

# 2015 Annual Report

## on the State of Philanthropy

ALBANIA

### Quick Facts

2.4%

Shkodër

3.5%

Lezhë

24.7%

Tiranë

7.1%

Fier

2.4%

Berat

3.5%

Vlorë

2.4%

Kukës

1.2%

Dibër

4.7%

Durrës

1.2%

Elbasan

4.7%

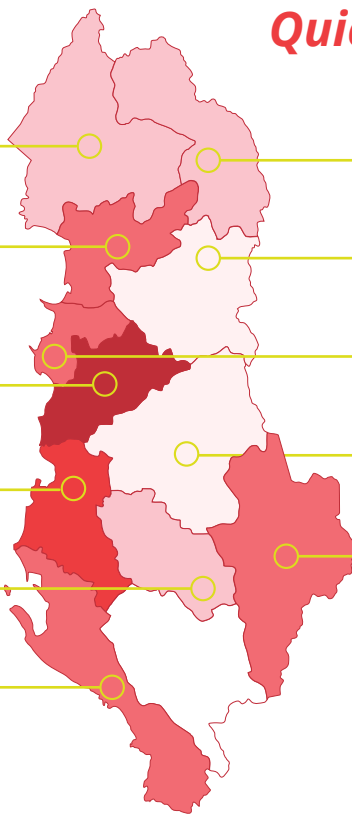
Korçë

40.0%

Throughout  
Albania

2.4%

Out of Albania



85

# of recorded  
instances



4.41  
million euro

total value of  
donations



1.6 €

average  
donation per  
citizen



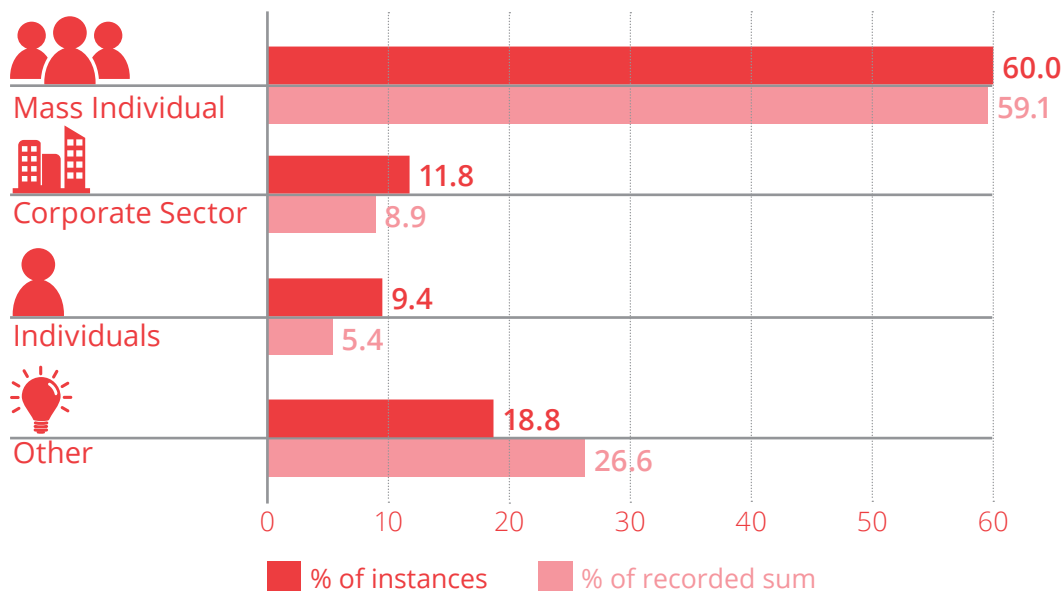
252.8%

increase from  
2014

During 2015, Catalyst Balkans tracked media reports on domestic individual, corporate and diaspora philanthropy in Albania. This brochure provides key statistics on the findings of this research.

## DONORS

DONATIONS BY TYPE OF DONORS  
(% of instances vs. % of recorded sum)



### KEY TRENDS IN TYPES OF DONORS- 2014 TO 2015\*

	BY % OF INSTANCES		BY % OF RECORDED SUM	
	2014	2015	2014	2015
Corporate Sector	14.6%	11.8%	45.8%	8.9%
Mass Individual	31.7%	60.0%	4.0%	59.1%
Individuals	19.5%	9.4%	49.4%	5.4%

\*The significant differences between the two years are explained on the next page.

## KEY POINTS:



- In 2015, the most active donor types by number of recorded donations were mass individual (60.0%), followed by corporate sector (11.8%) and individuals (9.4%). Other donors included mixed category (more types of donors involved in the same donations), associations and religious entities. Their joint share in number of instances is 18.8%.
- Looking at donor types through the lens of the value of donations, the picture is the same: mass individual donations take the lead with a 59.1% share in total recorded amount, followed by the corporate sector with a share of 8.9%, and individuals with a share of 5.4%. The share of other donors is 26.6%, mostly from associations.
- In we analyze giving by diaspora, the percentage of recorded instances is only 1.2% while there are no recorded values of donations this year.
- Overall, there are a few aberrations between the 2014 and 2015 giving data, which can be explained by several factors:
  - Significant increase in recorded value of donations, as our methodology for gathering and confirming the data has improved.
  - This year's unusually high value of donations by citizens were due to campaigns for medical treatments for children which gained huge response throughout Albania.
  - Drop in giving by known individuals which is due to smaller investments in 2015. In 2014, there were several larger donations from known individuals to address the housing needs of people in economic need.



## CORPORATE SECTOR

### Profiles of the Most Common Types of Donors



Individuals /  
Family

Institutions

TOP 3  
RECIPIENT ENTITIES

40.0%

30.0%

20.0%

Nonprofit  
Organizations



Support to  
Marg. Groups

Healthcare

TOP 3  
THEMES FOR GIVING

30.0%

30.0%

20.0%

Emergency  
Management



People from  
Specific  
Geography

Children/Youth  
Without  
Parental Care

TOP 3  
FINAL BENEFICIARY GROUPS

40.0%

30.0%

20.0%

People with  
Health Issues



## EXAMPLES OF CORPORATE SECTOR DONATIONS

*Tirana Bank* has "adopted" three children from the SOS Villages in Albania, committing to financing all their costs while they are placed in the Village.

By using their credit cards, clients of *Alpha Bank Albania* supported the bank's campaign for helping women with breast cancer. While the campaign is raising awareness of this issue in Albania, a donation of 25,000 EUR will be used for psychosocial support for women.

*Telekom Albania* had an interesting action of distributing 20 iPads for the use of children that are going through therapy in the hematology oncology ward of the Tirana Hospital. This gift will enable children to do their schoolwork and follow their classes and will also provide entertainment for children.

### Support During the Floods

The corporate sector was significantly involved in providing support to families affected by floods in Albania. Thus, *Telekom Albania* donated electrical appliances, while *Albpetrol* distributed food and clothing.

Two further interesting examples of flood-related giving come from *Vodafone Albania Foundation* and *Philip Morris*.

*Philip Morris*, in cooperation with Young Women's Christian Association (YWCA), donated cattle valued at 80,000 USD to families affected by the floods in Fier.

*Vodafone Foundation* donated aid packages to 500 families affected by the floods in Vlore and Fier; however, they went step further, by launching the Red Alert campaign which will inform all Vodafone clients about any future natural disaster and enable them to help by donating through a special SMS number.



MASS INDIVIDUAL

Profiles of the Most Common Types of Donors



Individuals / Families

Nonprofit organizations

TOP 3 RECIPIENT ENTITIES

84.3%

3.9%

5.9%

Institutions



Poverty Reduction

Healthcare

TOP 3 THEMES FOR GIVING

31.4%

27.5%

21.6%

Support to Marg. Groups



People in Economic Need

Children/Youth Without Parental Care

TOP 3 FINAL BENEFICIARY GROUPS

33.3%

11.8%

9.8%

People with Disabilities, People from Specific Geography



## EXAMPLES OF MASS INDIVIDUAL GIVING

*Actors of National Theater in Tirana* opened a special bank account and launched a campaign appealing for support from the general public and corporate sector. The campaign's goal was to collect funds for the renovation of National Theatre, which is in quite bad condition.

An unusual fundraising event was organized in the Rogner Hotel in Tirana. A *gay couple from London travelled to Albania* to get married on the International Day Against Homophobia. Guests of the wedding ceremony were invited to make donations to the safe space for members of the LGBT community in Albania.

The annual marathon organized by the *Medical Response for the Diplomatic Corps nonprofit*, in cooperation with *Vodafone*, raised funds in 2015 for the Tirana Pediatric Hospital in support of treatment and care for children with cancer.

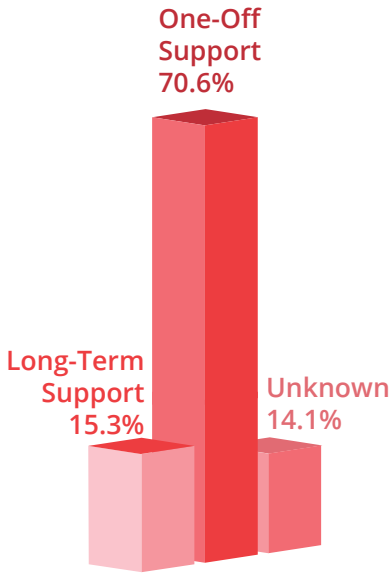
### Support During the Floods

In 2015, there were a number of collective actions organized that mobilized groups of individuals to provide support to families in the several regions of Albania that were hit by flooding.

Some examples include: the *Albanian Muslim Community* distributed food packages; the *Steel Wings Motorcycle Club* collected and then distributed needed supplies to families affected by the floods in Vlorë and Fier; the *Agency for the Support of Civil Society (AMSHC)* collected 2 tons of food from citizens; and the *Red Cross of Albania* provided food, clothing and other supplies to over 4,500 families.

## USE OF DONATIONS

### USE OF DONATIONS (by % of Instances)



Data for Albania regarding the use of donations shows that as much as 70.6% of recorded instances are directed to one-off support (humanitarian support, medical treatments of individuals, individual housing). A significantly smaller percentage of 15.3% is directed to support that may produce long-term effects (capital investments, equipment, scholarships and the like). This figure is a somewhat smaller when comparing giving in other countries of the region. The corporate sector, as in other countries, shows a greater preference for giving strategically: 30% of their donations are those with potential long-term effect while citizen’s support to strategic giving is only 9.8% .



### STRATEGIC GIVING

*Telekom Albania* donated needed medical equipment to the health clinics in Theth and Razme, thus modernizing the healthcare facilities in these communities.

### TRENDS IN USE OF DONATIONS – 2014 to 2015 (by % of Instances)

	2014		2015
Long-Term Support	31.7%	↘	15.3%
One-Off Support	26.8%	↗	70.6%
Unknown	41.5%	↘	14.1%



## KEY THEMES FOR GIVING

30.6%

POVERTY  
REDUCTION

27.1%

SUPPORT TO  
MARGINALIZED  
GROUPS

17.6%

HEALTHCARE

15.3%

EMERGENCY  
MANAGEMENT

## BREAKDOWN OF OTHER THEMES (% of Instances)

0 - 2%

- Community Development
- Sport
- Seasonal Giving

2 - 5%

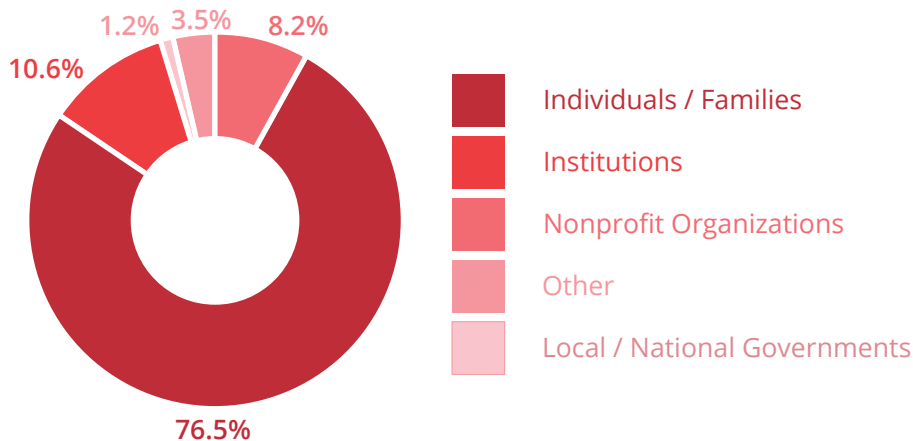
- Education
- Culture and Arts

TRENDS IN KEY THEMES  
FOR GIVING - 2014 to 2015  
(by % of Instances)

	2014		2015
Support to Marg. Groups	43.9%	↘	27.1%
Poverty Reduction	9.8%	↗	30.6%
Healthcare	14.6%	↗	17,6%
Education	4.9%	↘	2.4%
Emergency Management	2.4%	↗	15.3%

## RECIPIENT ENTITIES

### TYPE OF RECIPIENT ENTITIES



In 2015, the most frequent recipients of giving were individuals and families (76.5%). Institutions were the second most common destination of donations (10.6%). Nonprofit organizations received only 8.2% of the donations, although this was an increase when compared with giving data from 2014.

State-controlled recipients include institutions and local and/or national governments. 11.8% of the instances of giving were recorded as being given to the state, which is significant decrease in comparison with 2014.

BENEFICIARY ENTITIES (% of Instances)	2014	2015
Institutions	39.1%	10.6%
Nonprofit Organizations	4.9%	8.2%
Individuals / Families	34.1%	76.5%
Local / National Governments	7.3%	1.2%

## KEY BENEFICIARY GROUPS



## BREAKDOWN OF OTHER GROUPS (% of Instances)

## Less than 5%

- General Population
- People Living in Other Countries
- People from Minority Communities
- LGBT Population
- Women and Children Survivors of Violence
- Refugees and IDPs
- Elderly

## 5 – 10%

- People with Disabilities

## TRENDS IN KEY FINAL BENEFICIARY GROUPS (% of Instances)

2014

2015

Group	2014	Trend	2015
People in Economic Need	14.6%	↗	31.8%
People with Health Issues	14.6%	↗	16.5%
Children/Youth Without Parental Care	24.4%	↘	10.6%
People with Disabilities	9.8%	↘	8.2%
People from Specific Geography	2.4%	↗	20.0%

Research Conducted By:



Research Supported by:



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*Opinions expressed in this publication do not necessarily those of the Balkan Trust for Democracy, the German Marshall Fund of the United States, or its partners.*

Given that the value of the donation in Albania was reported in only 4.7% of the instances, estimation about the total amount donated is made by extrapolation based on the known data. For more information, please find the full report at:

[www.catalystbalkans.org](http://www.catalystbalkans.org)

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