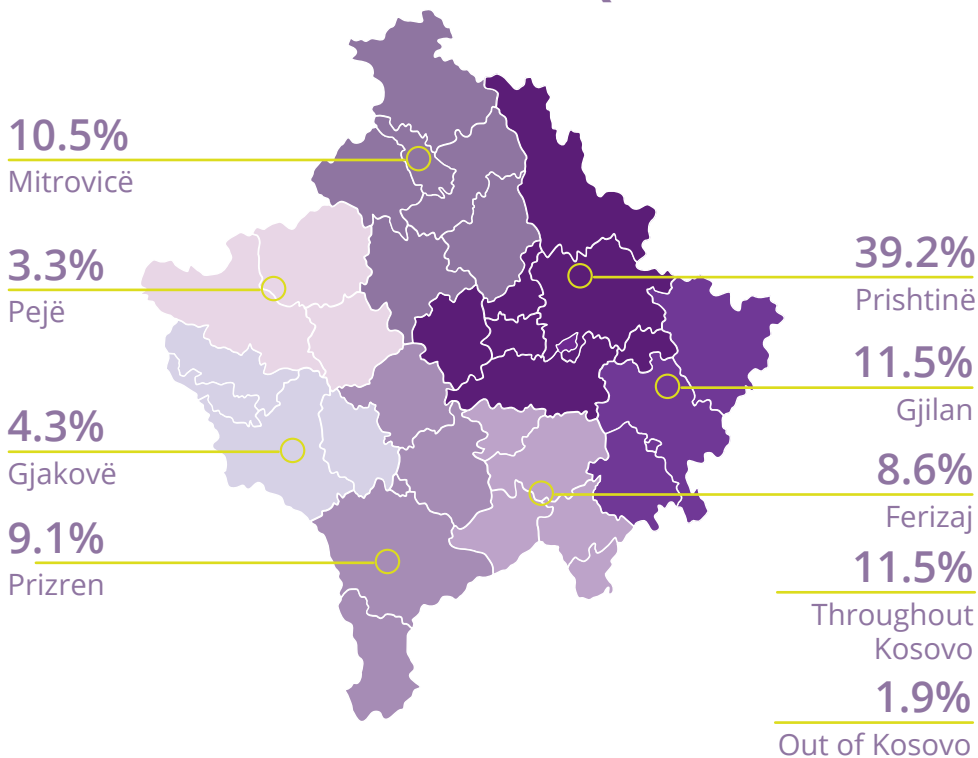


2014 Annual Report

on the State of Philanthropy

KOSOVO

Quick Facts



209

of recorded instances



3.555
million euros

total value of donations



1.90 €

average donation per citizen



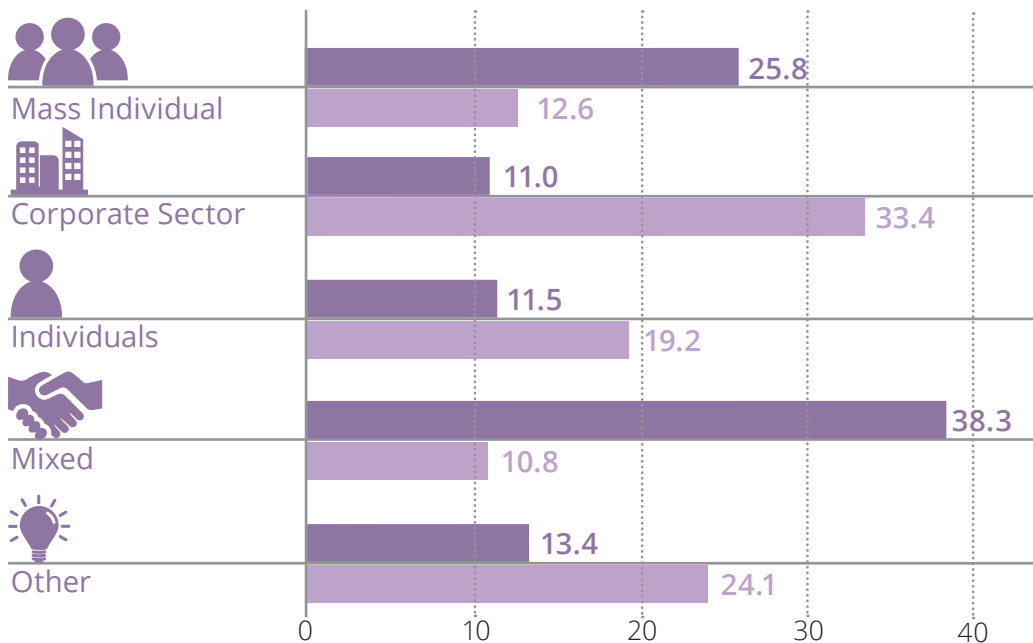
256%

increase from 2013

During 2014, Catalyst Balkans tracked media reports on domestic individual, corporate and diaspora philanthropy in Kosovo. 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
2013 to 2014

BY % OF INSTANCES

BY % OF RECORDED SUM

	2013		2014	2013		2014
Mixed donor type	11.1%	↗	38.3%	3.7%	↗	10.8%
Mass Individual	38.3%	↘	25.8%	66.1%	↘	12.6%
Corporate Sector	21.0%	↘	11.0%	2%	↗	33.4%
Individuals	12.3%	≈	11.5%	2.2%	↗	19.2%



KEY POINTS:

- The overall value of donations increased by 256% from 2013 to 2014.
- There are significant changes in data in regards to various donors both in the level of activity as well as recorded value of donations. The reasons for this might be in the higher level of instances recorded, as well as in higher recorded number of instances in which amounts given by corporate sector. Therefore, while data for both years correctly reflect records, at this point it remains to be seen if 2014 data are showing beginning of a trend or a specific occurrence in 2014.
- The group of key final beneficiary groups has slightly changed with people in economic need still with a large number of instances of giving directed to them. It is positive that not a single beneficiary group “disappeared” from the list, although there has been lower levels of recorded activities towards persons with disabilities and people from specific communities.
- On the whole, mass individual donors continued to have a strong presence, while the engagement of the corporate sector (companies, corporate foundations and small and medium enterprises) increased. Again, given the significant changes in data in years 2013 and 2014 these numbers should not at this point be taken as indicators of any trend.



CORPORATE SECTOR

Profiles of the Most Common Types of Donors



Institutions

Nonprofit
Organizations

TOP 3
RECIPIENT ENTITIES

52.2%

30.4%

13.0%

Individuals /
Families



Education

Support to
Marg. Groups

TOP 3
THEMES FOR GIVING

34.8%

21.7%

17.4%

Healthcare



Economically
Vulnerable

Gifted
Children

TOP 3
FINAL BENEFICIARY GROUPS

21.7%

17.4%

13.0%

People from
Specific
Communities

EXAMPLES OF CORPORATE SECTOR DONATIONS



*A great example of long term strategic investments in education is presented by **NewCo Ferronikeli** company who donated laboratory equipment for two lower middle schools in Drenas and Shkabaj. This donation will enable students to practice for science classes.*

*Dedication to a long term approach in resolving the issue of healthcare comes from the Prishtinë company **Medica**. The Clinic of Radiology at the University Clinical Center of Kosovo received a valuable diagnostic mammography device which will improve prevention healthcare services for women.*

*The software company **Albasoft Group** stands out as an example of strategic investments in economic development by supporting Kosovo's newly established small businesses with small start-up grants.*

CAUSE RELATED MARKETING



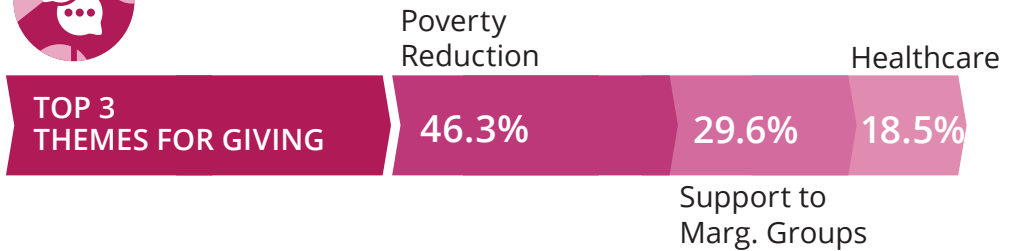
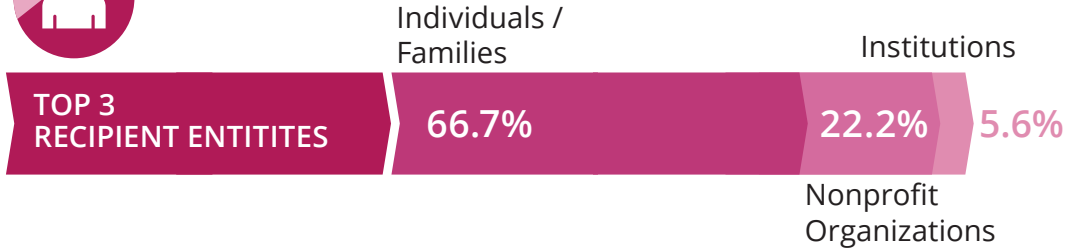
The trend of so called "cause related marketing", i.e. donating a part of a company's income from the sale of products, is spreading throughout the region.

*The corporation **Uje Rugove**, a water and food producer, with its campaign "1like=10cents" is an example of such way of giving. This company called people to like their Facebook page; each like is worth 10 cents. All funds collected in this way are donated to support the work association Down Syndrome Kosova.*



MASS INDIVIDUAL

Profiles of the Most Common Types of Donors





LONG-TERM DEDICATION TO GIVING

When considering long-term dedication to giving in 2014, the efforts of the [Bereqeti Association](#) from Mitrovicë should be noted. This association has been supporting economically disadvantaged families in Kosovo both with cash and in-kind donations over a number of years. The support has also been provided to students, people with physical disabilities and institutions.



DONATIONS FROM THE DIASPORA

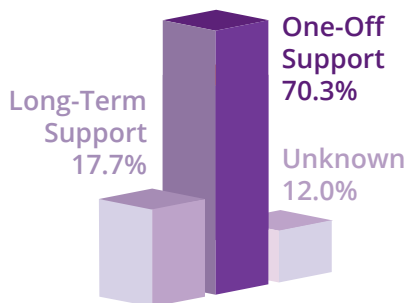
In 2014, giving from the diaspora increased. One of the more active diaspora individual donors continues to be [Luan Krasniqi](#), a famous boxer living in Germany. In 2014, Mr. Krasniqi financially supported SOS Children's Village Kosovo and donated equipment to several Kosovo municipalities.

It is worth noting though that this year was marked by significant donations from diaspora associations, providing both short-term and strategic support. [The humanitarian Association of Justice](#) based in Switzerland donated valuable equipment to the Gjakova Hospital and Clinic of Gynecology, while [Switzerland Medvegja Association](#) allocated significant amount for printing of school books.

And finally, like in the previous year, number of fundraising events was organized by people from the diaspora, most of them aiming to collect funds to support Kosova citizens in economic need.

USE OF DONATIONS

USE OF DONATIONS (by % of Instances)



The data on how donations have been used facilitates deeper insight into whether they are provided as one-off support (humanitarian assistance) or are intended to assist in pursuing longer-term solutions to specific problems.

In line with the methodology and recorded data, we divide the use of donations into three categories: long-term support, one-off support and donations for unknown purposes. An overview of donation categories is presented in the graph below.

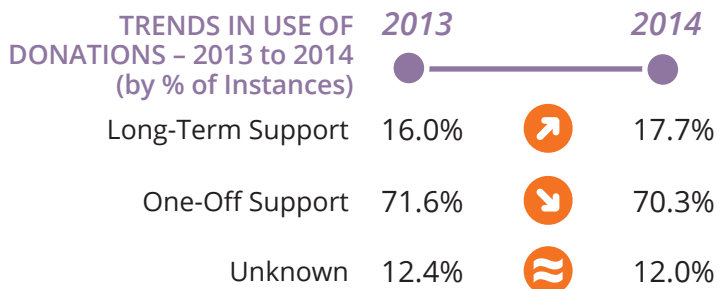


STRATEGIC GIVING

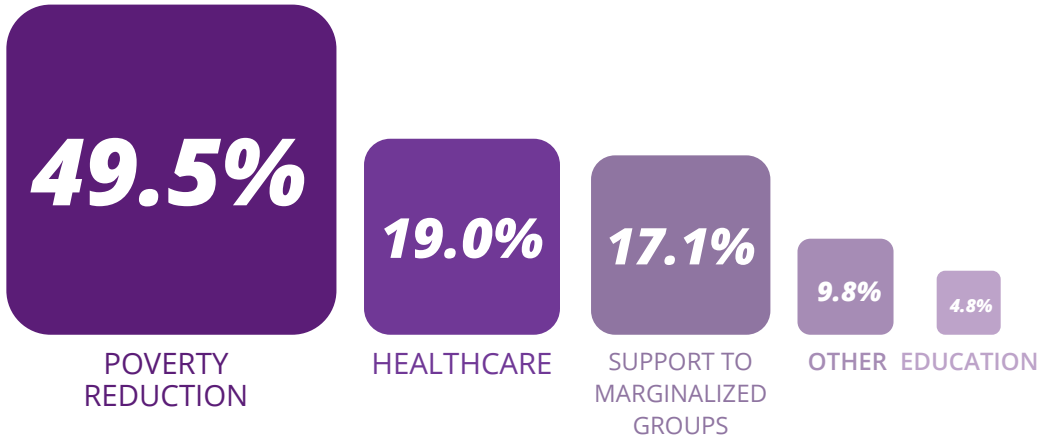
Analysis of examples of strategic giving in Kosovo shows that the most frequent continue to be investments in equipment and/or the reconstruction of buildings.

*Thus in 2014, **Raiffeisen Bank** Kosova donated valuable equipment to the Gynecology Clinic at the University Clinical Center of Kosova, supporting necessary improvements for the work of that department.*

*Another example of strategic support to education is a donation of **Union company** from Prishtinë which supported work of elementary school in Prishtinë by donating tablets, computers and other electronic equipment that helps and supports learning.*



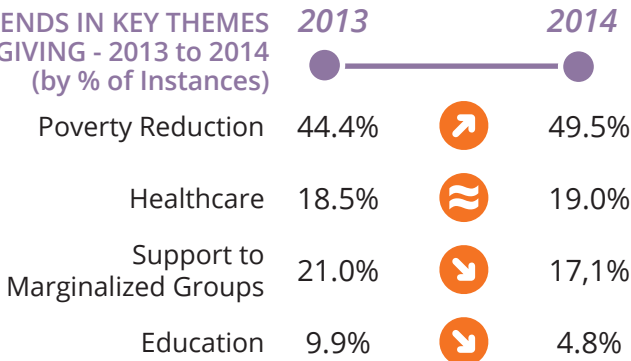
KEY THEMES FOR GIVING



BREAKDOWN OF OTHER THEMES (% of Instances)

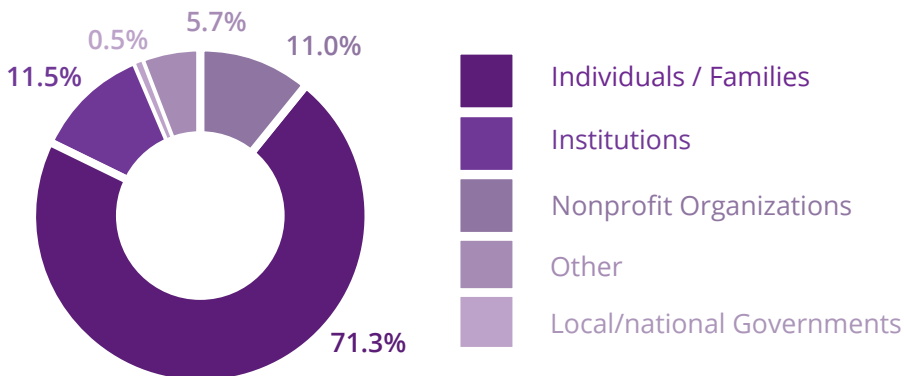


TRENDS IN KEY THEMES FOR GIVING - 2013 to 2014 (by % of Instances)



RECIPIENT ENTITIES

TYPE OF RECIPIENT ENTITIES
(% of Instances)




State recipients included local and/or national government as well as institutions.









Data for 2014 shows a decrease in number of donation instances directed to state institutions, while value of donations significantly increased.

STATE AS DONATION RECIPIENT

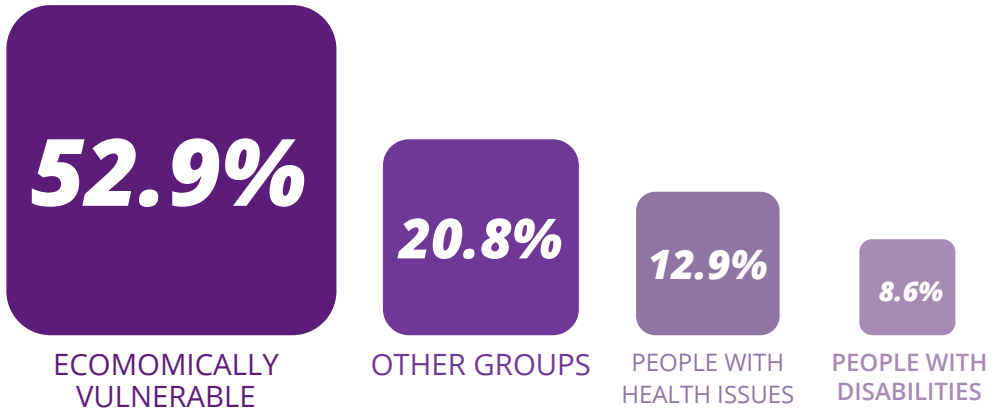
% of Recorded Instances: 12.0% 

% of Value of Donations: 35.2% 

TRENDS IN TYPE OF RECIPIENT ENTITIES - 2013 to 2014 (by % of Instances)

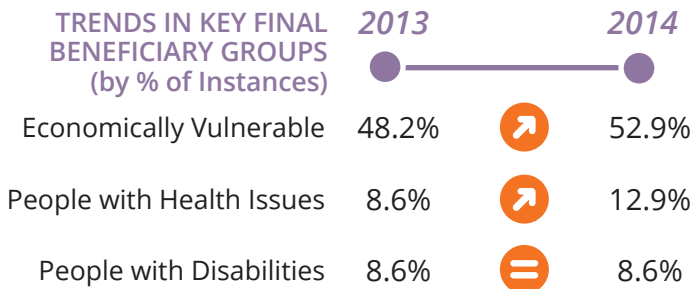
	BY % OF INSTANCES		BY % OF RECORDED SUM	
	2013	2014	2013	2014
Individuals / Families	55.6%	 71.3%	67.1%	 40.4%
Institutions	17.3%	 11.5%	12.7%	 34.2%
Nonprofit Organizations	22.2%	 11.0%	18.2%	 12.4%
Local/National Governments	1.2%	 0.5%	0.9%	 1.0%

RECIPIENTS OF DONATIONS



BREAKDOWN OF OTHER FINAL BENEFICIARY GROUPS (by % of Instances)

0 - 1%	1 - 2%	2 - 4%	4 - 5%
<ul style="list-style-type: none"> • People from Religious Communities • Women and Children Survivors of Violence 	<ul style="list-style-type: none"> • Elderly Talented Children and Youth • People Living in Other Countries • Mothers and Newborns 	<ul style="list-style-type: none"> • People from Specific Communities 	<ul style="list-style-type: none"> • Children without Parental Care • General Population



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°catalyst

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M
CHARLES STEWART
MOTT FOUNDATION

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The views expressed here are those of the authors and do not necessarily represent or reflect the views 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 Kosovo was reported in only 21.5% 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

Kosovo's designation in this document is without prejudice to position on status, and is in line with UNSCR 1244 and the ICJ Opinion on the Kosovo Declaration of Independence.

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