

PHI LAN THR OPY

5th

edition

dedicated hub
for PHILANTHROPY

#philanthropy

— contact   



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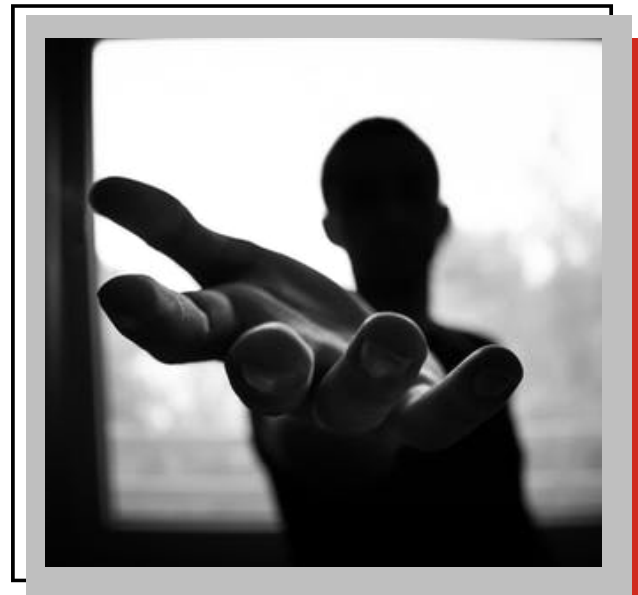
TIRANA, ALBANIA

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dedicated hub
for PHILANTHROPY

In this edition



5
About the
magazine

9
Data on Philanthropic
Activity
January - Decembre
2022

23
Philanthropy Week
2022

28
Interviews with
representatives of
philanthropic
initiatives in the country
Ina Malhani
Luis Artoni

38
Giving Circle



44
Smile.al

49
Fundraising Campaigns
for people in need
July - Decembre 2022

51
Community Foundations
Assistance to Community
Foundations

53
Developments from
Europe

***Welcome to the fifth edition of
Philanthropy magazine!***

"Philanthropy" is the only magazine in Albania, promoting various initiatives regarding the philanthropic activity in the country.

In this edition, you will get introduced with the initiatives and activities organized during the months of July - December 2022.

A special focus is given to **data and facts from the annual monitoring of philanthropic activity**, as well as **donation trends over the years**.

In November 2022, was organized for the third consecutive year the "**Philanthropy Week 2022**". A series of activities were organized to increase awareness, promotion, engagement, and public debate, especially among young people, on the importance of philanthropic activity for the development of society.

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In December was inaugurated "**Nadja e mirë gjyshërit tanë**", one of the initiatives supported through "Giving Circle 2022" event. Now the elderly and local community in the city of Shkodra have a dedicated public place, where they can spend time with each-other. Romina Kali, the representative of the "Roots" association, describes the journey, and the importance that such initiatives have in addressing communities needs

Also, in this publication, we have the pleasure to introduce Mrs. Ina Malhani, and Mr. Luis Artoni's contributions to the support of marginalized groups.

Nine winning initiatives from non-profit organizations were announced on the **crowdfunding platform Smile.al**. Through online contributions from the individuals and businesses, the donations will address local community needs focused in the areas of health, education, and sports activities.

The European Center for Non-Profit Law (ECNL) announced in December "**Mapping Income Generation for NPOs: A Monitoring Guide to the Enabling Environment for Philanthropic Activity**". The guide provides an opportunity to assess the legal and regulatory environment on philanthropic giving. The purpose of this guide is to identify best practices as well as challenges that need improvement.


In continuation of the work towards the establishment of Community Foundations, assistance was provided to organizations and informal groups that intend to function as ones. You will get introduced with some initiatives.

Partners Albania has participated in a series of regional, European, and international roundtables and meetings organized by WINGS Global Network and European Initiative for Community Foundations (ECFI), promoting the latest developments in the country and challenges related to the enabling environment on philanthropic activity.


The magazine is a dedicated hub open for discussions and if you might have any comments on the articles or if you are interested to be 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 2

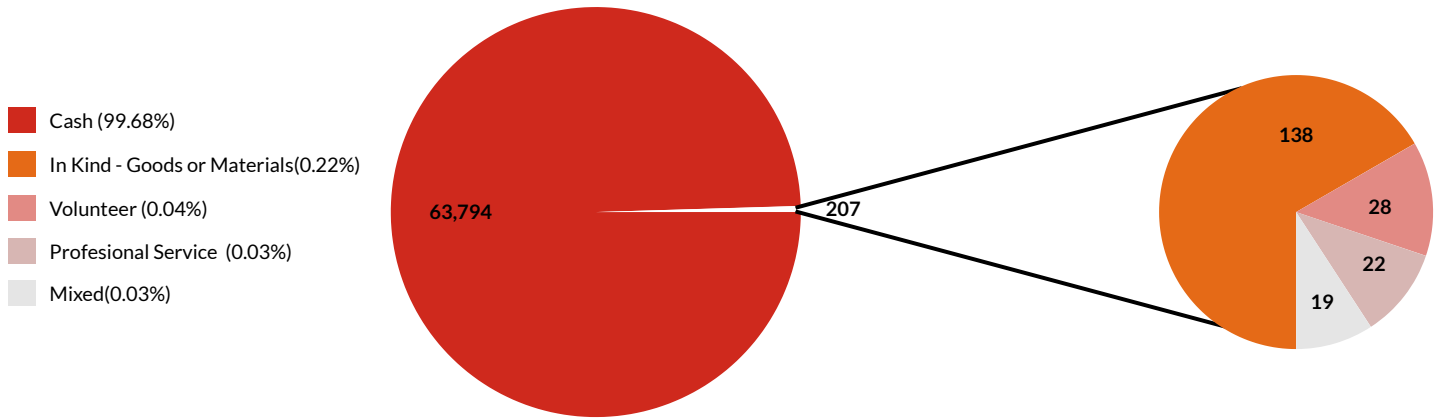
The following data reflect the philanthropic activity in Albania during the year 2022. The methodology is based on the data collected through the daily monitoring of the media, desk research, monitoring of social media and reports of various institutions in Albania.

The report analyses the main sectors and issues that have been supported, the nature and value of donations, geographical coverage as well as the nature of donors and beneficiaries.

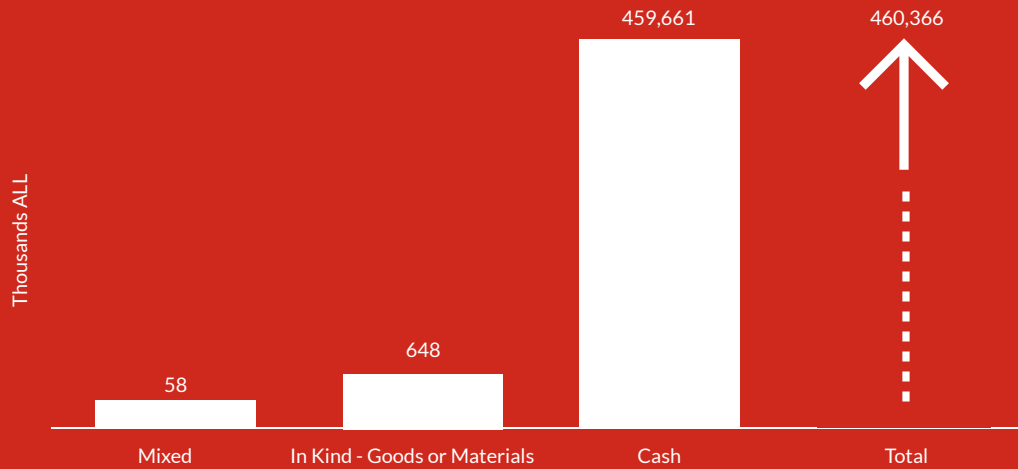
Through this monitoring, Partners Albania aims to increase public awareness regarding philanthropic activity in the country and inform all interested and involved stakeholders about its value and social impact.

Through careful daily monitoring of donations throughout the year 2022, a total of **64,001 donations** were recorded, with a combined value of **460,366,227 Lek (4,361,100 Euros)**.

Number of donations by natyre



Value by Nature in ALL



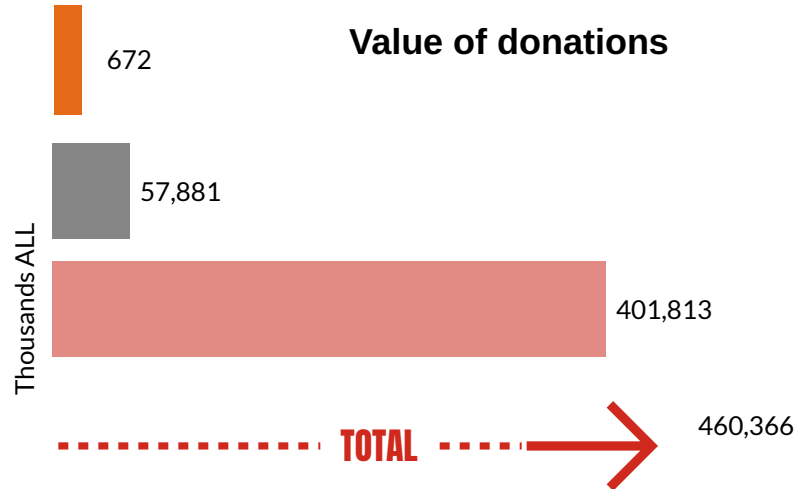
The three main forms of fundraising are through **Events**, **Campaigns** and **Direct**.

Type of Donations

168 donations through Events

124 Direct donations

63,709 donations through Campaigns



3 MAIN DONORS by number

| | |
|----------------------------|------|
| #1 Credins Bank | (50) |
| #2 Balfin Group | (13) |
| #3 Raiffeisen Bank Albania | (13) |
| #4 Vodafone Albania | (13) |
| #5 Vizion OJF | (12) |

3 MAIN DONATIONS by value

#1 Individuals **71,519,443 ALL**

Fundraising campaign in support of Romario Dragani, whose life was in danger from a car accident.

#2 Bankers Petroleum **56,650,000 ALL**

Contribution to the development of the road infrastructure in some areas in Fier.

#3 Individuals **21,741,984 ALL**

Crowdfunding campaign in support of Omer, a little boy with health problems from Kosovo.

3 MAIN DONORS by value

| | |
|---------------------------------|-----------------------|
| #1 Bankers Petroleum | 56,650,000 ALL |
| #2 American Bank of Investments | 11,480,000 ALL |
| #3 Credins Bank | 1,464,683 ALL |

Fundraising Campaigns

227
Call for Donations

40
Social media and online
crowdfunding campaigns

2
Social Media
Campaigns

17
Mega Campaigns

115
Online Crowdfunding
Campaigns

3
Facebook Social Impact
Platform*

Events

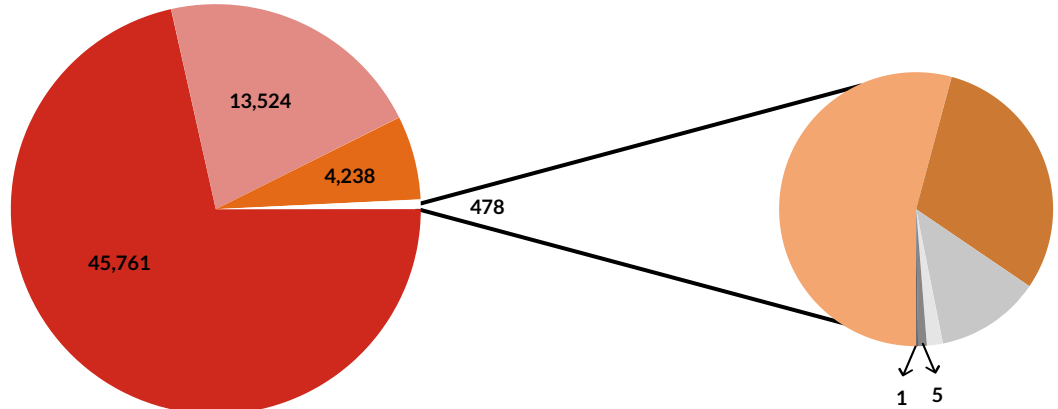
92
Live Events

1
Online Event

*Facebook's dedicated fundraising platform for social causes.

Total Number of Donors by nature*

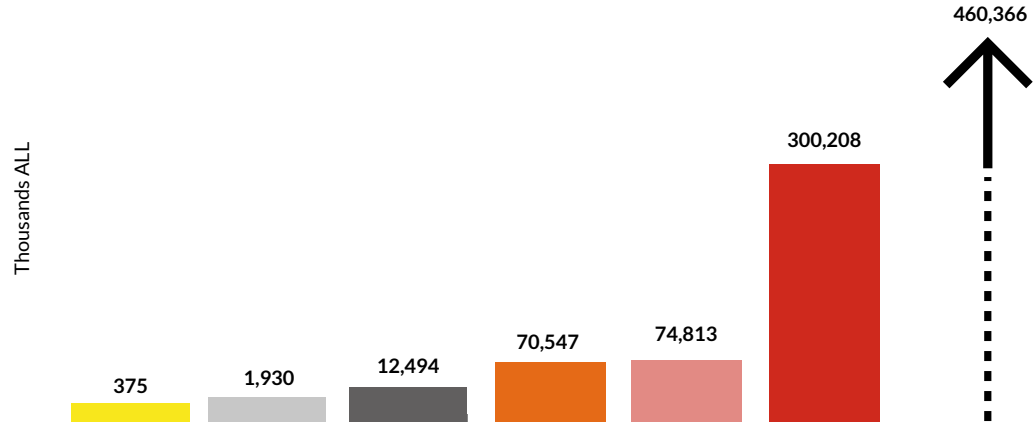
- Individuals (71.50%)
- Unknown (21.13%)
- Mixed (6.62%)
- Large scale business (0.40%)
- NPO (0.23%)
- SME (0.08%)
- Public Institutions (0.01%)
- International Institutions (0.01%)
- Other (0.01%)



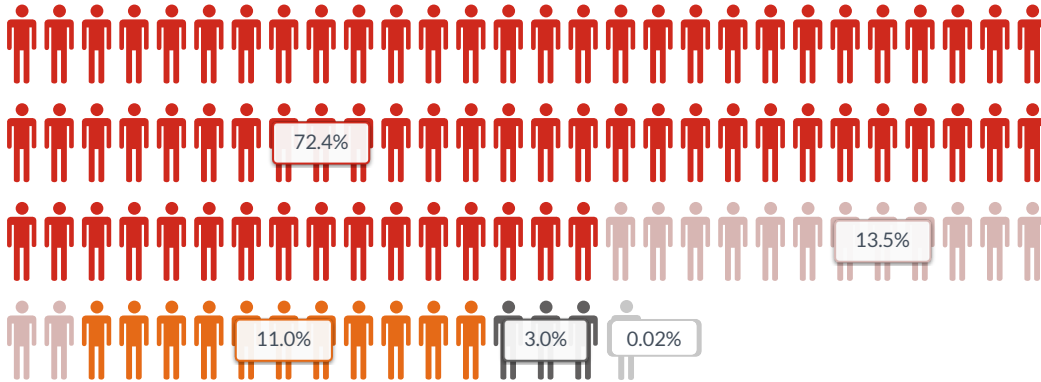
**In the frame of this analysis donors are calculated only once regardless of the number of donations carried out during all the monitoring process.*

Total Value of Donors by nature

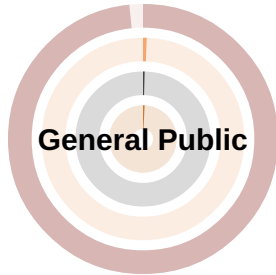
- SME
- NPO
- Unknown
- Mixed
- Large scale business
- Individuals
- Total



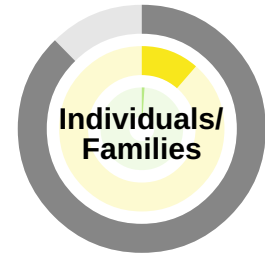
Final Beneficiaries



- Children and Youth
- General Public
- More than one category
- Individuals/Families
- Others



- In economic, health and social difficulties (98.2%)
- Specific geography (0.6%)
- Living in other countries (0.4%)
- General population (0.8%)



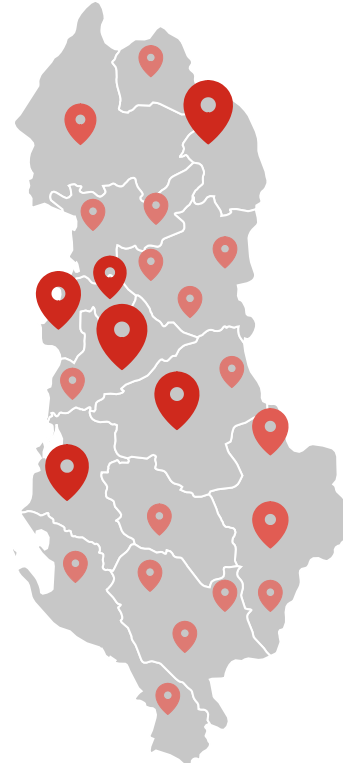
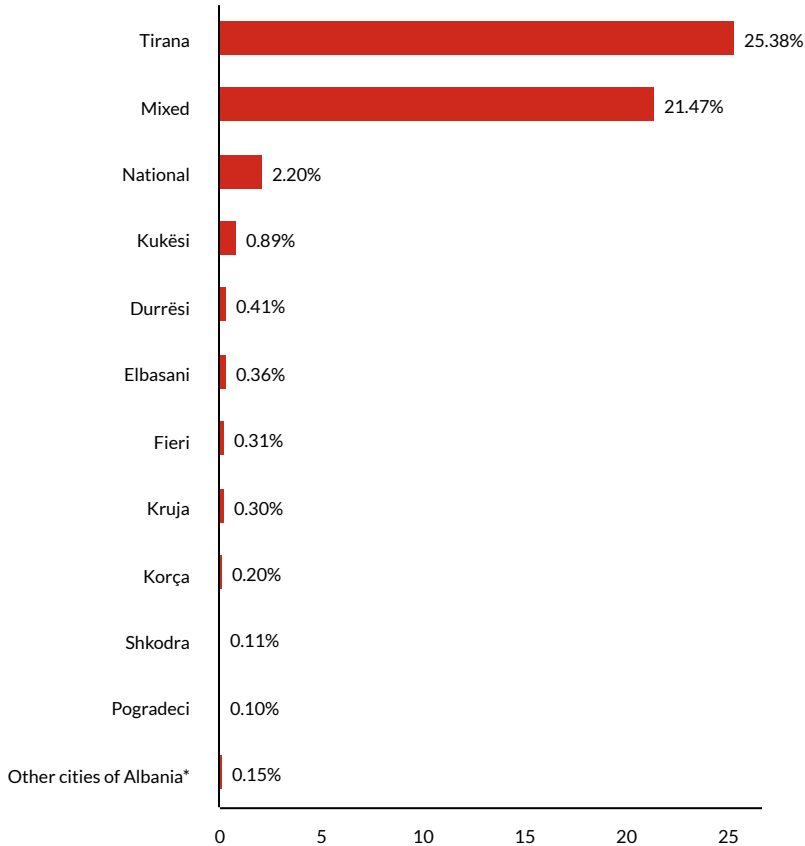
- In economic, health and social difficulties (87.53%)
- Elderly (11.37%)
- Women and children at risk (1.1%)



- In economic, health and social difficulties (98.03%)
- Specific geography (1.57%)
- Children and Youth (0.3%)
- Talented (0.1%)

Geographical Distribution of Beneficiaries

51.8% of the donations were allocated within Albania, while the remaining donations were distributed abroad.



*Lushnja, Saranda, Gjirokastra, Vlora, Mirdita, Dibra, Berati, Lezha, Bulqiza, Kavaja, Klosi, Kolonja, Librazhdi, Përmeti, Tepelena, Tropoja.

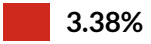
Unknown



Kosovo

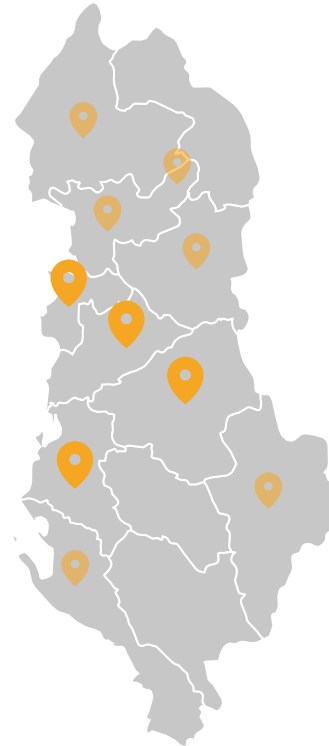
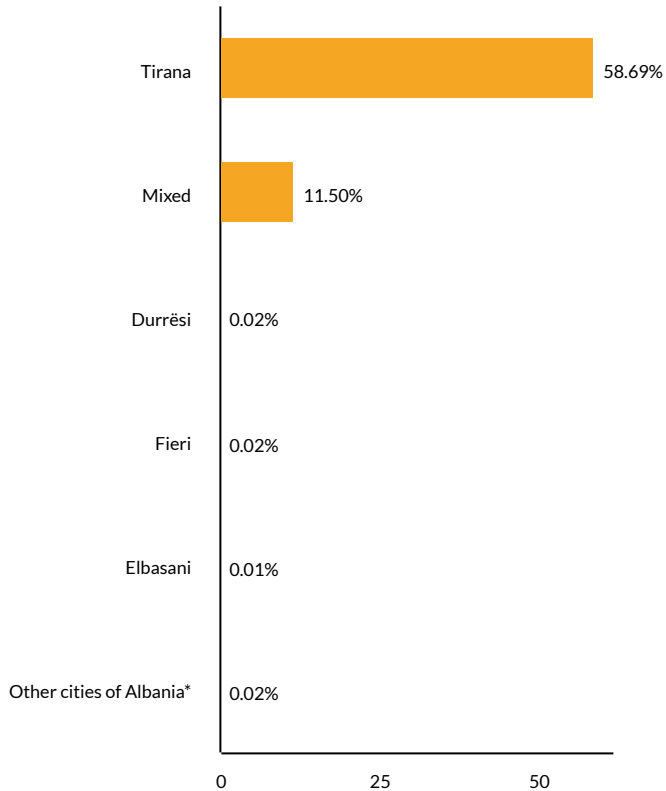


Foreign citizens

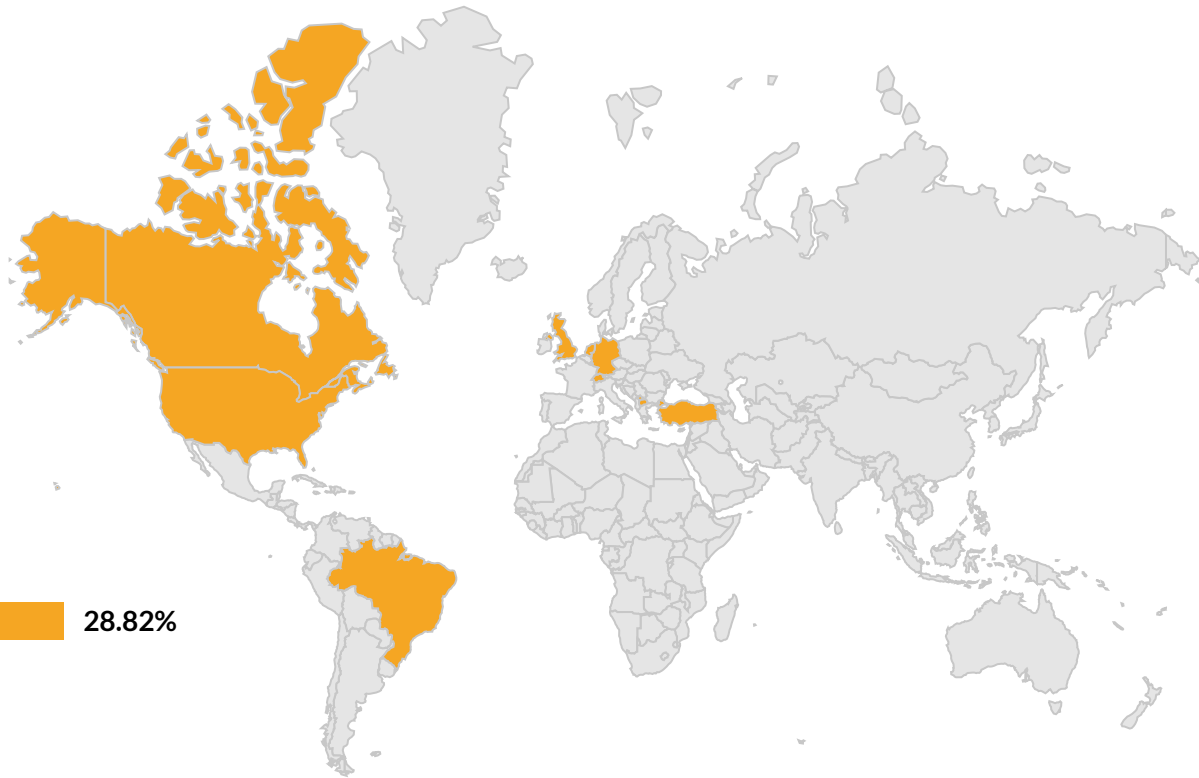


Geographical Distribution of Donors

70.2% of the donations were contributed by Albanian donors, while the remaining contribution comes from foreign donors.



* *Mati, Vlora, Dibra, Lezha, Korça, Shkodra.*



Diaspora 28.82%

Unknown 0.87%

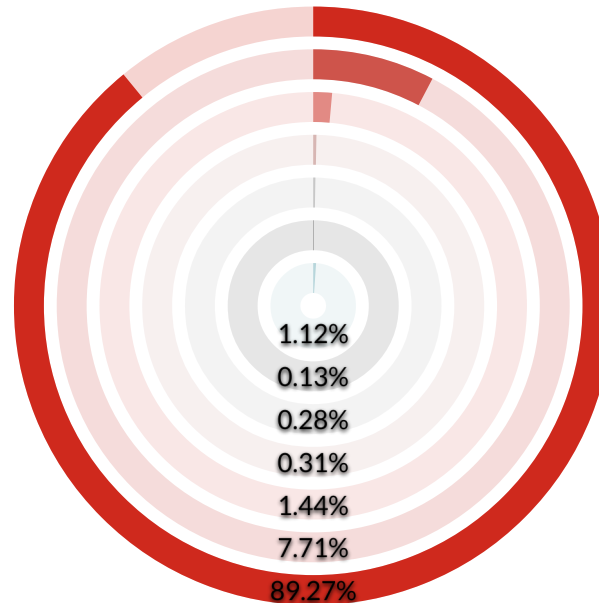
Foreign citizens 0.05%

During 2022, the main **donations** consist in the following **6 fields**:

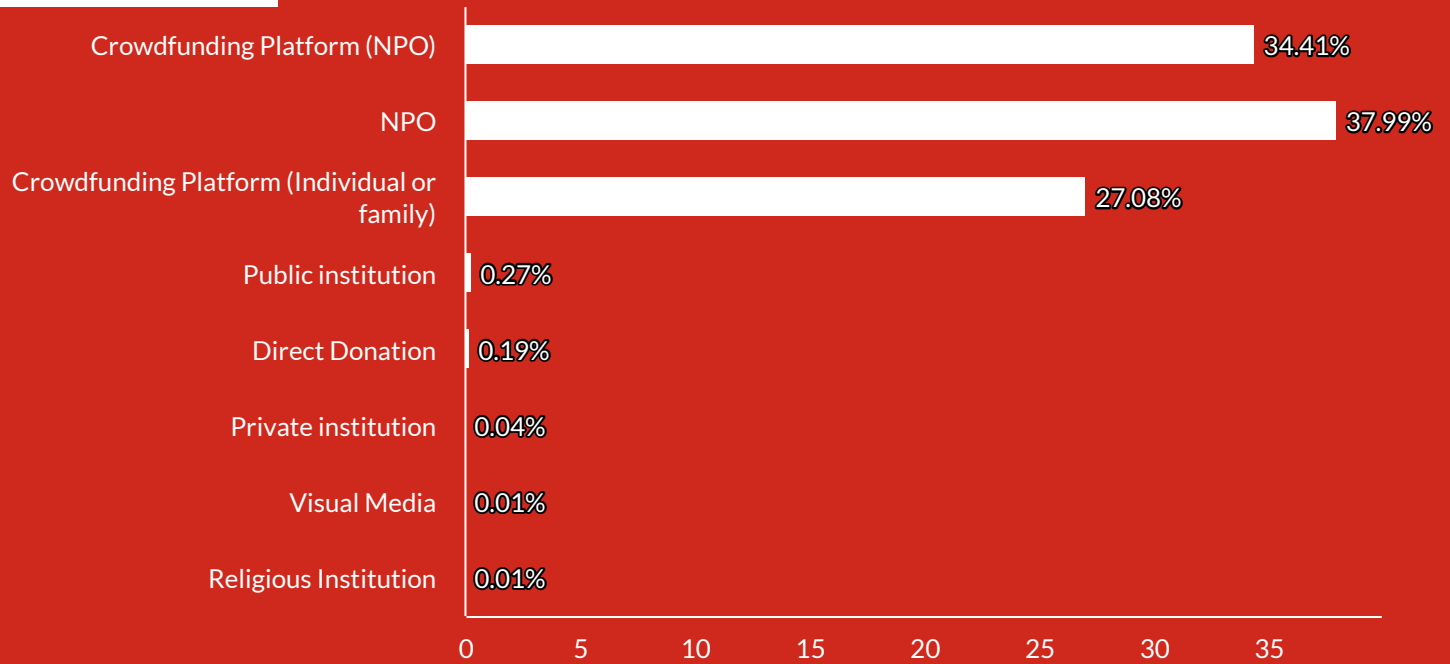
Meanwhile, the "Other" category includes donations in the field of: *Response to Natural Disasters* (0.01%), *Animal Protection* (0.07%), *Public Infrastructure* (0.06%), *Community Development* (0.04%), *Preservation & Protection of the Environment* (0.05%), *Economic Development* (0.06%), *Sport* (0.02%), *Human Rights/Citizen Engagement* (0.005%), *Seasonal Giving* (0.10%) and *Science* (0.002%).

Fields of Donation

- Healthcare
- Poverty Relief
- Support to Marginalized Groups
- Education
- Religious Activities
- Art and Culture
- Other



Channels of Donations





In 2022, 616 articles published at printed, audio-visual, and social media are already traced through the daily monitoring of the philanthropic activity in the country. The most frequently used platform for promotion was social media, with Facebook being one of the most used channel.

Also, the visual media generated numerous broadcasts and reports on various issues of interest. The official websites of public institutions retained their pivotal role in both promoting and reporting on advancements within the realm 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 - Donations or contributions that have a significant impact in public at large.

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 channelled through online crowdfunding platforms, created by individuals or families

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

Other - Any other category which does not fall under previous ones

PHILANTHROPY WEEK



make
it the
way to...

#bringChange



23



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



7 - 1 1 N O V E M B E R 2 0 2 2

During November 7-11, 2022, was organised the "*Philanthropy Week 2022*". A series of activities were organised to increase awareness, promotion, engagement, and public debate, especially among young people, on importance of philanthropic activity in the country.

PHILANTHROPY



1 Open lectures with students of the Faculty of Social Sciences, from the University of Tirana, and the Mediterranean University of Albania

Three open lectures were organized during the "Philanthropy Week" with the participation of the students of the Faculty of Social Sciences, from the University of Tirana and the Mediterranean University of Albania.

The topic of the lecture was: ***"The social and economic role of philanthropic activity in Albania"***. Young people were introduced to some of the philanthropic initiatives, and platforms used to enable donations in support of local communities' needs. The discussion on philanthropic activity was a new topic for the students, and through their questions they expressed their interest.

Students expressed their opinions about the findings regarding the data from the daily monitoring of the philanthropic activity in the country, the importance that individuals and business sector have in supporting this activity and the value that it brings to the development of local communities. The involvement of young people in these initiatives was one of the issues discussed during the lectures. Two recommended issues highlighted by students were sharing of information about philanthropic initiatives and establishing a formalised collaboration with academic institutions to carry out more frequent activities in this field.

WEEK 2022

2 Media presence



In the TV shows " Mirëmëngjes Shqipëri" and " Ditë pas Ditë" on Albanian Radio Television, Ms. Kostandina Këruti promoted the initiatives organized by Partners Albania in support of philanthropic activity in the country.

"Philanthropy has its own history related to the social, economic, and historical conditions through which the Albanian society has passed. For the human, social, and economic value it carries, this activity is receiving more and more attention from various interest groups, and we are trying to engage mostly young people for the advancement of such initiatives."

3 Social Gathering - Partners Get Together!

During the "Philanthropy Week", was organized a social gathering event "Partners get Together". Civil society organizations, representatives of the private sector, and social entrepreneurs from the country and the region came together to celebrate the successes so far, exchange practices, and discuss further collaborations to start new initiatives.



QUIZ



4

Meet the pioneers of philanthropy

This campaign contributed to increase public awareness and gratitude for individuals who are no longer among us but who have made a valuable contribution to the development of education, health, sports, and other areas. Through a quiz organized on social media, Partners Albania promoted two prominent figures, Mr. Tef Pogu and Mr. Ali Adil Agjah Bej Biçakçiu.



Mr. Pogu

Mr. Pogu made an outstanding contribution given during 1920 - 1944 in support of individuals and groups in economic difficulty in the city of Shkodra, particularly for his contribution to the field of economic development and education, through the opening of factories, soup kitchen for the poor people, support for primary school "Stigmantine Sisters" and "Filip Shiroka" school, etc.



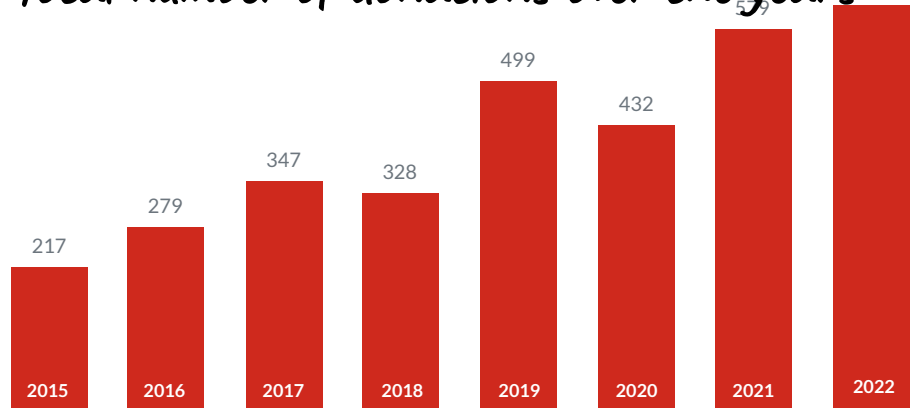
Mr. Biçakçiu

Mr. Biçakçiu has made his outstanding contribution to the development of Albanian national education, marking the first philanthropic case in Albania to donate all the wealth to education.

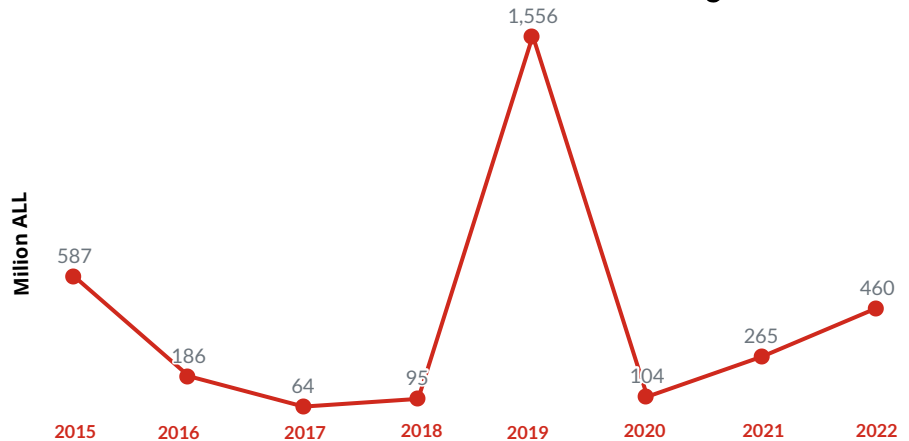
5 Donation trends

Based on the daily monitoring of media, as well as publications of public and non-public institutions since 2015, it is observed an increasing trend of donations to philanthropic initiatives in the country. During the 8 years of monitoring, a total number of 3,297 donation cases were identified. **The year 2022 marks the highest number of donations, specifically 616 cases.** This comes as a result of increased awareness, and solidarity, as well as the use of crowdfunding platforms, which during the natural disaster of the 2019 earthquake and the pandemic situation have been widely used to support social causes. **Regarding the value of donations, a total of 3.3 billion ALL were donated.** The massive mobilisation against the earthquake situation of 2019 brought a change in the culture of donation, humanity, and solidarity among Albanians. The group of beneficiaries remains the same over the years, where children and young people with special needs and without parental care are the categories that benefit most from donations.

Total number of donations over the years



Total value of donations over the years



INTERVIEWS WITH
REPRESENTATIVES
OF PHILANTHROPIC
INITIATIVES IN
THE COUNTRY



SOLIDARITY FOR
CHILDREN &
PEOPLE WITH
DIFFERENT
ABILITIES

Ina Malhani



I n a M a l h a n i

Please can you tell us more about this initiative, the reasons, and the motivations behind it?

My name is Ina Malhani, born in the city of Durrësi and currently living in Tirana. My role model, which I have always tried to follow is "Saint Mother Teresa". Like Mother Teresa, I also have an inner drive: the desire to help people in need and this is my initiative. In our country, there are many disadvantages and abandoned people who need support, a kind word, and a supporting hand. My whole life mission is to help people who are in difficult situation.

What is your target group, areas, and impact of the interventions?

The people in need are my target group whom I try to be close to. Aid has been in financial terms as well as in goods and products, addressing the needs of individuals, public and private institutions. The cities where I have contributed the most are the cities of Tirana and Shkodra.



Some of the public and private institutions with which I have supported are "Zyber Hallulli" orphanage, the retirement residence "Strehë e Shpresë Kuka", the retirement residence "Vatra e Ngrohtë" in Sauk, the retirement residence for people with intellectual disabilities of "Sandegjidio Association", retirement residence in Shkodra, in the "Sisters of Mother Teresa" Home, in the "Orphan in Our Focus" association, etc.

I have also tried to contribute to children and families who need support in various cities of Albania, where I can mention Librazhdi, Malësia e Madhe, Mirdita, Durrësi, Thumana during the 2019 earthquake, as well as Elbasan, Berat, Fier, etc. The help has mainly been in support of children with special needs, those without parental care, as well as families of Roma and Egyptian communities. I also tried to help families with many members and those with different needs who have required my help.

SPECIAL SCHOOL DECEMBER 3



Ina Malhani
Volunteer



What has been the impact achieved so far by the initiative?

Their blessing is the greatest gratitude I receive! This feeling is perceived even in people who, due to intellectual and special disabilities, find it impossible to express themselves, but I feel the love through their eyes, and that's divine. Above all, I am grateful to my family, which in all my activities has been a strong pillar of support without which I would not have succeeded. Just as I am grateful to many individuals who live abroad and have joined me through my initiatives to be close to and help people in need. A fruitful collaboration is also with the retirement residence " Strehë e Shpresë Kuka ", which has welcomed and serves to many elderly people in need without any fee for service.

I have this mission and I will not stop as long as I live. As Mother Teresa says, "When you cannot walk fast, walk. When you won't be able to walk, use a cane. But never give up!".

What are your future plans?

My future plans are to continue to help people with health and financial needs, children, and youth who are without parental care. Thank you for this conversation and I hope that tomorrow we will do more actions to help those who are in difficult situations. Thank you and God bless you!

Luis Artoni



LUIS ARTONI

Please can you tell us more about this initiative, the reasons, and the motivations behind it?

My name is Luis Artoni and I was born in the city of Mendoza, Argentina. For almost a decade, I have decided to invest my time and be part of the changes and contribute to the good of society. I am the professional football technical director of the "Argentine Football Association - AFA" and the "International Federation of Football Associations - FIFA". Through the sports activity, I support children whose families are in economic need, children with special abilities, and children who come from marginalized groups. Since April 2022, I have been studying and working in Albania and at the same time volunteering at the "Jonathan Center".



What is your target group, areas, and impact of the interventions?

I support amputees, people who have lost sight, and young people with Down syndrome. I currently work as the technical director of the Albanian football team for amputees, and I'm responsible for their training. In addition, I support the association "VT Albania", in Maminas, which offers support to those suffering from muscular dystrophy, cerebral palsy, and other similar conditions that make mobility a challenge. In this center, I take care of a group of 12 people with disabilities. Also, I lead the selection of football players - persons who have lost their sight, a difficult task due to the language barriers and lack of infrastructure. And with Jonathan Center, we are preparing sports teams and young athletes with Down syndrome to represent Albania in the upcoming Paralympic games.

What has been the impact achieved so far by the initiative?

Two of my motivational drivers are the good feelings and the pleasure I receive, and these do encourage me to carry on these activities. Another reason that I have decided to invest in these initiatives is the results and achievements of the individuals I support, and the pride they feel when they achieve such results. One of the many rewards I get is seeing them grow and fit naturally into the community.

What are your future plans?

My plans are to form competitive teams to compete in the Paralympic competitions as well as to prepare athletes with Down syndrome to represent us in the Olympic Games.



Voluntary activities by
LUIS ARTONI



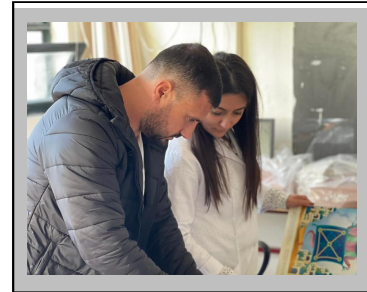
G I V I N G C I R C L E

In December was inaugurated "**Nadja e mirë gjyshërit tanë**", one of the initiatives supported through "Giving Circle, 2022". Meanwhile, the other two initiatives "*Healthy children, healthy communities!*" and "*Pop-up Book!*" are in their final steps of implementation. Find out more in the section below.

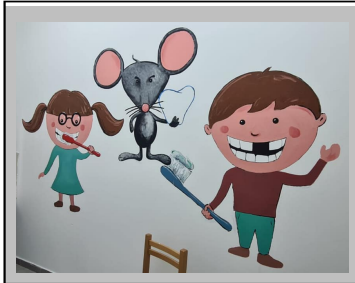
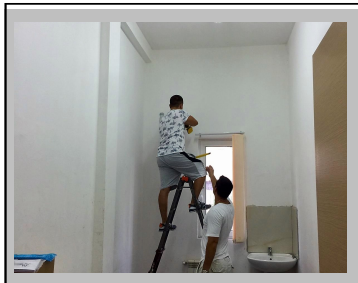


#GivingCircle
Albania

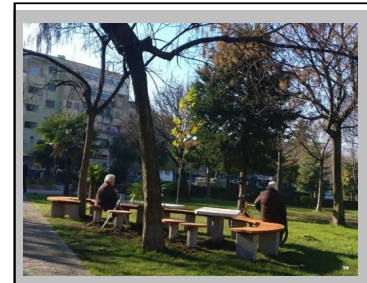
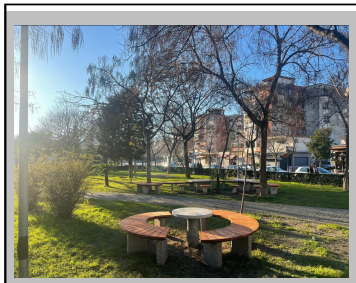
POP -UP BOOK!



HEALTHY CHILDREN, HEALTHY COMMUNITIES!



NADJA E MIRË, GJYSHËRIT TANË!



Nadja e mirë, gjyshërit tanë!



R O M I N A K A L I
Co-founder - "Roots" organization

Young people, having unique potential, energy, enthusiasm, optimism, and creativity are the best catalysts for change and improvement of communities. But we, youngsters, need opportunities and support. We found this opportunity through donations at the 'Giving Circles' event organized by Partners Albania. Youth engagement in community improvement serves several purposes, not only to improve current community conditions but also to prepare a new generation of civic leadership. This is what happened to our organization. "Roots", works with youth, enhancing their engagement and contribution in the community. Our commitment through this initiative is a contribution, mission, and "duty" towards the community.

Youth is synonym of change, progress, and future. As a youth organization, created to empower young people, we thought that helping grandparents, is the most rewarding and empowering action for us. With the aim to create a dedicated space for our grandparents and general community, we hoped and believed that our commitment would be a model for everyone, for the importance that every act has, no matter how small, it is.

We participated at the Giving Circle event, with the belief that our dream will come true. And so, it happened. One of the most exciting moments was the pitching of the idea in front of possible donors/supporters, which didn't need many words, because our work spoke for itself. Despite being considered as a duty of the public institutions, we wanted to spread a message – how important is the community engagement in building up a dedicated space for elders – an example of doing small things, but with great love.

The impact of our idea had started without being implemented yet. During the time that we interviewed the grandparents, their congratulations, beautiful words, and their smiling eyes made us understand how important what was we were doing. Many friends and colleagues were willing to support us, but the video presented in the event, reinforce the message we wanted to spread. We remember that one of the elder expressed its happiness related to the fact that we, young generation were thinking about them. Today, after successfull implementation of our initiative, we are very happy and strongly believe in community actions and in what we do together. Supporting each-other, creating sustainable models of inspiration in support of those in need remain very important.

Philanthropic activity in support of social causes contribute to creating a culture of giving and transmitting the values of supporting each other. This is vital to our society, motivate civil engagement, and kindness, and provides an important message that no one is alone.

smile.al



S M I L E . A L

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

Nine initiatives of non-profit organizations were announced winners and published **on the crowdfunding platform Smile.al**. Through online contributions from the public, the donations will support the needs of local communities mainly focused on the areas of health, education, and sports activity.

9

NEW

INITI



Support like a Marathoner

Our awareness and fundraising campaign, “Support like a Marathoner Down Syndrome Albania” (DSA) takes place within the framework of the Tirana Marathon, happening on October 23, 2022. Il proceeds will go to support the PRO PAK Center at the Down Syndrome Albania Foundation. Our center provides therapeutic services for 43 children with disabilities. For more about the initiative click [here](#)



Albania Amputee Football

This started as an idea to encourage amputated people to have an entertaining activity and to help them integrate into the society. This is a great opportunity to take these people out of their gloomy mood of what happened to them and have this sport activity which helps them integrate in different aspects such as social, physical, emotional etc. For more about the initiative click [here](#)



Donate and Celebrate!

The “Donate and Celebrate” project aims to bring joy to the lives of ten children from vulnerable communities, who have lost one of their parents. A surprise birthday party will be organized for each of the children with the participation of friends, relatives, and your participation through your generous contribution! The childrens come from the most vulnerable communities in the area of Tirana, Durrësi, and Shkodra, and some of them have never had the opportunity to celebrate their birthdays with friends. For more about the initiative click [here](#)

ACTIVES



Support for Abused Women and Children

The project aims to support abused women and children with a financial package for at least one month to cover (rent, payment of energy/water/internet, food, clothing, medicines). For more about the initiative click [here](#)



Different Journey, Same Destination

The main goal of this project is to set on stage a full proper theater performance realized by orphan children of "Zyber Hallulli" Orphanage in Tirana. Via this theater production, we want to influence in an indirect way to their entertainment, education, teamwork, respect also each other spaces and rights, and understanding of the value and anti value, to tie them closer to books. For more about the initiative click [here](#)



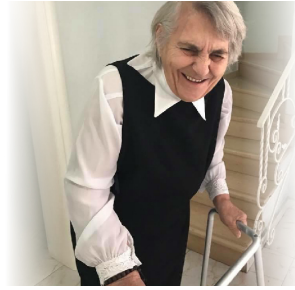
'GO-3G' Club

To help 106+ vulnerable children in the 9-year school "Naim Frasherri" in Korca city, create resilient mechanisms, and improve their well-being, socially and emotionally for a promising future dignified life. For more about the initiative click [here](#)



Active Healthy Kids

The aim of the project is to contribute to the reduction of sedentariness and the improvement of physical movement and activation in sports of young people, thus helping them develop a healthy physique. In this form, we raise public awareness for addressing issues related to physical activity and during the implementation of the project the focus is on the physical, emotional, and health benefits. For more about the initiative click [here](#)



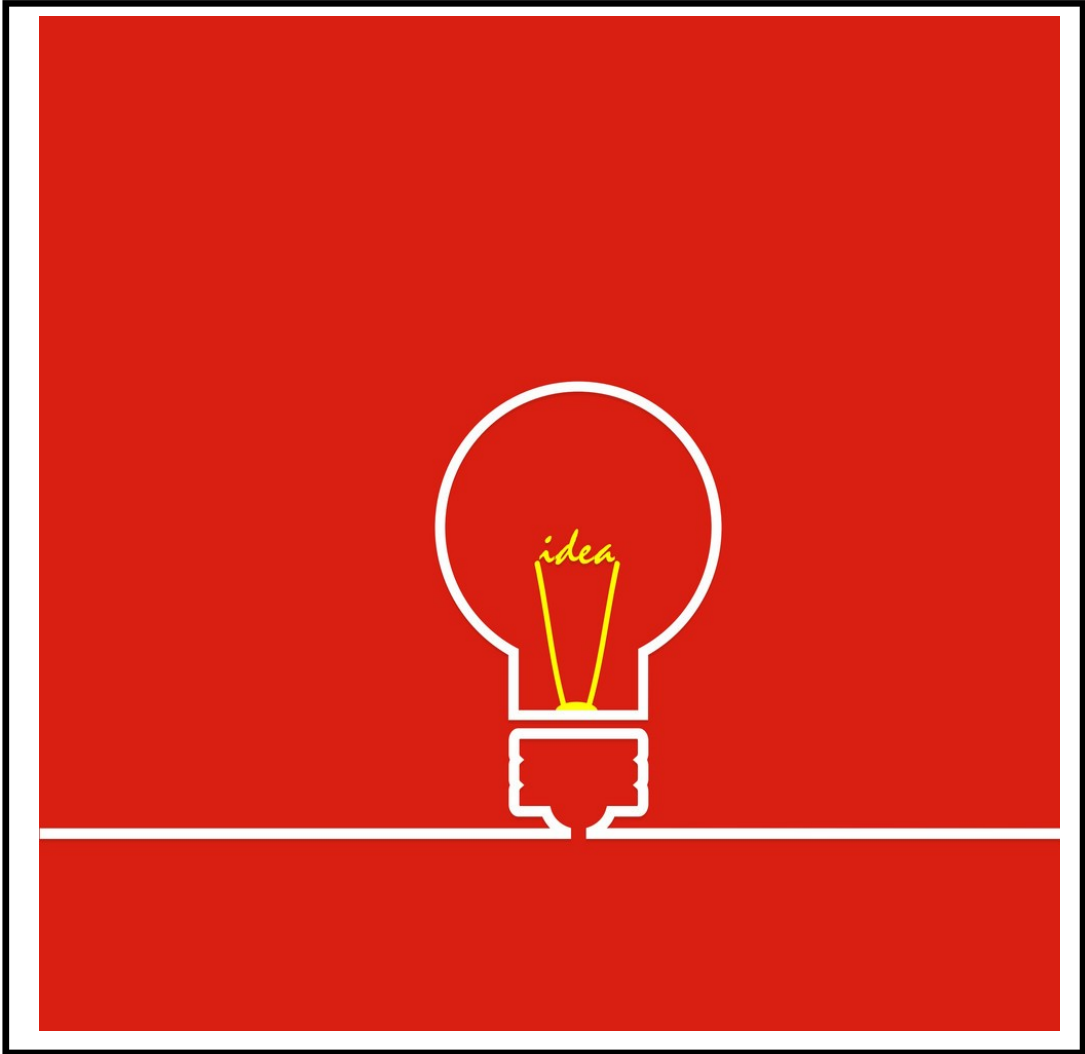
“MIKE” In My Neighborhood


The project will ensure a focus of service on the customer, through which it is intended to train the teams in using the platform, equipping them with iPads and bicycles for quick visits. The project will provide services to the customer, taking preventative measures, increasing customer satisfaction, promotion of self-care service, employment of young people who graduate with a bachelor's degree in nursing, increasing their job satisfaction, and promoting the role of the nurse in the community. Using the platform helps nurses to dedicate 61% of their working time to customers. The profit earned will cover service costs. NPO will have a profit of 5% for sustainability. For more about the initiative click [here](#)




Childhood Trauma

The goal of the campaign is to equip children and people who work with them with concrete tools to ease the impact of negative trauma (due to abuse, domestic violence, neglect, etc.). For more about the initiative click [here](#)





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

that were carried out during the months
July - December 2022

#1

#Beautiful initiatives with lots of love

A group of friends made special gifts for the children aged 0-6, beneficiaries of the "Jonatan Center" services, during the Christmas holidays.

#2

About 14,000 donors came together and supported the cause of Romario Dragani and Gabriel Koka to help their friend who was involved in a car accident. The amount raised of 600,000 euro contributed to a series of medical treatments in Italy.

CHRISTMAS TIME



KLEVIS GJELUCI

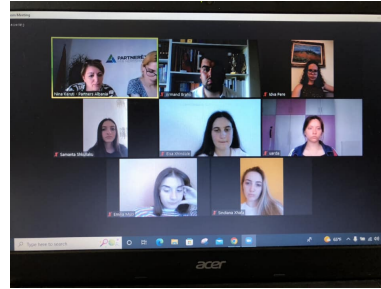




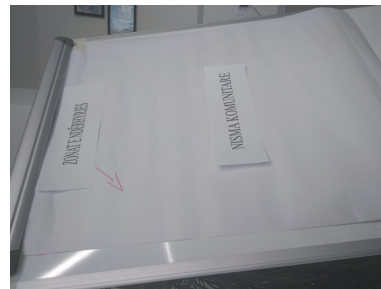
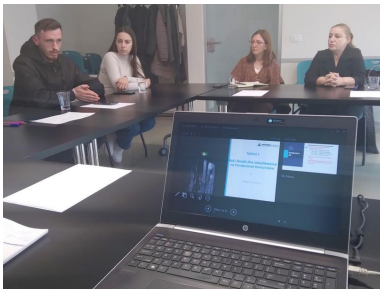
C O M M U N I T Y
F O U N D A T I O N S



Assistance to Community Foundations



Partners Albania is continuing its assistance to nonprofit organisations and informal groups for functioning as Community Foundations in Albania. From 2022, two non-profit organizations and an informal group are implementing the first initiatives as community foundations, with the support of the community, local businesses, and public institutions. The initiatives will continue to be implemented and promoted during 2023.





D E V E L O P M E N T S
F R O M E U R O P E



Developments from Europe



MAPPING FUNDRAISING FOR CSOs

A Monitoring Guide to the Regulatory Environment for Philanthropy

October 2022



The European Center for Non-Profit Law (ECNL) announced in December "Mapping Fundraising for CSOs: A Monitoring Guide to the Regulatory Environment for Philanthropy". The guide provides the opportunity to define the legal and regulatory environment on philanthropic giving at the national level. The aim of such mapping is to identify good practices as well as gaps that need improvement and reform.



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