

2014 Annual Report

on the State of Philanthropy

ALBANIA

Quick Facts

7.3%

Shkodër

34.1%

Tiranë

2.4%

Fier

2.4%

Gjirokastrër

2.4%

Durrës

7.3%

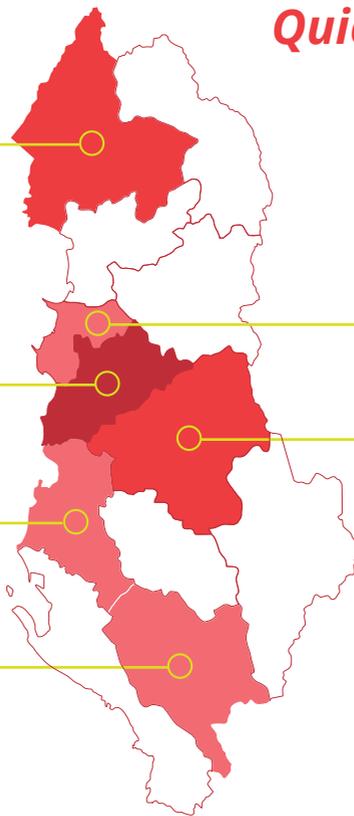
Elbasan

34.1%

Throughout
Albania

9.8%

Out of Albania



41

of recorded
instances



1.25
million euros

total value of
donations



0.45 €

average
donation per
citizen



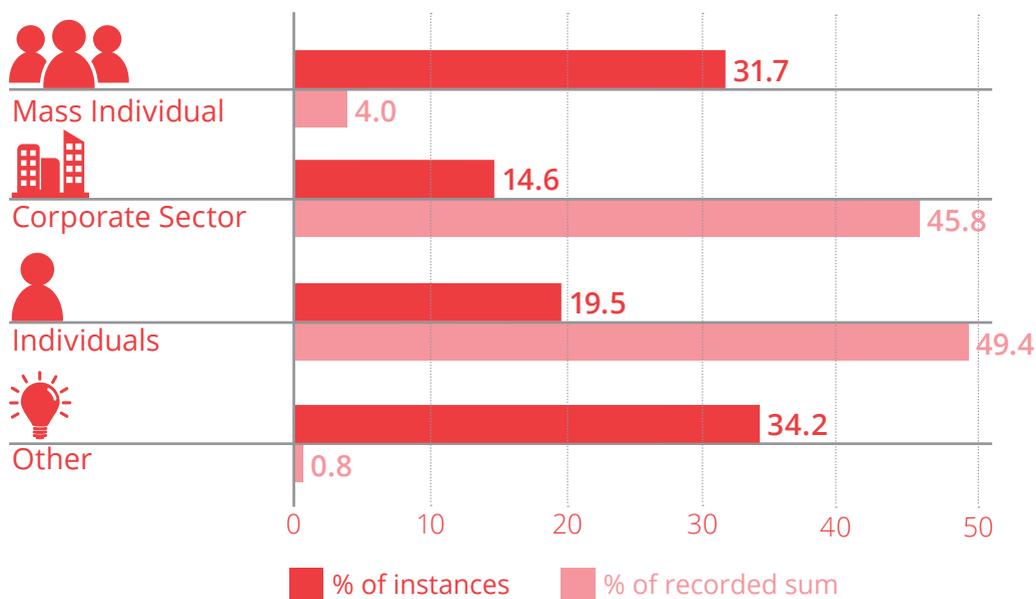
53.4%

increase from
2013

During 2014, 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 POINTS:

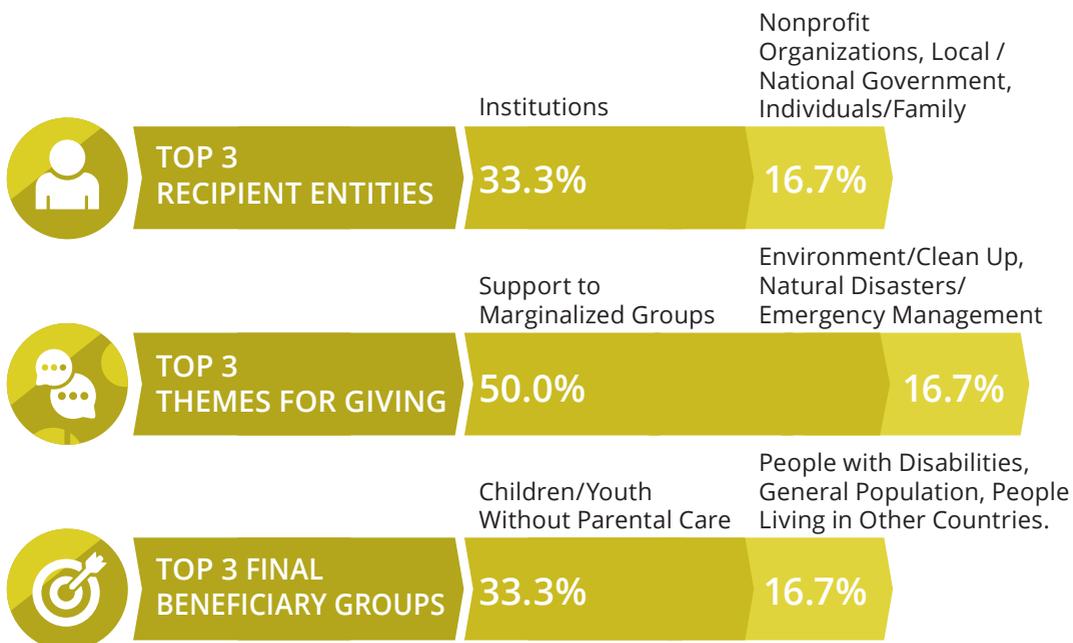


- In 2014, the most active donor types were mass individual (31.7%), followed by individuals (19.5%) and corporate sector (14.6%).
- If we look into the value of donations, the picture changes: individuals take the lead with a 49.4% share in total recorded amount, followed by corporate sector with a share of 45.8%. Citizens however are far behind with a share of only 4.0% of recorded amount.
- In we analyze giving by diaspora, the percentage of instances is 9.8% while the recorded value of donations is 2.7%.
- On the whole, as in other countries, mass individual donors have the strongest presence, while the engagement of individuals, both in percentage of instances and value of recorded amount is unusually high.



CORPORATE SECTOR

Profiles of the Most Common Types of Donors



EXAMPLES OF CORPORATE SECTOR DONATIONS

Albania Mobile Communications (rebranded as Telekom Albania in 2015) had an interesting Facebook campaign to support the umbrella organization that works children and adults with Down's Syndrome. On the AMCDSA Facebook page, people could like, comment or share the page. For each of these actions, AMC donated a certain amount to the Albanian Down Syndrome Foundation: 500 likes brought 100 euro; 500 comments 100 euro; and 500 shares, 250 euro. In total, 12,000 euro was given by AMC to the Foundation, which was used for physical and psychosocial therapy/services to the users in ADS Center.

Three small and medium enterprises joined to provide in-kind support to the action of the Uniteti Mendo Positiv (Think Positive Unity) nonprofit to redecorate the ZYBER Hallulli orphanage. Deutschcolor provided paint, Mon Cheri and Goin C other materials and supplies, while Shop Taxi Care provided logistics/transport support.



MASS INDIVIDUAL

Profiles of the Most Common Types of Donors



TOP 3 RECIPIENT ENTITIES

Institutions

46.2%

Individuals/
Family

23.1%

Local / Ntl
Government

7.7%



TOP 3 THEMES FOR GIVING

Support to
Marginalized Groups

46.2%

Health/
Medical
Treatments

15.4%

Education, Envi-
ronment, Public
Infrastructure,
Poverty Relief

7.7%



TOP 3 FINAL BENEFICIARY GROUPS

People with Health
Issues, Children/
Youth Without
Parental Care

23.1%

People with Disabilities,
General Population, People
from Specific Geography

15.4%

7.7%

People in
Economic Need

EXAMPLES OF MASS INDIVIDUAL DONATIONS



Students of the Tirana Art Academy's music department launched a campaign to replace their 1966 piano with a new one so that they would have a better-quality instrument for use when practicing. The general public and a number of individuals supported the campaign collecting 35,000 EUR for the new piano.

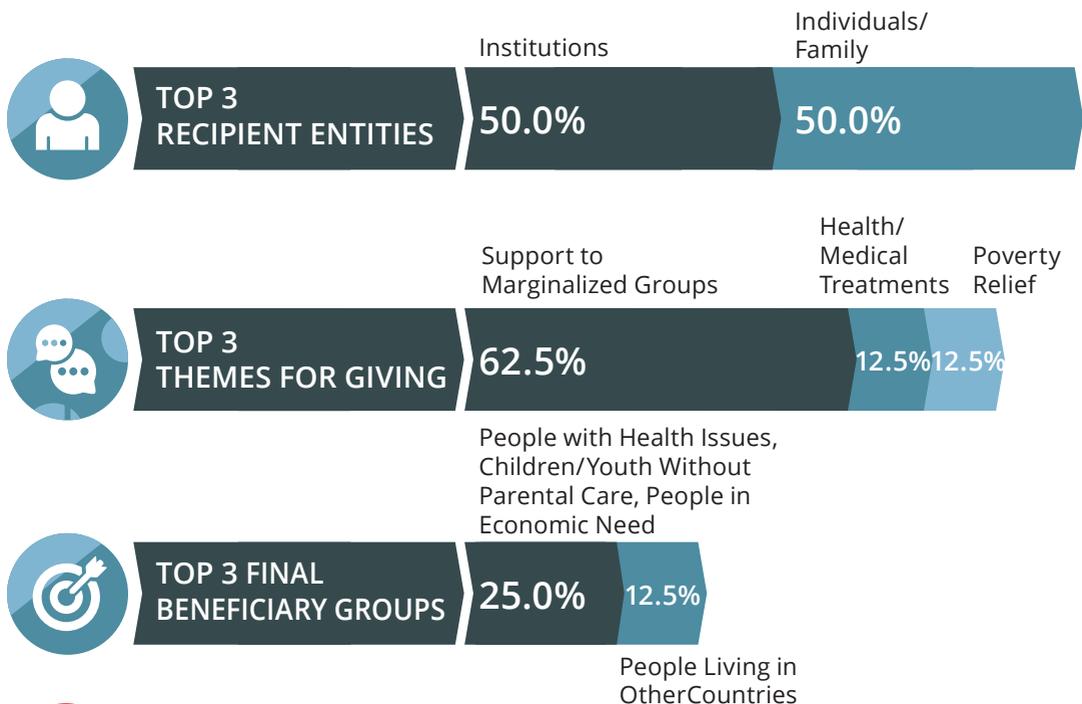
*For the fourth time in a row, the **Medical Response for the Diplomatic Corps nonprofit**, in cooperation with **Vodafone**, organized a marathon. Money collected during the marathon was given to the Tirana Pediatric Hospital in support of treatment and care for children with leukemia.*

An unusual concert was organized in Tirana, in which the entire concert was performed in the dark as a way to show solidarity with people with visual impairments and to understand their experience. Funds raised at the concert were used to support the creation of an audio software program to be used by blind and visually impaired people.



INDIVIDUALS

Profiles of the Most Common Types of Donors



EXAMPLES OF INDIVIDUAL DONATIONS

Albania has unusually high presence of individual donors – both in terms of percentage of instances and amounts given – when compared with other countries of the region. Some examples include:

Eno Peci, a famous ballet dancer organized a ballet show and donated all of the proceeds to the SOS Children Village in Tirana.

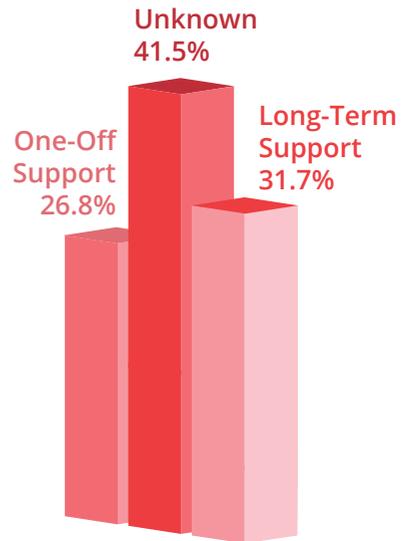
Bashkim Qazimi, a well-known businessman, distributed aid to families in need during Ramadan. The donation included equipment, such as electrical stoves, and furniture (e.g. carpets).

Kristo Papa, a world famous Albanian heart surgeon that works abroad, who, in agreement with a Swiss-based clinic, offered free of charge heart surgeries for Albanian children.

USE OF DONATIONS

USE OF DONATIONS
(by % of Instances)

Data for Albania regarding the use of donations shows that 31.7% is directed to support that may produce long-term effects (capital investments, equipment, scholarships and the like). This figure is a somewhat higher number when comparing giving in other countries of the region. A slightly smaller percentage of 26.8% is directed to one-off support (humanitarian support, medical treatments of individuals, individual housing). However, the biggest category of donations are unable to be categorized and are therefore classified as unknown, primarily because of the lack of data in media reports and difficulties in confirming use of support from relevant actors. The corporate sector, as in other countries, shows a greater preference for giving strategically: 50% of their donations are those with potential long-term effect.



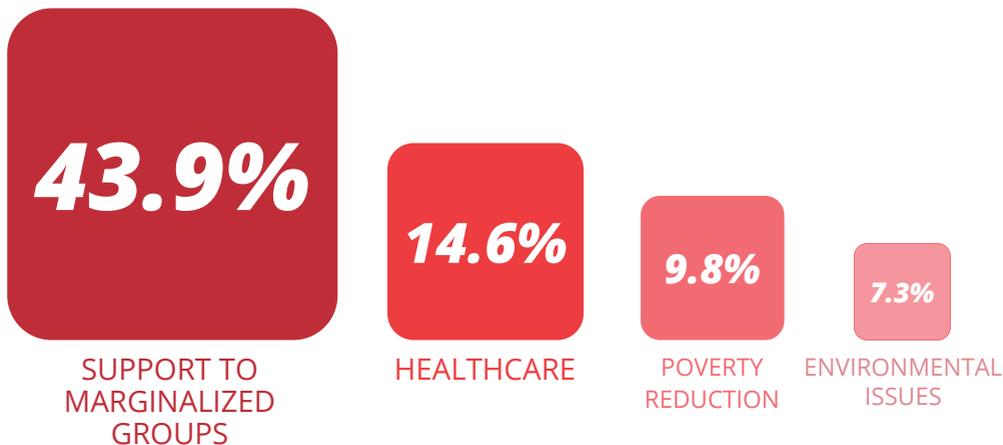
STRATEGIC GIVING



A fundraising campaign joined in by a number of corporate sector partners helped to build a new center for people with disabilities. This center will serve as a gathering place for people with disabilities while also offering services such as computer or language courses to increase the employability of the center's users.

Albanian Mobile Communications (rebranded later as Telekom Albania) donated throughout the year a significant amount of equipment to both educational and health institutions in Albania.

KEY THEMES FOR GIVING



BREAKDOWN OF OTHER THEMES (% of Instances)



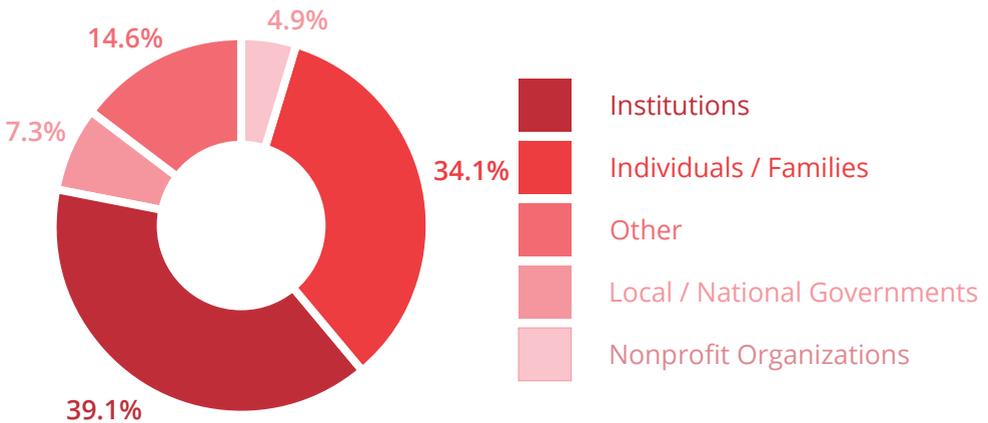
EXAMPLE



It is interesting to mention an example of corporate giving under the Emergency Management theme, especially since it is regional initiative started from Albania.

ProCredit Bank Albania, together with ProCredit Banks from Bulgaria, Kosovo and Macedonia, donated 550,000 euros to support people affected by flooding in Bosnia and Herzegovina and Serbia. The donation was delivered in the form of in-kind goods such as medications, sanitary material, water, food, and other supplies for people in the affected areas.

RECIPIENT ENTITIES

TYPE OF RECIPIENT ENTITIES
(% of Instances)

In 2014, principal recipients of giving were government institutions, primarily social service institutions. Individuals and families are ranking as second. Nonprofit organizations were recipients in only 4.9% of the instances of recorded giving.

State-controlled recipients include both institutions and local and/or national governments. 46.4% of the instances of giving were recorded as being given to the state, making the state be the largest recipient of philanthropic support in Albania.

An example of supporting educational institutions is coming from the Mretëresha Geraldinë Foundation, founded by Albanian Prince Leka and his fiancé Elia Zaharia. The Foundation supported renovation of a large number of schools in northern Albania.

KEY BENEFICIARY GROUPS

24.4%

CHILDREN / YOUTH
WITHOUT PARENTAL
CARE

14.6%

PEOPLE IN
ECONOMIC NEED

14.6%

PEOPLE WITH
HEALTH ISSUES

12.2%

GENERAL
POPULATION

BREAKDOWN OF OTHER GROUPS (% of Instances)

Less than 5%

- People from Specific Geography

5 to 10%

- People with Disabilities
- People Living in Other Countries

Children and youth without parental care were the most supported beneficiary group in Albania in 2014. Donations were primarily directed to several state orphanages as well as to the nonprofit SOS Children's Village in Albania. Some examples of giving to this beneficiary group include:

From the diaspora comes an initiative by Zamira Qeraxhiu, the coordinator of the Italian-Albanian Lions Club. They organized a fair to raise funds for the renovation of the Zemer Nene Orphanage in Gjirokaster, which cares for 450 children.

The ALSAR Cultural and Educational Association, which is a long-term supporter of children without parental care, launched a new initiative in 2014 – free language courses for children from orphanages in Tirana. The association plans to expand the project to include other orphanages throughout Albania.

The fashion designer Luisa Spagnolli, in cooperation with the Italian Embassy, opened her Spring/Summer collection 2014 in Tirana. Funds raised from this event were donated to the state orphanage in Durres.

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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 19.5% 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

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