

July - August - September 2024

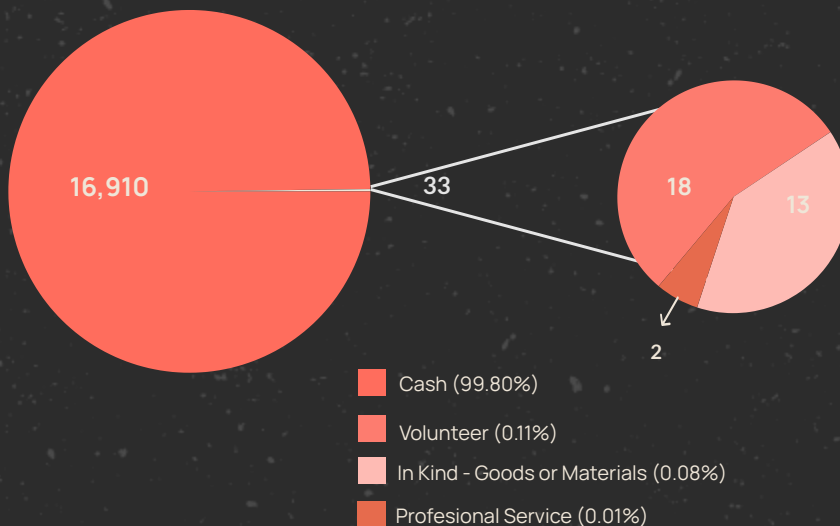
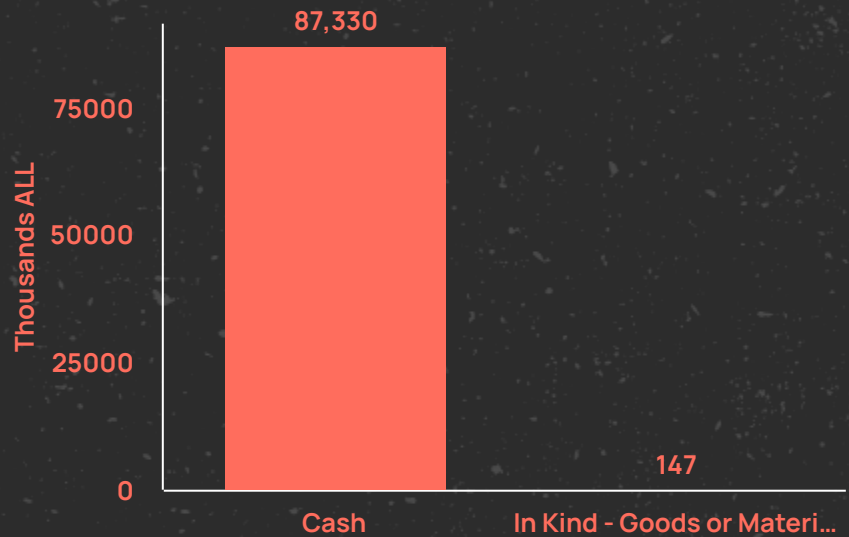
# Data on Philanthropic Activity

tracked through online & media platforms

## Value of donations by Nature

Total:

87,477,209 ALL



## Number of donations by Nature

Total:

16,943

# Donations by Type



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

**16,921** donations carried out through **Campaigns**

**11** donations carried out through **Events**

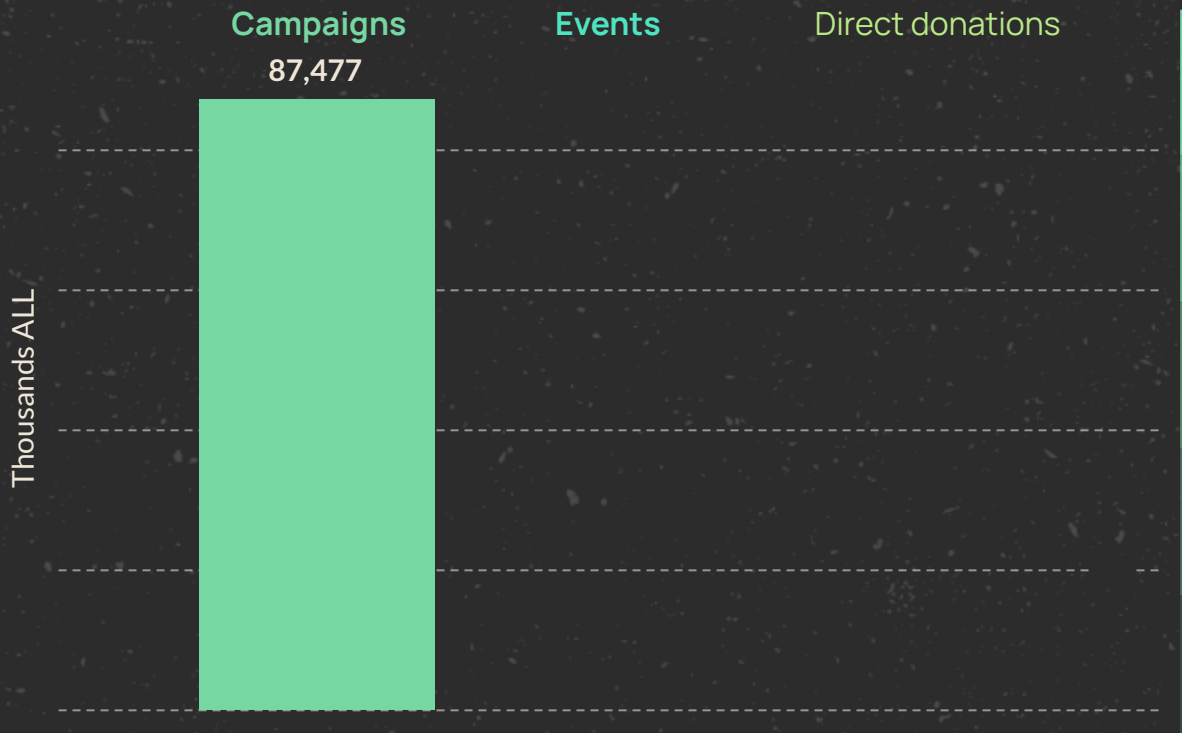
**11** **Direct donations**



## Value of donations by Type

Total:

**87,477,209 ALL**



# Fundraising Campaigns

79

Call for Donations

31

Crowdfunding Platforms

11

Online and Social Media Crowdfunding Campaigns

1

Mega Campaigns

1

Facebook Social Impact Platform Campaign

11

Live Events

## Events

## 3 Main Donors by Value

12,306,876 ALL

Individuals

Fundraising campaign "**Let's save life of 2-year-old Esma**", in support of 2-year-old Esma Kola, who is in serious health condition.

12,133,350 ALL

Individuals

Fundraising campaign "**Let's save Amelia's life!**", in support of 7-year-old Amelia Bunga from Burreli, who has health problems.

11,273,040 ALL

Individuals

Fundraising campaign "**Let's save the lives of 1 month old Siera and Edion!**", in support of Siera and Edion, who have health problems.

Credins Bank

6

Food Bank Albania

6

OTP Bank Albania

5

## Main Donors by Number

# Donors

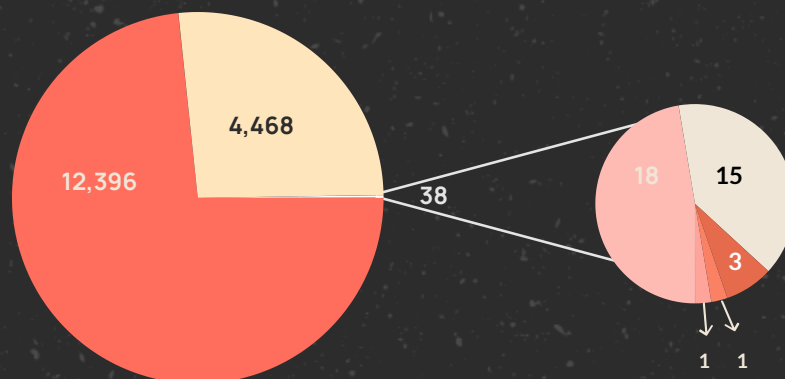


Total number of donors\*:

16,902

- Individuals (73.34%)
- Unknown (26.43%)
- NPO (0.11%)
- Large scale business (0.09%)
- SME (0.02%)
- Public Institution (0.01%)
- Privat Institution (0.01%)

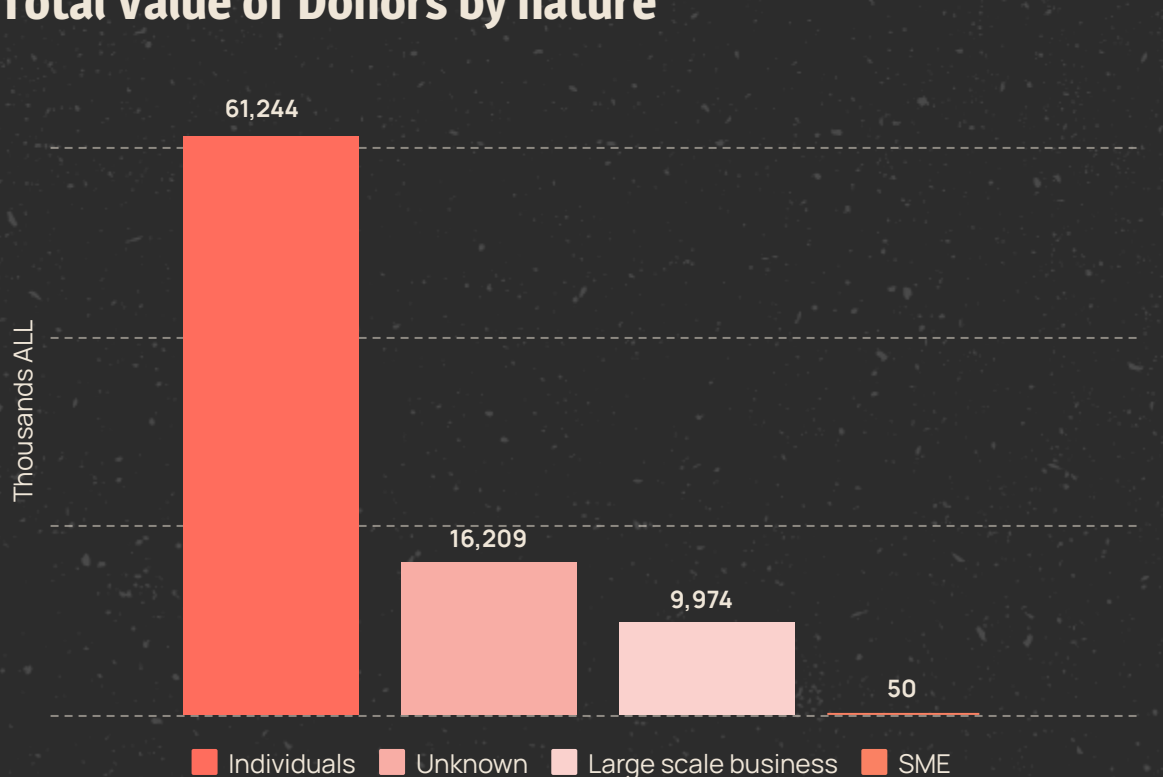
## Number of donors by Nature



\*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

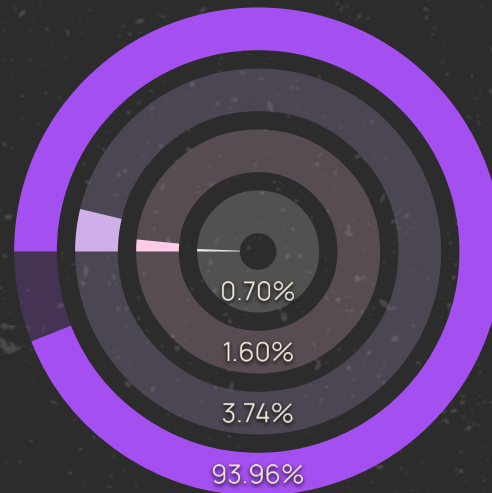


# Fields of Donation

The main **donations** consist in the following **3 fields**:

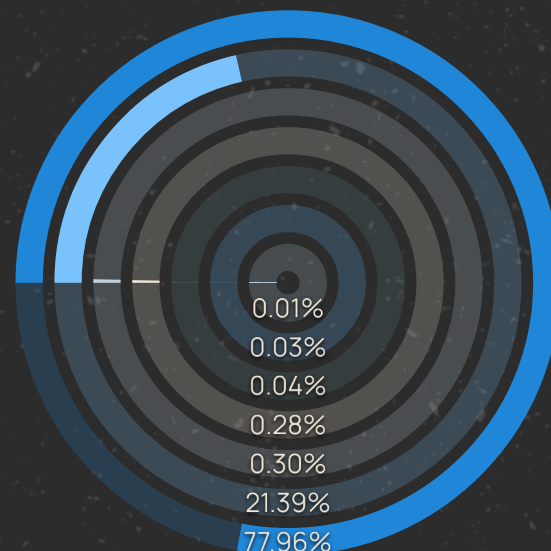
Meanwhile, "**Other**" category includes donations in the field of: Education (0.25%), Animals (0.15%), Art and Culture (0.10%), Poverty Relief (0.08%), Public Infrastructure (0.06%), Sport (0.03%), Religious Activities (0.01%), Economic Development (0.01%), Preservation & Protection of the Environment (0.01%) ect.

- Healthcare
- Support to Marginalized Groups
- Response to Natural Disaster
- Other



# Channels of Donations

- Crowdfunding Platform (NPO)
- Crowdfunding Platform (Individual or family)
- Public institution
- NPO
- Direct Donation
- Private Institution
- International Instiution



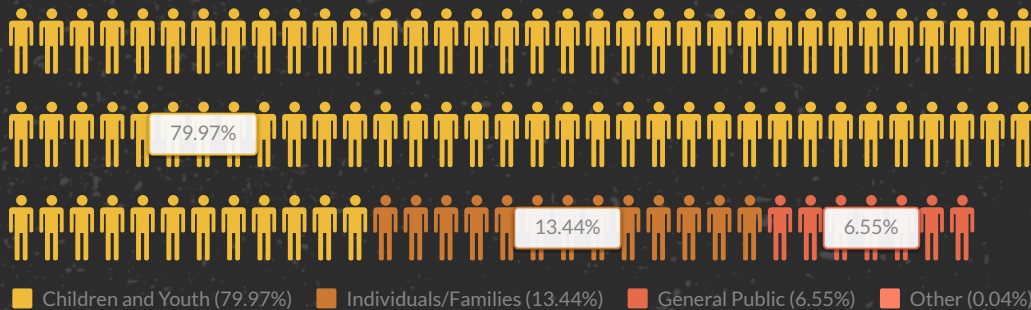
# Beneficiaries



Total number of beneficiaries\*:

6,691

\*In the frame of this analysis beneficiaries are calculated only once regardless of the number of donations they received.



## Number of beneficiaries by Category

Children and Youth



- In economic, health and social difficulties (89.81%)
- Children and Youth (5.68%)
- Specific Geography (2.82%)
- From Minority Communities (1.12%)
- Talented (0.56%)

Individuals/Families



- Elderly (99.11%)
- In economic, health and social difficulties (0.89%)

General Public

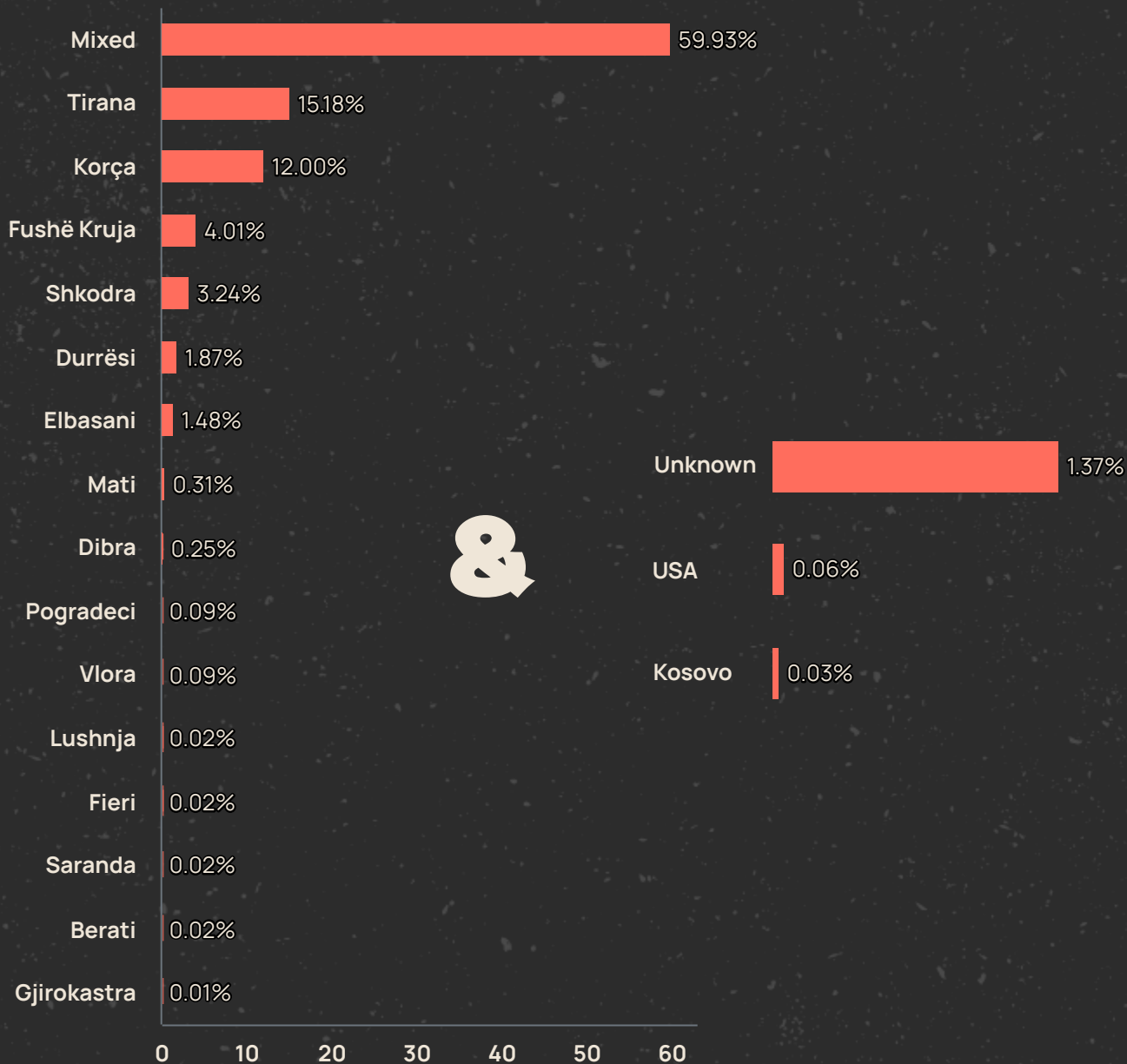


- In economic, health and social difficulties (94.75%)
- General Population (2.97%)
- Specific Geography (1.83%)
- Religious Community (0.46%)

# Geographic Coverage of Donations

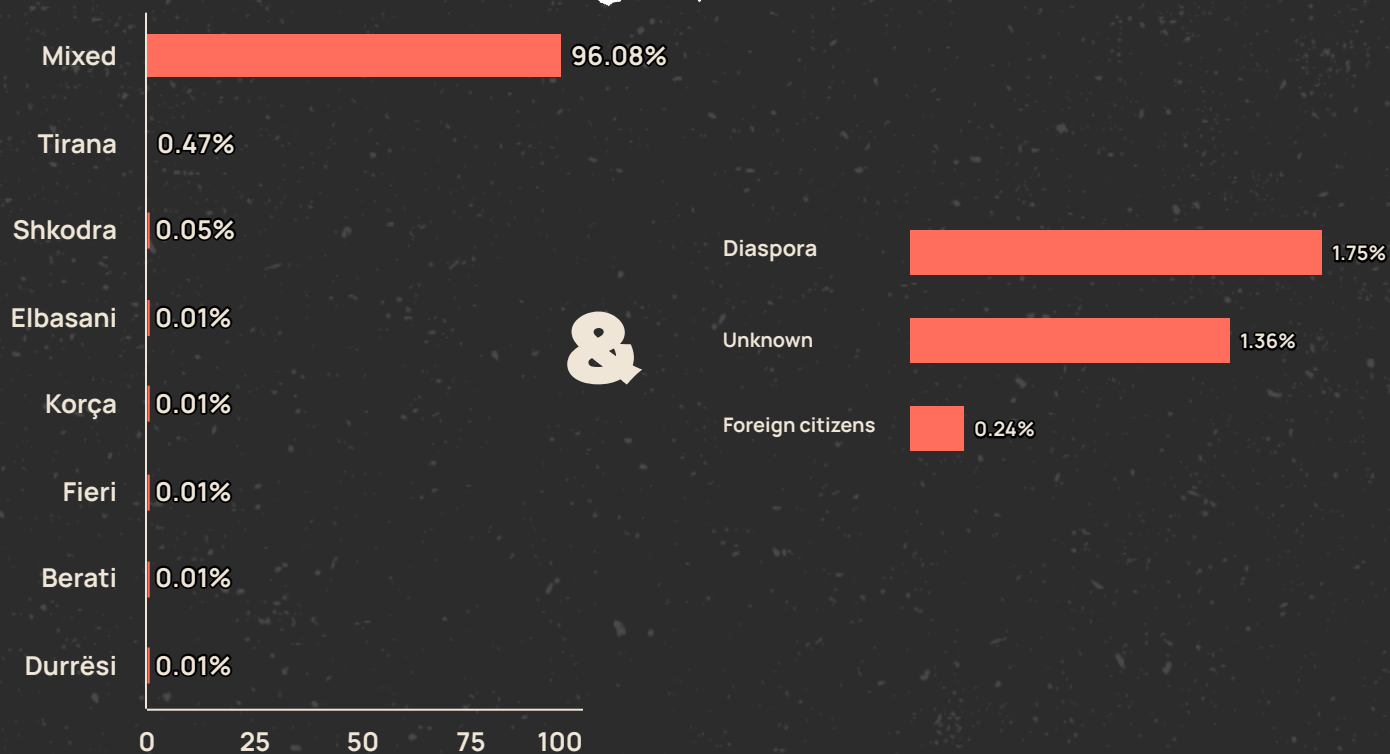
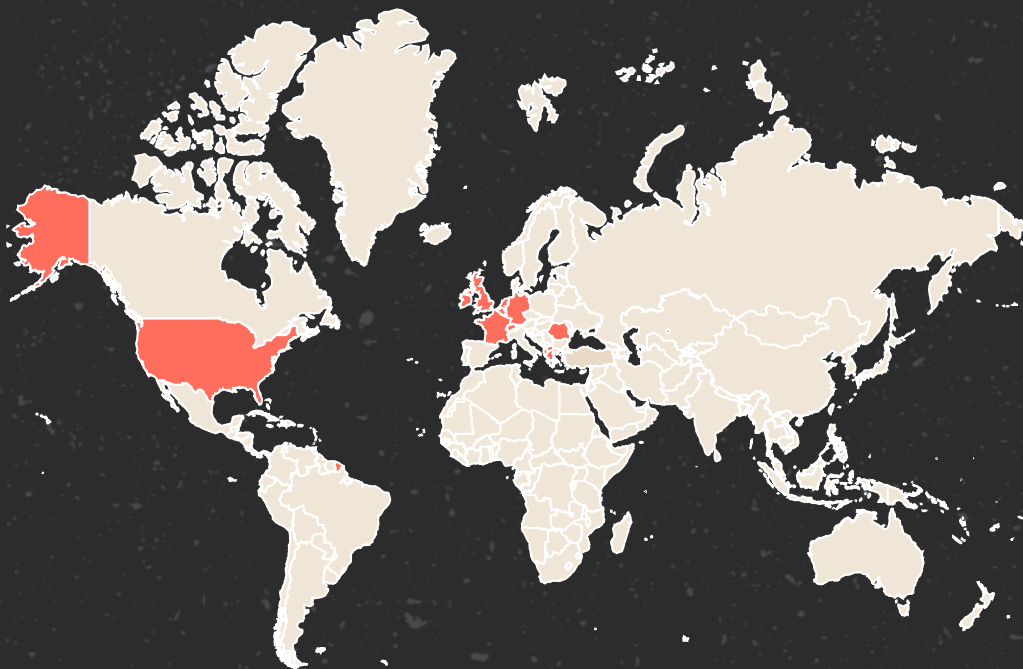
## Beneficiaries

98.54% of the donations were allocated within Albania.



## Donors

96.65% of the donations were contributed by donors from Albania, while the remaining contributions come from diaspora and foreign citizens.





**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**- Donations or contributions that have a significant impact in public at large.

**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



This report 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.