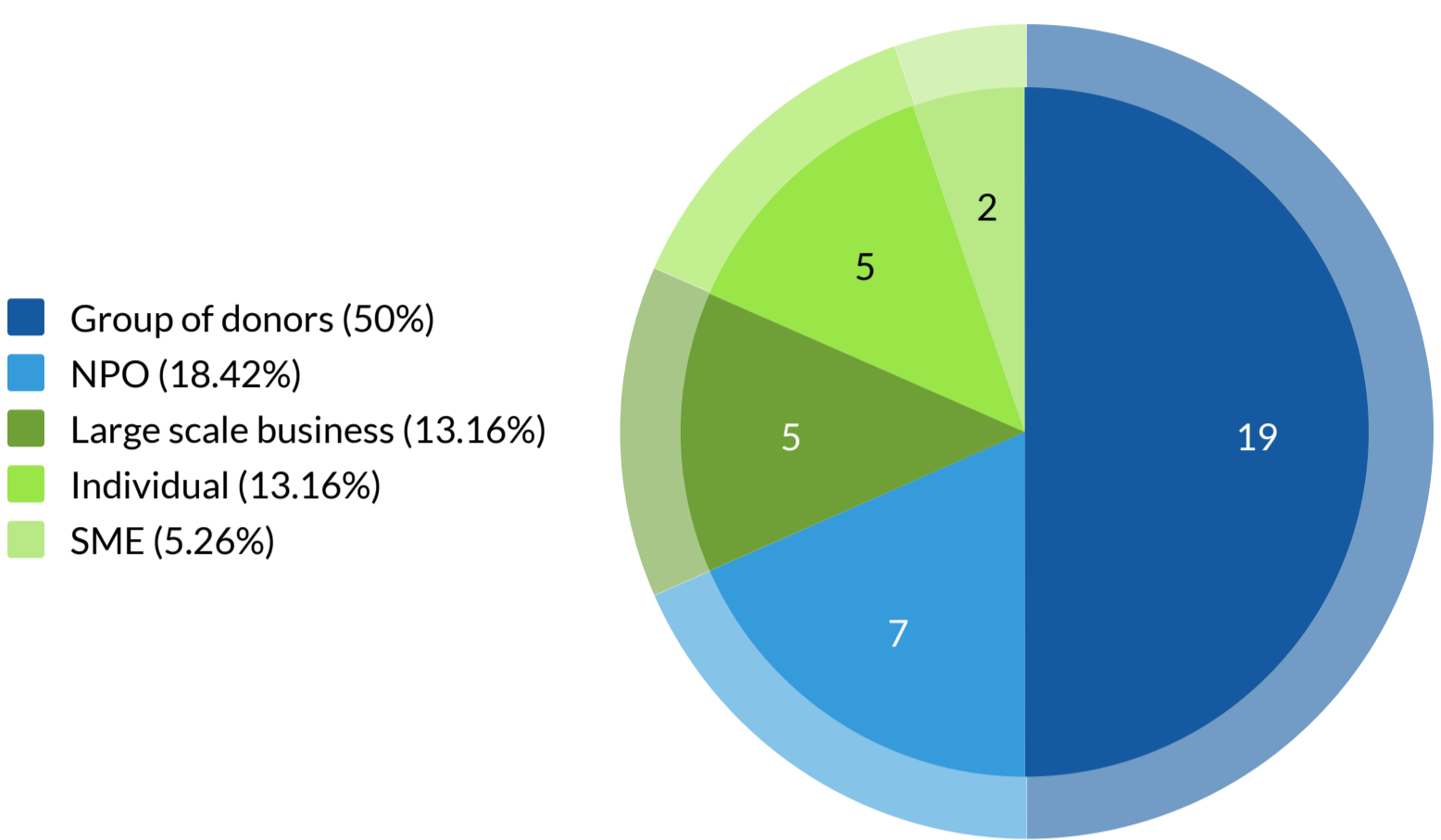
Fundraising Campaigns



Events

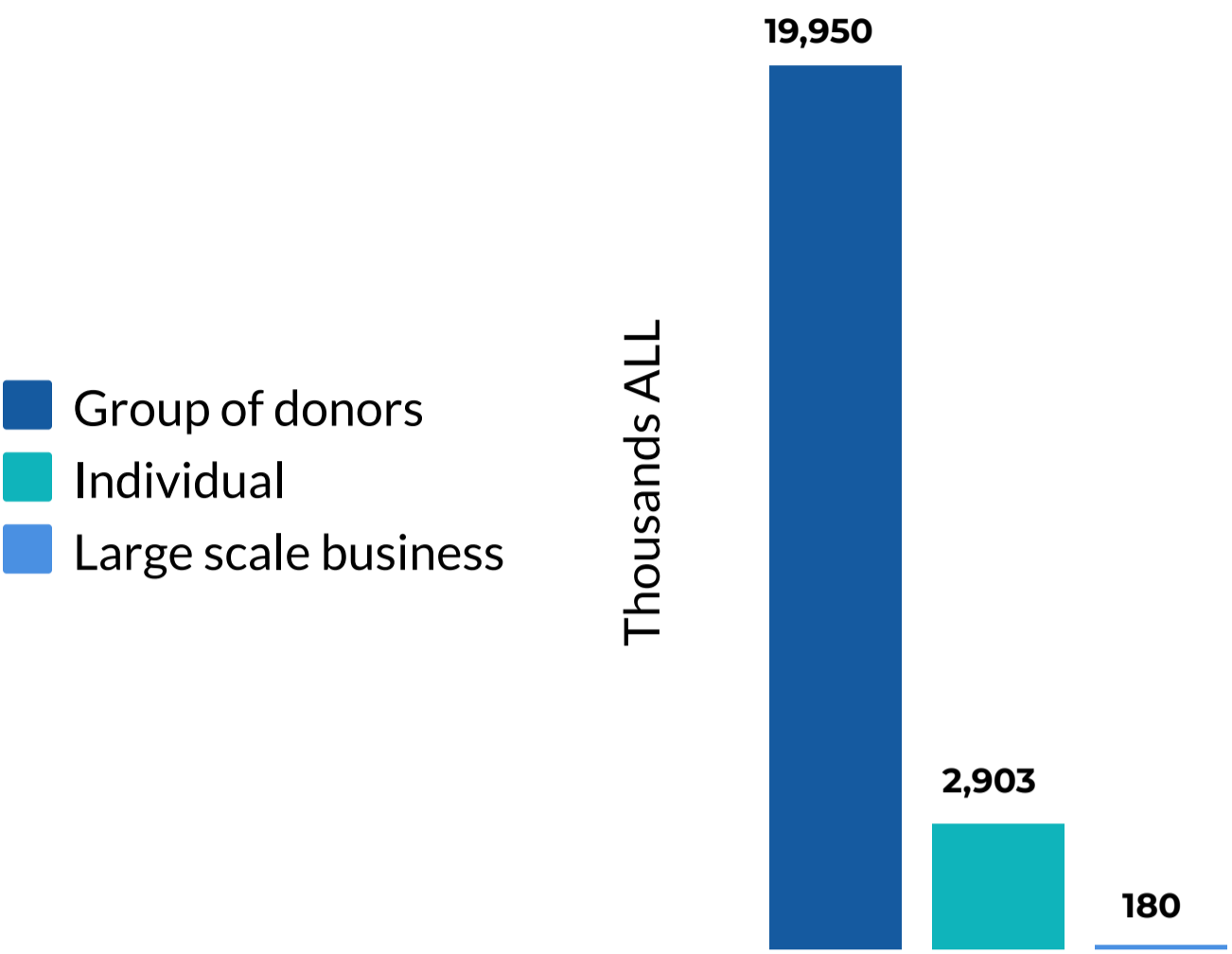


Number of Donors*



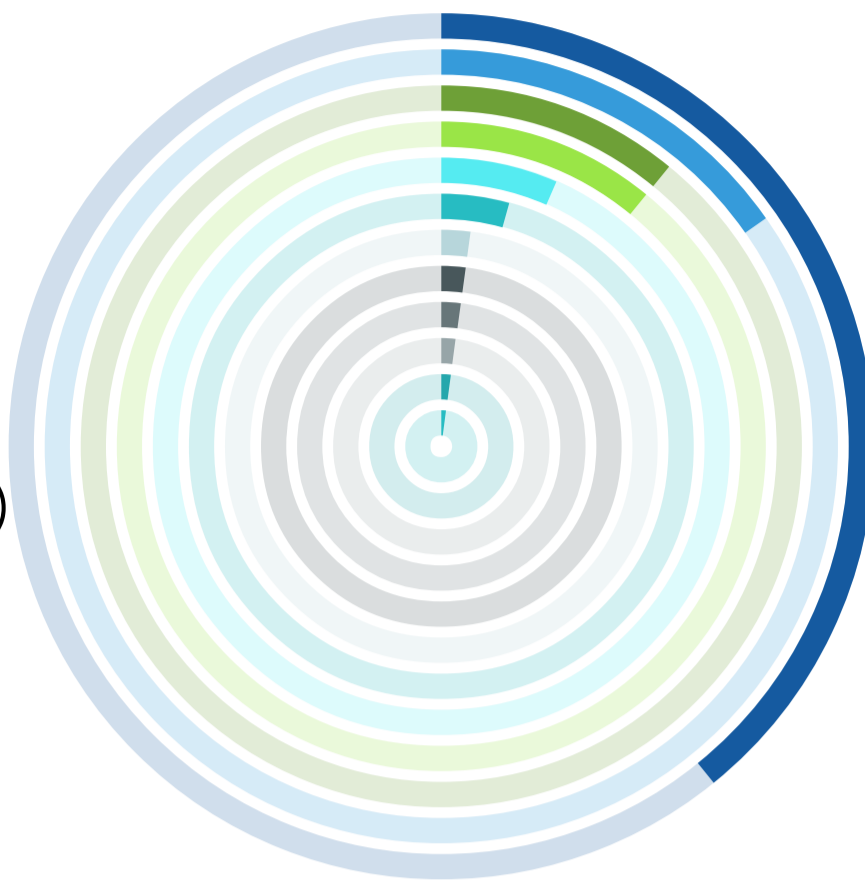
*In the framework of this analysis donors are calculated only once regardless of the number of donations carried out during all the monitoring process.

Value by Donor

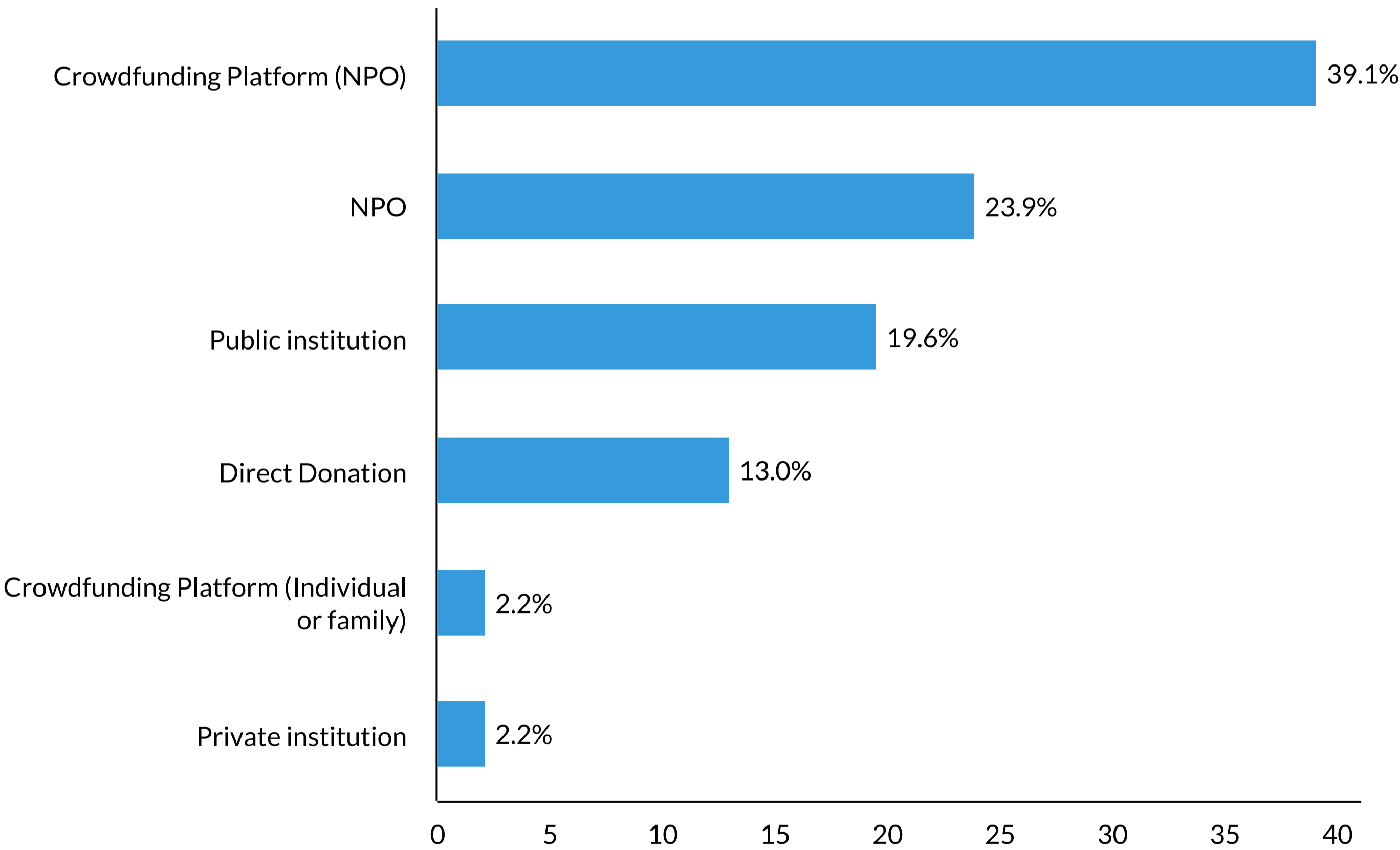


Purpose of Donation

- Support to Marginalized Groups (39.13%)
- Healthcare (15.22%)
- Poverty Relief (10.87%)
- Education (10.87%)
- Response to Natural Disaster (6.52%)
- Economic Development (4.35%)
- Preservation & Protection of the Environment (2.17%)
- Public Infrastructure (2.17%)
- Religious Activities (2.17%)
- Sport (2.17%)
- Animal Welfare (2.17%)
- Others (2.17%)

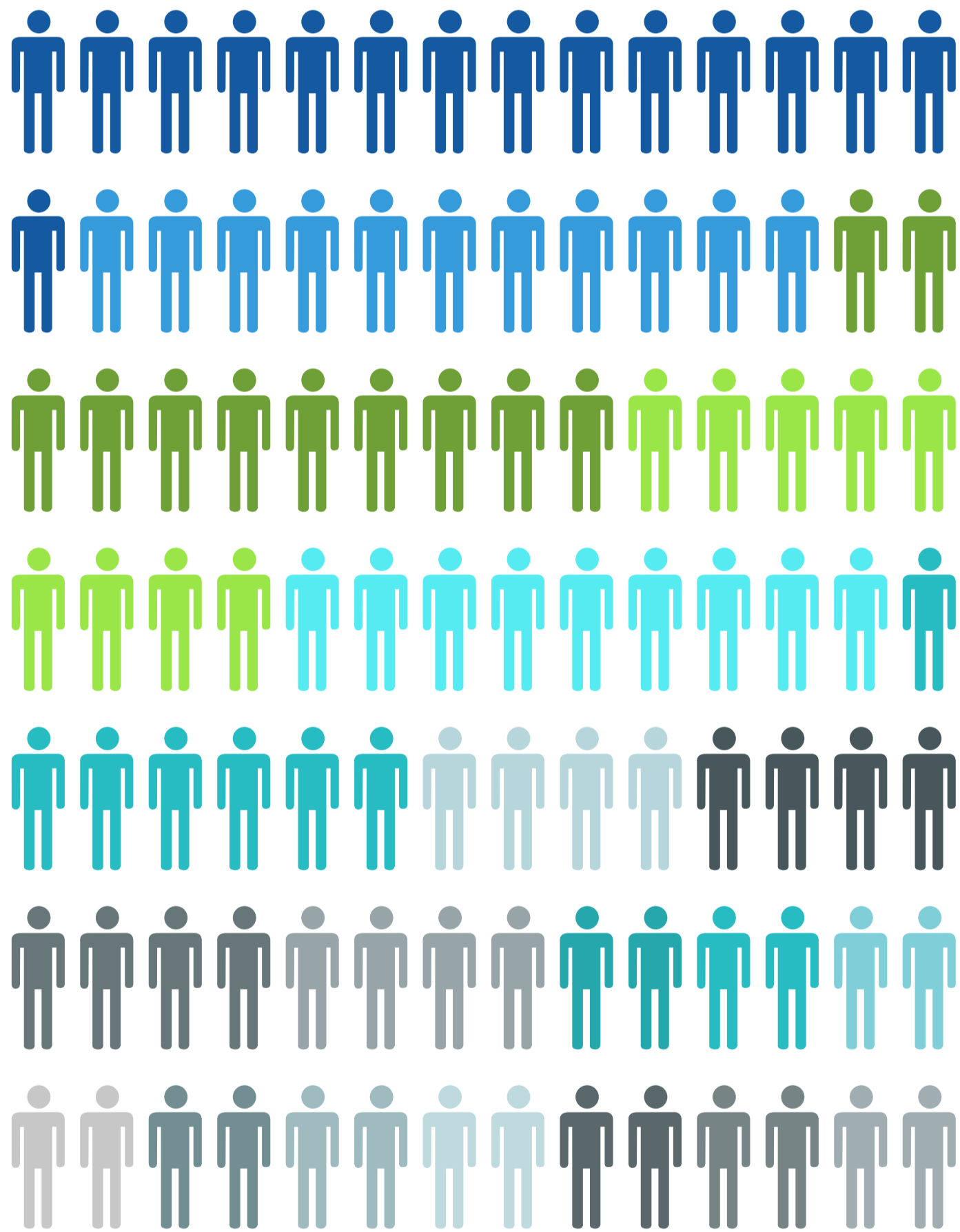


Channels of Donation



Final Beneficiaries

- Ch&Y - Without Parental Care (15.22%)
- Adults - Elderly (10.87%)
- Ch&Y - Health Issues (10.87%)
- Ch&Y - PWD (8.7%)
- People - Economic Need (8.7%)
- Ch&Y - General (6.52%)
- Ch&Y - From Specific Geography (4.35%)
- Ch&Y - Talented (4.35%)
- Ch&Y - Homeless (4.35%)
- People - Living in Other Countries (4.35%)
- People - From Specific Geography (2.17%)
- Ch&Y - Economic Need (2.17%)
- People - General Population (2.17%)
- Adults - PWD (2.17%)
- People - From Religious / Faith Communities (2.17%)
- W&Ch- Victims of Violence and Trafficking (2.17%)
- Animals (2.17%)
- Adults- Homeless (2.17%)
- W&Ch- With Infants (2.17%)
- Others (2.17%)



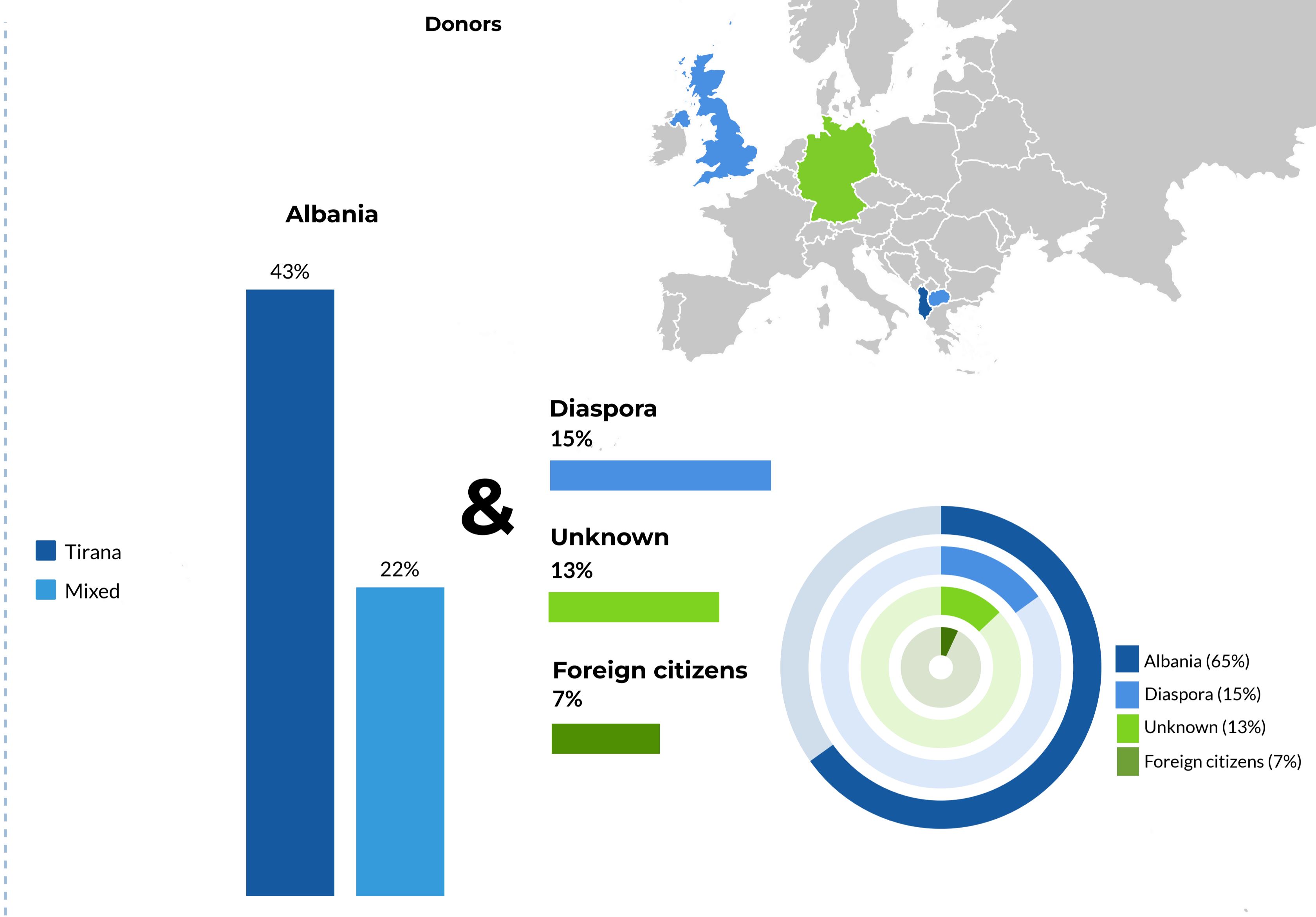
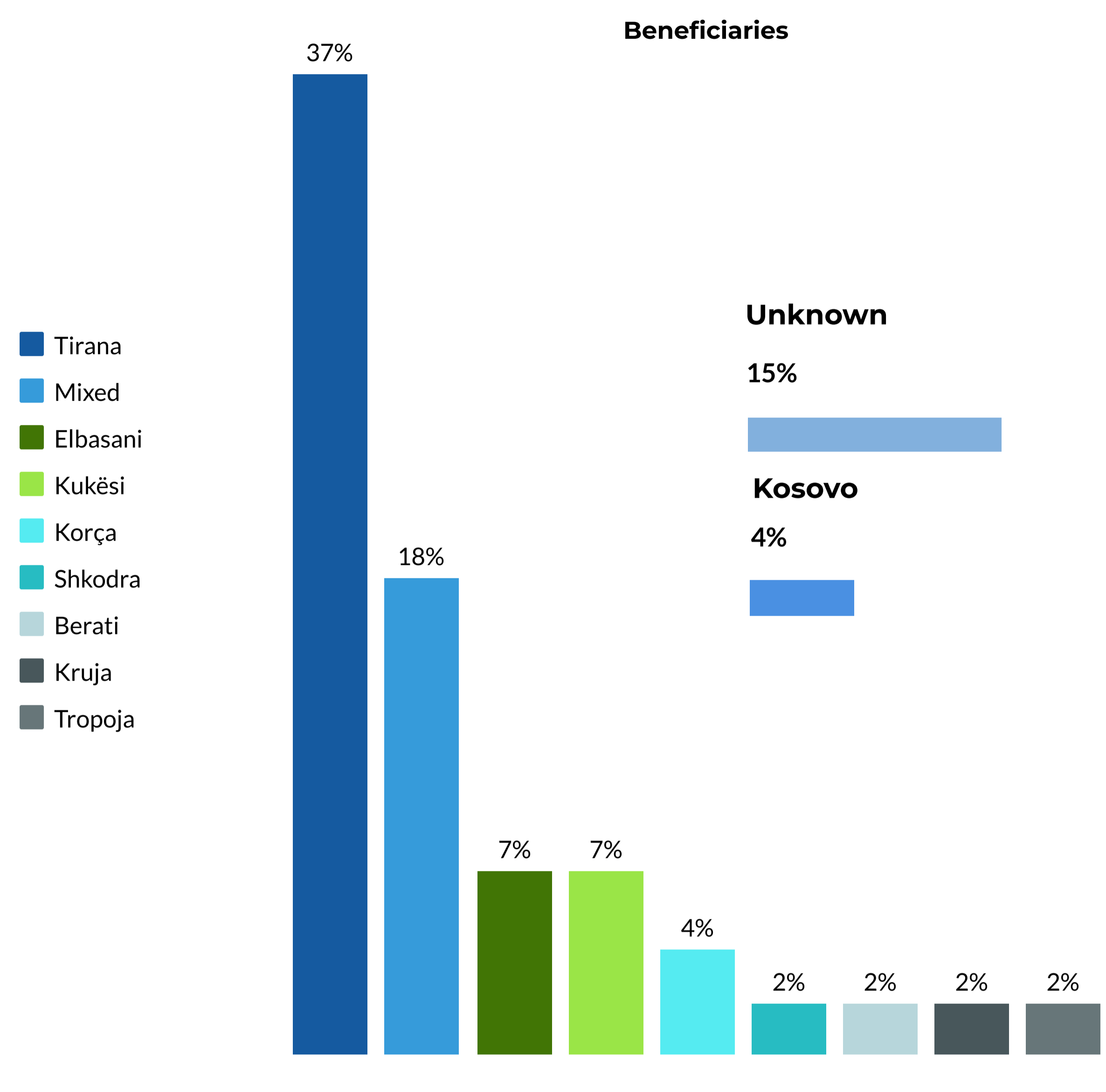
3 MAIN DONORS
by value of
donations

- #1 Group of Donors - 15,253,164 ALL
Fundraising campaign "Let's save Jasmina's life!", in support of Jasmina who is in critical health condition.
- #2 Anonymous individual - 1,740,000 ALL
Fundraising campaign "Let's help Mesila", was supported by an Albanian citizen living in Germany who undertook to pay for Mesila's operation.
- #3 Group of Donors - 1,538,460 ALL
Fundraising campaign "Let's help Armir!", in support of 4-year-old Armir from Peja, who is in a critical life condition.

3 MAIN DONORS
by number
of donations

- #1 Alsar Foundation (4)
- #2 Credins Bank (3)
- #3 EMIN (2)

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

