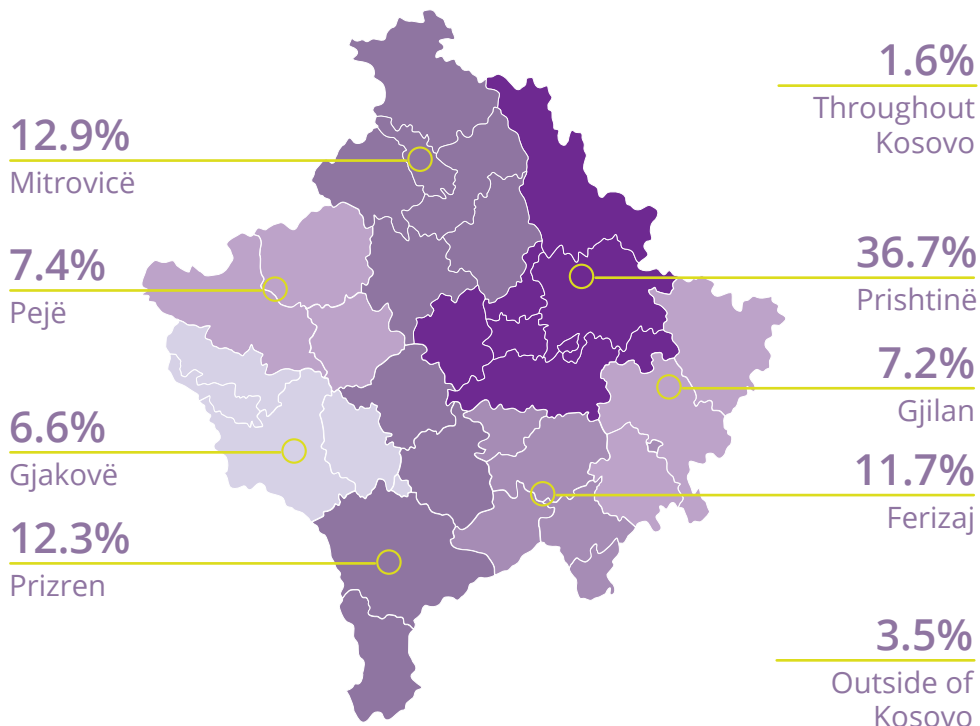


2016 Annual Report on the State of Philanthropy KOSOVO

Quick Facts



512

OF RECORDED
INSTANCES

mil.€

3.51

ESTIMATED TOTAL
VALUE



~1.9 €

AVERAGE
DONATION PER
CITIZEN



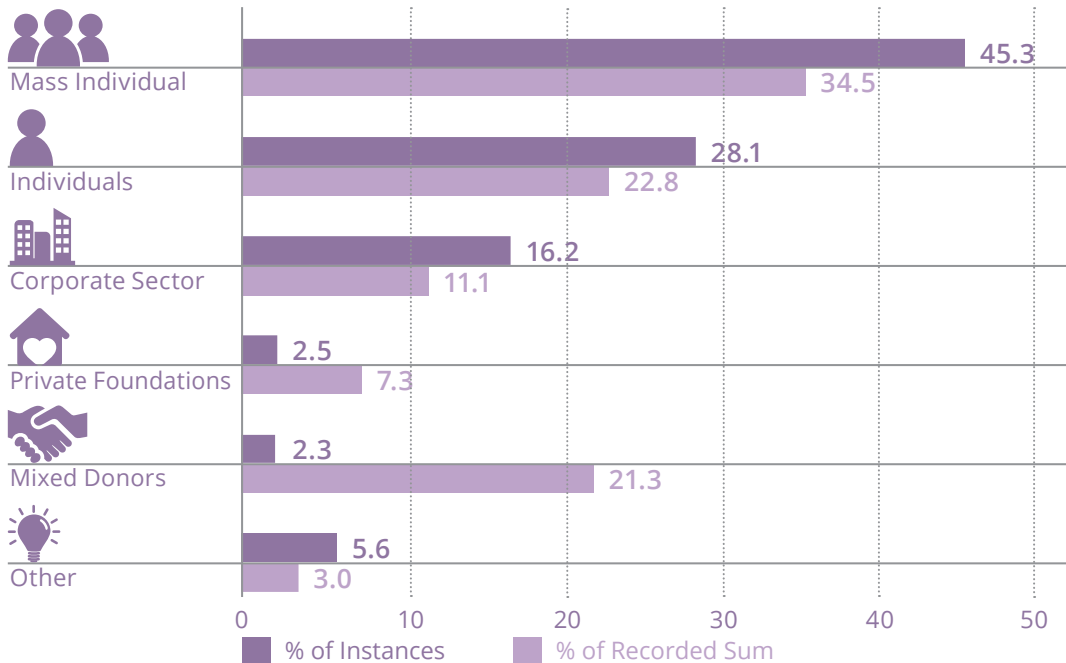
11.7%

DECREASE FROM
2015

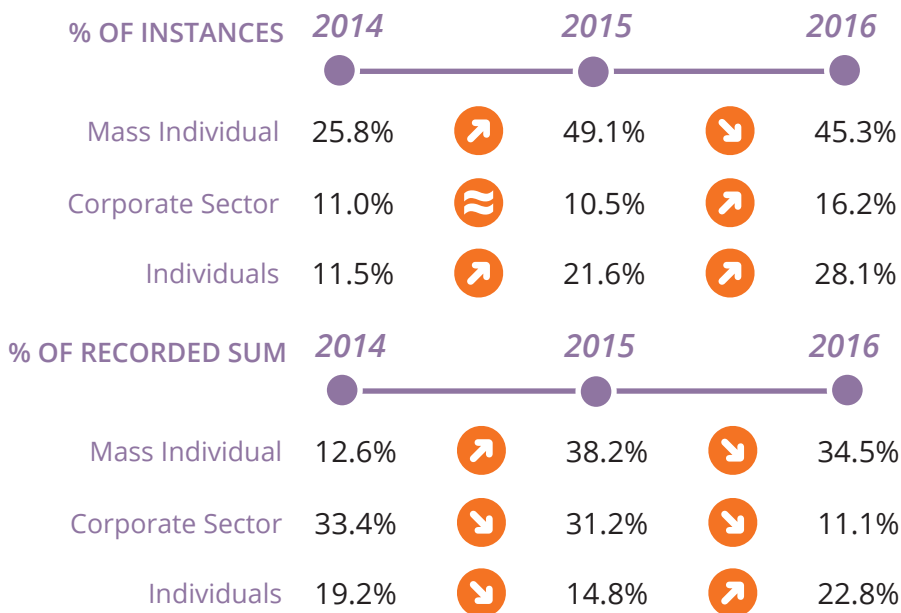
During 2016, Catalyst Balkans tracked media reports on domestic individual, corporate and diaspora philanthropy in Kosovo. This brochure provides key statistics on the findings of this research.

DONORS

DONATIONS BY TYPE OF DONORS (% of Instances, vs. % of Recorded Sum)



KEY TRENDS IN TYPES OF DONORS - 2014 TO 2016



KEY POINTS

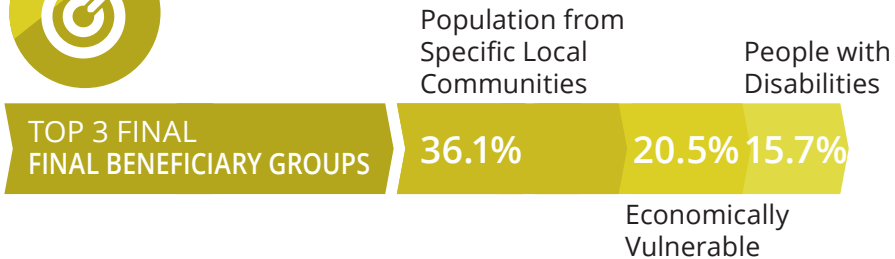
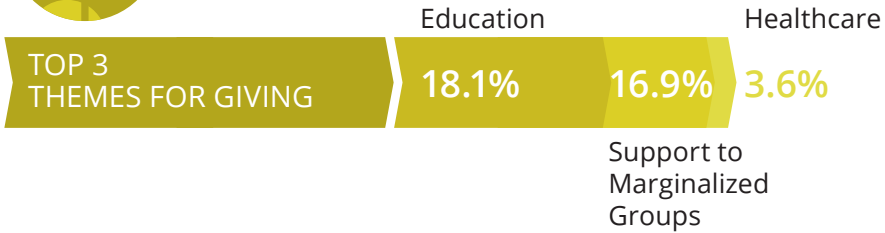
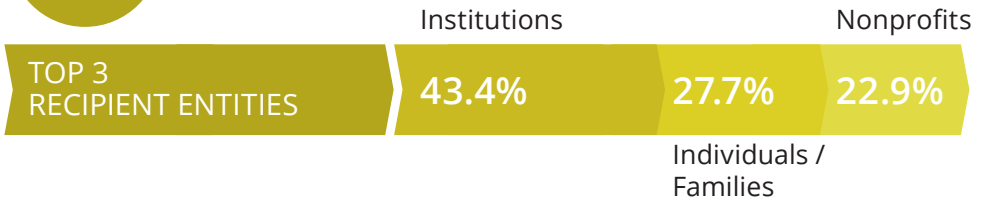


- In 2016 there were 512 recorded unique instances of charitable giving, which is slight increase (9.4%) compared to 2015. Overall amount donated however is decreased for 11.7%.
- If we analyze geographic distribution of giving, the only significant changes are in percentages of instances/donations given throughout Kosovo: in 2016, only 1.6% instances which is a decrease of over 12%. There is some increase in percentage of donations given in the regions of Prishtine and Prizren. There are no significant changes in other regions.
- In 2016, the most active donors remained citizens in mass individual giving actions (45.3%), followed by individuals (28.1%) and the corporate sector (16.2%).
- If we consider value of donations, the picture remains similar: citizens take the lead with 34.5% share, followed by individuals with 22.8% while share of the corporate sector is significantly smaller (11.1%), which is also quite a drop compared to 2015 when their share was 31.2%. This change can be explained if we look at mixed donors category. In 2016, their contribution is unusually high (21.3%), due to several very successful campaigns and events to which all donor types, including those from corporate sector, generously donated.
- If we analyze giving by diaspora, the percentage of instances as well as the recorded value of donations continued to decrease.
- Overall, 2016 was marked by significant increase in recorded amount collected through campaigns and events that attracted various types of donors, which influenced the picture of giving; the second factor that changed picture of Kosovo giving is increase in presence of private foundations, both in percentage of instances as well as their share in recorded amount donated. Otherwise, it can be noted that giving in Kosovo, particularly when it comes to contribution by different types of donors, is still marked by year-to year fluctuations.



CORPORATE SECTOR

Profiles of the Most Common Types of Donors



Note: 2016 was marked by significant increase in Seasonal Giving by companies, particularly around Ramadan and New Year. As much as 45.3% of donations were directed to this theme.

EXAMPLES OF CORPORATE SECTOR DONATIONS



American Chamber of Commerce contributed to state/institutional fund established to help homeless people. Am Cham corporate members donated EUR 30,000 for this purpose.

Other companies providing help to marginalized groups included *Coca Cola Hellenic Bottling Company Kosova* which supported Center for Daily Care "PEMA" for children with disabilities, while *Devolli Corporation* and *Relux Company* provided support to Down Syndrome Association.

KEDS (Kosovo Energy Corporation) supported creating IT cabinets (equipment and supplies) for two elementary schools in Gjakova. Elementary School "Ukshin Miftari" in Skivjan village and E.School "Rilindja" in Dobrigje village. *Pozhegu Brothers company* provided several donations for scholarships to educational institutions including American University of Kosova for training of students in the field of marketing and University of Prishtina. They also supported the Marathon "Run for the nature", organized to raise awareness for the importance of clean environment in the municipality of Gjakova.



MASS INDIVIDUAL

Profiles of the Most Common Types of Donors



Individuals /
Families

Institutions

TOP 3
RECIPIENT ENTITIES

87.5%

7.8% 3.9%

Nonprofits



Poverty Relief /
Mitigation

Support to
Marginalized
Groups

TOP 3
THEMES FOR GIVING

54.7%

21.1%

14.2%

Healthcare



Economically
Vulnerable

People with
Disabilities

TOP 3
FINAL BENEFICIARY GROUPS

59.1%

17.2%

5.6%

People with
Health Issues

EXAMPLES OF MASS INDIVIDUAL GIVING



Famous singer from Kosova that works in United Kingdom has founded "SUNNY HILL" organization with the aim to support new artists and singers in Kosovo. Within efforts to collect funds for the organization's work, she organized a concert in Prishtina, which was well-visited and gathered over EUR 16,000 for the work of Sunny Hill.

Facebook Group "Reading Maniacs" organized a campaign "Share a book, give love". Within the campaign they've collected books 146 books for the House for Elderly in Prishtina, and then organized a lunch for elderly placed in the house.

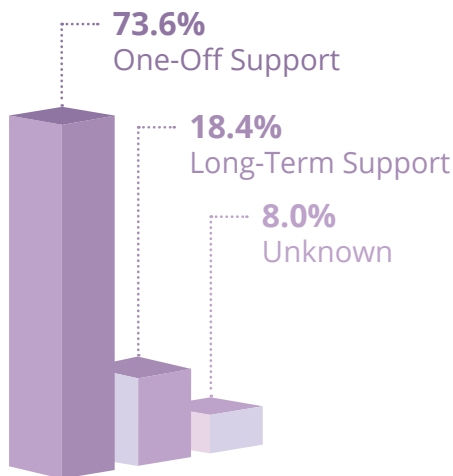
Interesting example of mobilization of local resources comes from Termokiss community where youth center organized a concert and raised funds for improving the Center and future events. Another interesting example is contribution to the marginalized group that is rarely supported: Technical Vocational School students made shelves which they donated to the Center for Integration and Rehabilitation of Chronic psychiatric patients in Shtimlje.

As an example of individual giving from diaspora, Avdullah and Berat Kovaçi that live in Switzerland contributed EUR 12,000 toward reconstruction of a primary school in Novolan (Municipality of Vushtrri) honoring their father who used to work in this school.

Another example of individual giving comes from Milaim Shabani who donated a vehicle to Gjon Sereqi primary school in Ferizaj to be used for transportation of children and youth with disabilities.

USE OF DONATIONS

USE OF DONATIONS (by % of Instances)



Data for Kosovo regarding the use of donations shows that as much as 73.6% of recorded instances are directed to one-off support (humanitarian support, supplies, individual housing and medical treatments of individuals). A significantly smaller percentage of 18.4% is directed to support that may produce long-term effects (primarily equipment, and in smaller measure scholarships, services and the like). The corporate sector showed a greater preference for long-term investments than other types of donors, though this percentage is still quite small (15.7% of donations were directed to longer-term investments). There are no changes in comparison with 2015 and one-off support remains firmly main type of giving in Kosovo.

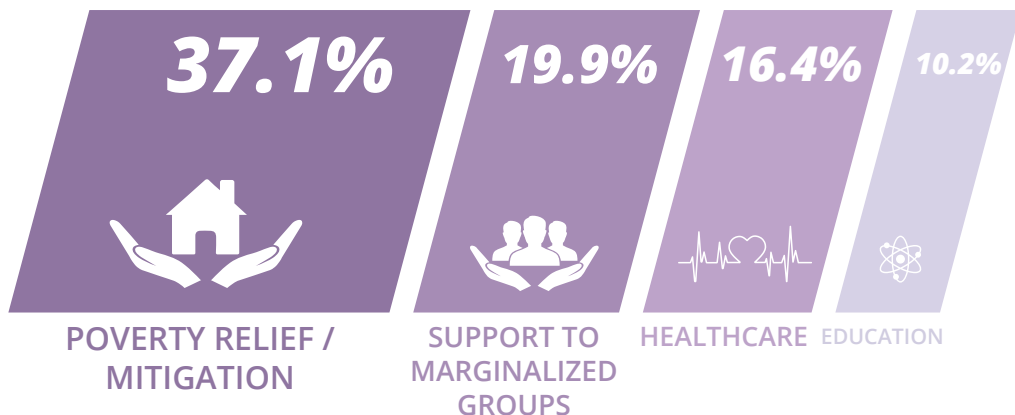


EXAMPLES OF LONG-TERM SUPPORT

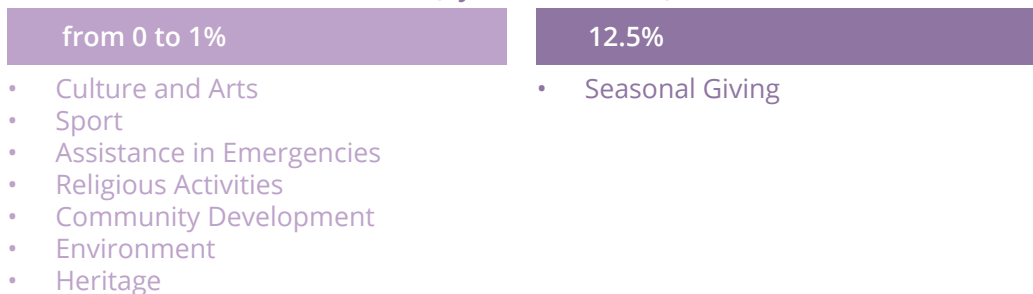
In 2016, Golden Eagle foundation focused on supporting equipment for medical institutions donating EUR 20,000 Ultrasound Device to the Department of Pediatrics in Prishtina University Clinical Center; EUR 20,000 worth Ultrasound Device to the Department of Pediatrics at Hospital Of Prizren and special beds in value of EUR 23,000 to the Regional Hospital in Gjilan.

USE OF DONATIONS (by % of Instances)	2014		2015		2016
Long-Term Support	17.7%	=	17.7%	≈	18.4%
One-Off Support	70.3%	↗	74.4%	≈	73.6%
Unknown	12.0%	↘	7.9%	≈	8.0%

KEY THEMES FOR GIVING



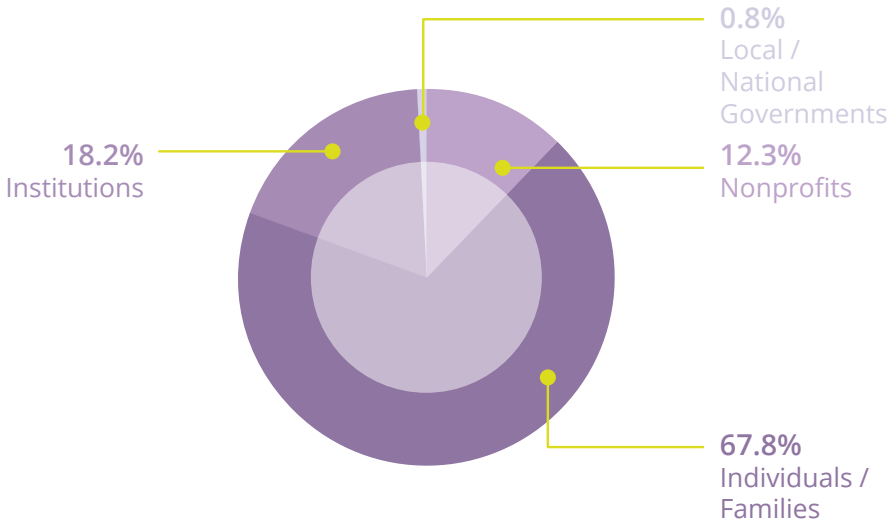
BREAKDOWN OF OTHER THEMES (by % of Instances)



# OF INSTANCES DIRECTED TO TOP 4 THEMES (by % of Instances)	2014		2015		2016
Poverty Relief / Mitigation	49.5%	↗	50.9%	↘	37.1%
Support to Marginalized Groups	17.1%	↘	15.8%	↗	19.9%
Healthcare	19.0%	↘	14.5%	↗	16.4%
Education	4.8%	↗	7.3%	↗	10.2%

RECIPIENT ENTITIES

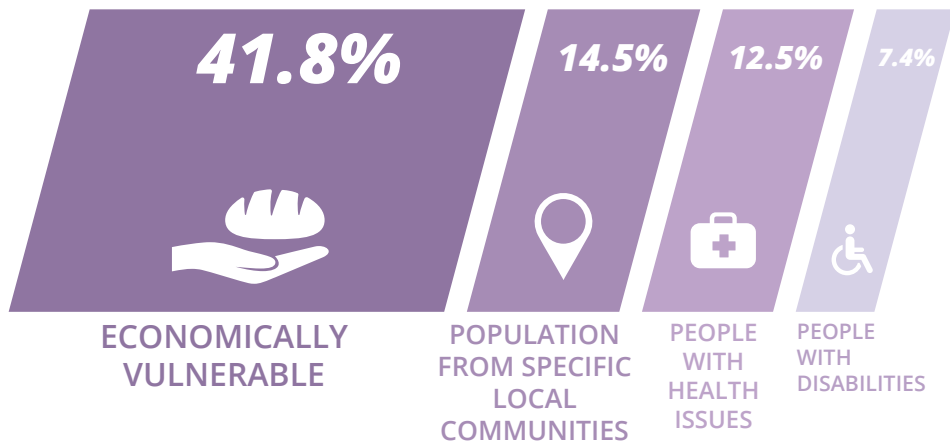
TYPE OF RECIPIENT ENTITIES (% of Instances)



In 2016, the most frequent recipients of giving were individuals and families (67.8%), which is a slight decrease from 2015. Institutions have experienced slight increase in frequency of instances, while non-profit organizations and local and national government remain on the approximately same level of support as in 2015.

# OF INSTANCES DIRECTED TO VARIOUS TYPES OF RECIPIENT ENTITIES (by % of Instances)	2014		2015		2016
Individuals / Families	71.3%	≈	72.2%	↓	67.8%
Institutions	11.5%	≈	10.9%	↑	18.2%
Nonprofits	11.0%	≈	12.0%	≈	12.3%
Local / National Governments	0.5%	≈	1.1%	≈	0.8%

RECIPIENTS OF DONATIONS



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

from 0 to 1%	from 1 to 2%	from 2 to 5%	over 5%
<ul style="list-style-type: none"> Religious Communities Mothers and Babies Ethnic Minority Population 	<ul style="list-style-type: none"> Elderly Population Talented Children and Youth 	<ul style="list-style-type: none"> Children Without Parental Care General Population People from Other Countries Single Parents 	<ul style="list-style-type: none"> Homeless People

KEY FINAL BENEFICIARY GROUPS (by % of Instances)	2014		2015		2016
Economically Vulnerable	52.9%		54.7%		41.8%
Population from Specific Local Communities	3.8%		13.2%		14.5%
People with Health Issues	12.9%		9.4%		12.5%
People with Disabilities	8.6%		7.1%		7.4%

Research Conducted by:



In Partnership with:



www.d4d-ks.org
Democracy for Development
Demokraci për zhvillim
Demokratija za razvoj

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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 Kosovo was reported in only 38.7% of the instances, estimation about the total amount donated is made by extrapolation based on the known data.

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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PREPARED BY:
Aleksandra Vesic

EDITORS:
Aleksandra Vesic
Nathan Koeshall

GRAPHIC DESIGN:
Tatjana Negic Paunovic

CATALYST BALKANS
Takovska 38, Belgrade
Serbia

www.givingbalkans.org

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