



ANNUAL REPORT ON THE STATE OF PHILANTHROPY

QUICK FACTS

10.7%

MITROVICĚ

4.4%

PEJĚ

12.8%

GJAKOVĚ

13.1%

PRIZREN

42.7%

PRISHTINĚ

7.6%

GJILAN

3.5%

FERIZAJ

3.2%

THROUGHOUT KOSOVO

2.0%

OUTSIDE OF KOSOVO

Map showing regions and geographic distribution



344

number of recorded instances



€19 million

estimated value of donations



€1.0

average donation per individual



43.7%

decrease from 2017

Introductory remarks

With the findings of our research presented here, it is important to make a note about the background circumstances when it comes to the gathering of data on philanthropy in 2018. This year, more than in previous years, Catalyst Balkans was facing a lack of sufficient data for Kosovo. Firstly, reporting about philanthropy in Kosovo in general, in terms of the number of media reports, this has reduced in comparison to 2017. Relevant information in published media reports (which are our main source of information) has also been low, in a lot of cases providing incomplete and inapplicable information, sometimes very hard to use effectively. Second, the data from direct sources – whom we use to verify information – was not always transparent, available or easy to access; donors and recipients were not fully open and willing to share information. And finally, although media transparency regarding the donated values has decreased very slightly, less frequent and lower quality of reporting eventually affected recording of the donated amounts and resulted in the final estimation of giving, to be significantly lower than in the previous year.

Taking into consideration these factors, Catalyst Balkans will continue to closely monitor trends in philanthropy development in Kosovo as well as trends in media reporting on the subject but will also put additional efforts to seek and provide more in-depth information about philanthropic giving.

Methodology

This report has been prepared using the Giving Balkans database which remains the most reliable source of data on charitable giving in the region. Due to the absence of official data, Catalyst Balkans uses alternative ways to collect data, primarily media reports and other available resources. Media reports have been collected by following electronic, printed and online media at the local, regional and national level in Kosovo during the period from 1 January to 31 December 2018. In this period, a total of 2,203 records related to charitable giving by all types of donors were processed in the Giving Balkans database, of which 344 were unique instances.

This methodology has certain limitations, including the most important fact that the media do not record all charitable giving. Nonetheless, we believe that our research provides a sufficiently reliable insight into the most important aspects of charitable giving, because figures, although not comprehensive, provide a minimum value for relevant indicators. If, for example, we discuss the number of charitable instances, we can state with certainty that the number that we show is the minimal number of instances that have taken place. The same is true for cash amounts, actors and the like. Hence, this data may be used as indicators of the minimal degree of philanthropy development in Kosovo.

Key points

Level of giving

In comparison with the previous year, the total estimated donated amount has fallen significantly, for 43.7% - about 1,9 million EUR was donated in Kosovo in 2018. The decrease is noticeable in all aspects: the total recorded value of giving was reduced by more than 50%, while the activity also dropped – in total 344 unique instances of charitable giving were recorded in 2018.

Geographic distribution

Although with a slightly decreased percentage of donation instances, Prishtinë Region continued to be the most supported region (42.7%). As for distribution to other regions, Gjakovë and Prizren saw an increase in frequency of support, while Mitrovicë and Pejë follow with the level maintained from 2017. On the other hand, Ferizaj and Gjilan saw a drop. Finally, the number of donation instances directed to multiple regions in the country and outside of Kosovo remained at the same level from 2017. In terms of towns and cities, 35.6% donation instances were directed to Prishtina, putting donations to the capital at the top.

Donors

Individual donors remained the most frequent donor type this year with slightly decreased activity in comparison with 2017: 32.8% of donation instances. Citizens were also less active and remained in second place (31.4%), while corporate sector strengthened the activity and participated in 17.7% instances. In terms of the recorded value of donations, citizens were the most generous - through participation in organized and structured big campaigns, they significantly raised their share of the recorded amount to 61.6%. Data for both individual donors and corporate sector shows that donated amounts have dropped. Diaspora's contribution has also decreased this year, both in terms of the activity and the donated value.

Themes

Two key themes were equally supported this year with 25.9% of instances each: poverty relief (although with quite a decrease but maintaining first position from 2017) and healthcare, which received a significantly higher percentage of instances in comparison with the previous years. In comparison with 2017 education also saw a significant increase in interest (21.8%), while support to marginalized groups was reduced slightly.

Recipients

The most frequent recipients have been individuals and families with a slightly reduced but still considerable 57.8% instances. With a small decrease in number of instances directed towards them, nonprofit organizations remained at second position. Institutions, local and national governments follow and have seen an increase

in frequency of support, so consequently the interest in support to the state (institutions, local and national governments) has risen to 20.6% in 2018 in terms of the quantity of instances.

Non-profit organizations

Domestic associations and private foundations received a fifth of all donation instances in 2018 (19.8% recorded instances) which represents a slight decrease when compared to the previous year. Continuing the trend from last year, the most active donors for nonprofits were citizens, although interest from both citizens and individual donors has dropped slightly. As a donor, corporate sector continued to support nonprofits at the same level in 2018, which might be an indicator of a future positive trend and more active involvement of companies in support and partnership with nonprofits.

Use of donations

Data shows that donors' interest in strategic giving have increased significantly. As opposed to 2017's level, long-term investments showed a positive change by making up 35.5% in 2018. This increase is particularly influenced by investments in healthcare equipment and support for scholarships. One-off donations saw a decrease in percentage, but still took more than half of all instances with 56%.

Beneficiaries

Although the percentage of instances directed to people in economic need decreased this year, this beneficiary group received the biggest support with 30.8%. Interest for local communities, people with health issues and people with disabilities has increased since last year. Majority of other final beneficiary groups are still supported to a small extent, however this year the list is shorter for a few categories.

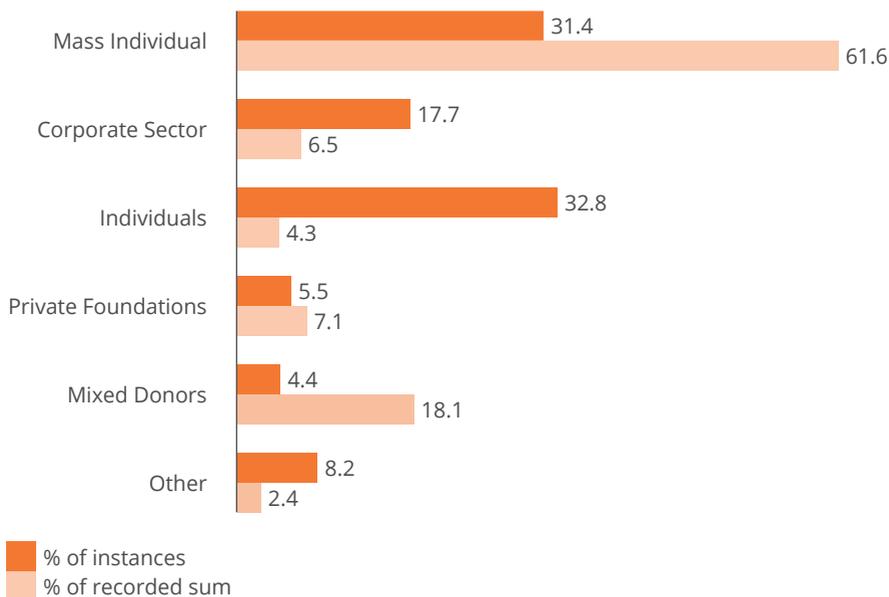
Data transparency

After several years of positive trend, in 2018 a slightly lower percentage (51.7%) of donation instances, with a value associated with them was recorded. Since this decrease is only 1.8%, we believe that this is only a one-year fluctuation rather than a new permanent trend.

Overall, in 2018 in Kosovo, the most active were individual donors. Corporate sector strengthened their activity, while citizens were the most generous. The increasing need for assistance in healthcare and donors' capability to address this issue with more support and also an increased portion of instances directed towards education raised the frequency of support to institutions and the state itself. However, despite the drop in support, general socio-economic situations kept poverty relief and people in economic need at the top of the donors focus this year.

Donors

Donations by Type of Donors



Key Trends in Types of Donors

Number of recorded instances (%)	2016		2017		2018
Mass Individual	45.3%	↓	33.5%	↓	31.4%
Corporate Sector	16.2%	↓	13.0%	↑	17.7%
Individuals	28.1%	↑	38.3%	↓	32.8%
Recorded sum (%)	2016		2017		2018
Mass Individual	34.5%	↑	36.6%	↑	61.6%
Corporate Sector	11.1%	↑	24.3%	↓	6.5%
Individuals	22.8%	↑	8.9%	↓	4.3%

Key points

In 2018, in Kosovo, the number of recorded donation instances showed a decrease in comparison with the previous year - 344. The total value of donations reported upon by the media and which could be verified using other sources is significantly lower than in 2017 – it is slightly over 1.4 million EUR. Cautious extrapolation showed us that the estimated value of donations for charitable purposes in Kosovo in 2018 was a bit over 1.9 million EUR.

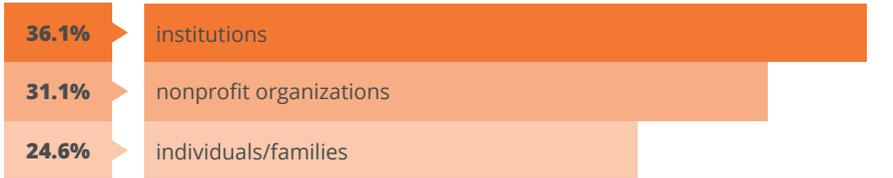
In terms of activity, a donor landscape similar to the one in 2017 has been found this year as well. Namely, individual donors, as the most frequent donor type and citizens through mass individual giving have taken a significant portion of the quantity of donations – 32.8% and 31.4% respectively. Still, both donor types have seen a drop in activity since last year. It is worth mentioning that over 63% of all instances coming from individual donors are actually diaspora giving. As for the corporate sector, it has increased their activity and participated in 17.7% of recorded donation instances.

Looking at the donated values, 2018 is marked by overwhelming citizens' share in the total number of recorded amounts, with an impressively raised 61.6%. Although slightly less active this year, citizens responded generously to several campaigns and initiatives organized by a few nonprofits, who particularly worked to mobilize communities to support healthcare and provide assistance for poverty relief with instances of humanitarian support and individual housing. Better structured and focused fundraising efforts showed the potential and capacity of citizens to assist when needed the most. The share of corporate sector in donated values has decreased to only 6.5% in 2018; unlike last year no corporate donations of significant value have been recorded, but data shows that part of the monetary support that came from the corporate sector has its share in mixed donor giving, as mixed donors brought in an increased share of 18.1% of the recorded amount.

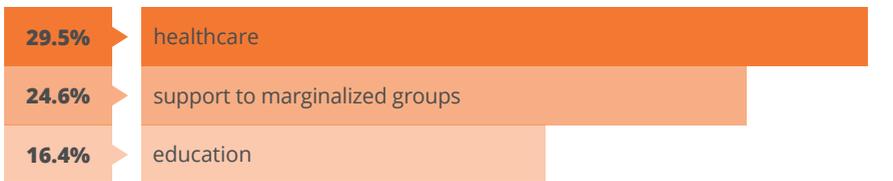
Donors from diaspora were featured in 35.5% of all donation instances and comprise 18.6% of the value allocated in 2018. In comparison with 2017 this represents a decrease, although the numbers orbit around an average distribution throughout the years.

Profiles of the most common types of donors: Corporate sector

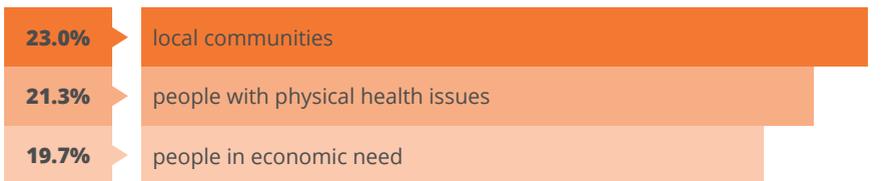
Top 3 Recipient Entities



Top 3 Themes for Giving



Top 3 Final Beneficiary Groups



Examples of corporate sector giving

In general, banks showed significant activity this year. Besides donating to the “You are a Sunflower” foundation, in December 2018 NLB Bank donated EUR 13,000 to the Special Psychiatric Institute in Shtime, in order to contribute to the renovation of the institute’s unit.

Raiffeisen Bank, awarded with FIDES Award for national contribution “Hasan Prishtina” 2017, established by the Forum for Civic Initiatives (FIQ) Kosovo, has dedicated its funds to the departments of neonatology of hospitals in different areas. In cooperation with the “Action for Mothers and Children” association, Raiffeisen Bank donated an

ultrasound machine to the University Clinical Center in Prishtina, and a bilirubin-monitoring device to the University Clinical Center in Prishtina. As a complement to that, Raiffeisen also opened an information center with classes for new mothers in the Dragash municipality and financially supported the TashaVesha shop – the main funding mechanism for the “Actions for Mothers and Children” in Ferizaj.

Children were also one of the motivators behind the general corporate-nonprofit partnerships, which continued this year with several significant campaigns. One important initiative, “We Stay with Children,” features the support by IPKO Telecommunications to five different resource centers and five different organizations which help children with special needs. IPKO donated EUR 1,000 to each organization – among others, the Resource Center for children with intellectual impairment “Perparimi” in Prishtina, “Mother Theresa” in Mitrovica, “AUTIZMI Association” in Lipjan, and HANDIKOS organization in Suva Reka among others – with the intent for this to be the first cycle of support to cover the different needs of different beneficiaries and communities. Another campaign featured Elkos Group, which agreed with the SOS children’s villages in Kosovo to donate EUR 6,000 in kind, which translates to a value of EUR 500 worth of food and supplies provided per month.

As a part of a regional campaign that was also organized in Albania and Macedonia and run by “You are a Sunflower” foundation in Kosovo, Kujtesa Company, the local TC and internet provider, has joined the campaign by purchasing 739 of their shirts at a price of EUR 20 each. The NLB bank invested in the same initiative earlier that year in March, by dedicating funds for 500 shirts. The funds will later help the Department of Oncology at the University Clinical Center in Prishtina to purchase necessary equipment.

Companies have also centered their support around people in economic need. The provision of housing comprised a big portion of support to this beneficiary group in 2018, with examples of SMEs such as BAU-ING and “AR Katana”, but also corporates like Z-Mobile and Bucaj Company helping invest and build or reconstruct houses for families in need. Substantially for the local communities of Kosovo, those who lost their houses in the flooding of Suhareka in August have received help from the local businesses in the total value of EUR 5,000.

The 2018 FIDES Award for Corporate Contribution on a national level, established by the Forum for Civic Initiatives (FIQ) Kosovo, went to Meridian Express. This company has proved a year-long dedication to helping the community through responsible business and contributions to various beneficiary groups. In March 2018, Meridian Express

organized a campaign under the name “Contribute for Kids, buy Saff products” and generated 10% of every Saff product the company allocated for “Action for Mothers and Children” association to support their work, which is mostly focused on healthcare. Additionally, Meridian Express enabled volunteers’ assistances in several environmental projects, provided humanitarian support where most needed and supplies during special seasonal occasions.

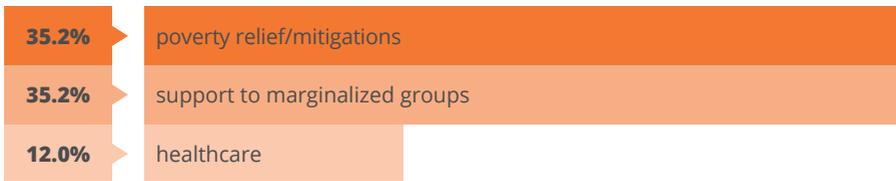
As with the case of banks, children were the motivators for SMEs. As an example, the Agency for Finance in Kosovo (AFK) donated toys and books to the value of EUR 500 to a kindergarten in Malisheva called “Zerat e Embel.” Among other presents, the company Bora presented a monetary donation for the first baby born in 2018, while also providing diapers to the University Clinic in Skopje, Macedonia. The company “Al Trade Center” distributed presents to children without parental care, motivated by the festivities at the end of December.

Profiles of the most common types of donors: Mass Individual

Top 3 Recipient Entities



Top 3 Themes for Giving



Top 3 Final Beneficiary Groups



Examples of mass individual giving

Various examples of citizen-led philanthropy were featured in Kosovo this year. This year citizens were more active in responding to various calls and participating in fundraising campaigns, organized by several nonprofits. In this way, mostly immediate needs of the people in economic need and people with health issues were met; fundraising actions were numerous and generated big monetary values which almost doubled the citizens' share in recorded donated values in 2018.

The organization Balkans' Orphans dedicated their work to helping people in need of immediate housing. In 2018 they managed to fundraise around EUR 380,000 from the citizens and diaspora of

Kosovo and helped to build houses and accommodate homeless people throughout the country.

However, one initiative is unique in its motive. Uta Ibrahim, the first woman from Kosovo to climb the Himalayan mountains, organized a fundraising campaign to collect the participation fee for the next Himalaya climb in Lochte and Kanchenjunga. Thanks to the initiative of many supportive citizens, Uta was able to collect EUR 9,000 towards the participation fee and conquer 14 peaks of the Himalayas as a result.

Another campaign of solidarity featured a “Super volunteers camp,” organized by the TOKA NGO, wherein volunteers dedicated their time to construct bookshelves for the Iliria elementary school in Prishtina. The multi-year campaign, involving a camp of “super volunteers” who work on building things, has been supported by different local CSOs and international NGOs throughout the years, even reaching New Zealand.

Community reconstruction projects have again been prominent in the region; one such project in Kosovo centered around the reconstruction of a cinema loved by many. The historic “Jusuf Gervalla” cinema in Peja fell into disrepair, despite being maintained by the NGO “Anibar.” Facing rising costs of maintenance, the citizens and the “Anibar” association pooled their resources to secure tools and interventions for the facility. Thanks to an online donation initiative in December 2018, 35% (EUR 8,750) of the total reconstruction project cost has been collected.

An interesting example came out of the continuous partnership between the Serbian-Australian Pensioners’ Association, Humanitarian Bridge section of Vesti online media, and the public kitchen of the “Majka devet Jugovića” Association based in Gracanice - amid multiple campaigns, one involved raising funds from citizens to be dedicated for the purchase of food crucial to the preparation of meals.

Finally, mass individual donations have continued their dominant position in 2018, also thanks to this December’s initiative of the youth in Prizren. The initiative to collect jackets was started by Afrim Krasniqi and Getoar Besimi, to help children in the orphanage and people in need to better deal with the winter. The campaign gained significant traction.

Individual contribution

Apart from numerous individual donations, people from Kosovo and the diaspora donate to meet the immediate need of their fellow citizens' humanitarian needs and for medical treatments of children and adults. A few interesting cases of individual contribution are worth mentioning:

Kosovo author Ramadan Mehmeti donated his personal library of 3,200 books to the Library of Gjilan - Fan Noli. Majlinda Kelmendi – a world champion in Judo donated a number of her medals to the organization Care for Kosovo Kids. The medals will be sold and the funds raised will be used for the medical treatment of children with cancer.

Diaspora support

A third of all donation instances, and a fifth of the total value, have come from diaspora. One of the great examples of individual diaspora contributions comes from Arsim Tahirsylaj and his family from Deçan, living in Austria now. The family donated EUR 17,000 to build a house for the Kaçorraj family from Luka village in Deçan. Arsim Tahirsylaj is well known for his charity in the region and on the occasion of Eid he decided to help this homeless family.

While most of the diaspora instances were directed from individual diaspora donors, significant examples are evident in mass individual campaigns. One example of such support came from a collection of individuals living in Switzerland, who recognized the plight of a family in economic need in Prishtina. The EUR 38,000 that were collected in a "Help as well" humanitarian event was forwarded for a construction project that helped to house the family. A similar initiative, although more formally registered, involved the Forum of Albanian Women in the world, who collected and forwarded EUR 12,000 to the Feniks Ferizaj Association that started a housing project for an individual in need. The Forum itself has been involved in several areas throughout the years, this time donating EUR 8,000 (collected in an event in Zurich) to people in economic need in Kosovo.

In March 2018, the American University of Kosovo held a fundraising event in New York - to collect funds for students in economic need, called "Support one student". In this event where the Albanian Community in the United States participated, they managed to collect more than EUR 36,000 for the scholarship support to distinguished students who have economic difficulties and cannot pay for their studies.

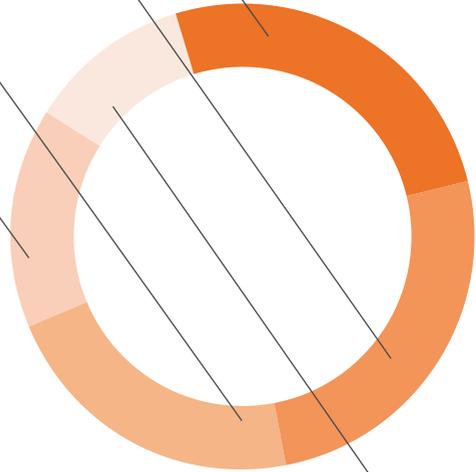
Key themes

25.9% poverty relief/mitigation

25.9% healthcare

21.8% education
support to

15.1% marginalized groups



other themes

5-10% -

3-5% seasonal giving, culture and the arts

1-3% environment

0-1% animal welfare, public infrastructure,
sport

Number of instances aimed at four key themes (%)

Theme	2016		2017		2018
Poverty relief/mitigation	37.1%	↗	46.7%	↘	25.9%
Healthcare	16.4%	↘	13.7%	↗	25.9%
Education	10.2%	↔	10.0%	↗	21.8%
Support to marginalized groups	19.9%	↘	13.3%	↗	15.1%

Key points

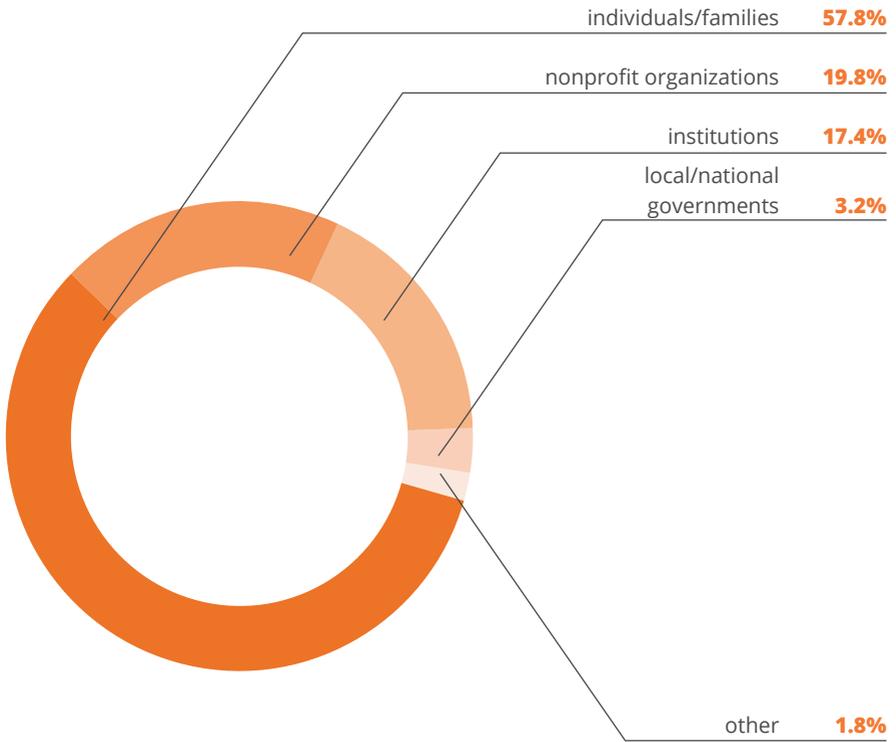
The four key themes supported were: poverty relief and healthcare on an equal level, then education and finally support to marginalized groups. The percentage directed to these themes adds up to 88.7% recorded instances.

The ranking of themes changed a bit when comparing 2018 and the years preceding it, however despite the significant drop in number of instances, poverty relief continued to be the most supported theme - people in economic need were the most salient category of all beneficiary groups, out of which individual housing projects caught the most attention.

Thanks to the nonprofit sector who got active in fundraising with the goal to not only provide strategic support for healthcare institutions but medical treatments as well, this theme has attracted significantly stronger attention. At the end (rather positively), education, as always a fairly less supported theme, this year saw an increase: more frequent donations were directed to educational institutions and towards scholarships.

The range of other supported themes features six categories, amongst which are animal welfare, environment, and seasonal giving. Seasonal giving as a theme, has always featured at least some notable support in periods, and this year has decreased comprising 4.1% of all instances. This year support to human rights, emergency management, religious activities and social entrepreneurship was not recorded.

Recipients



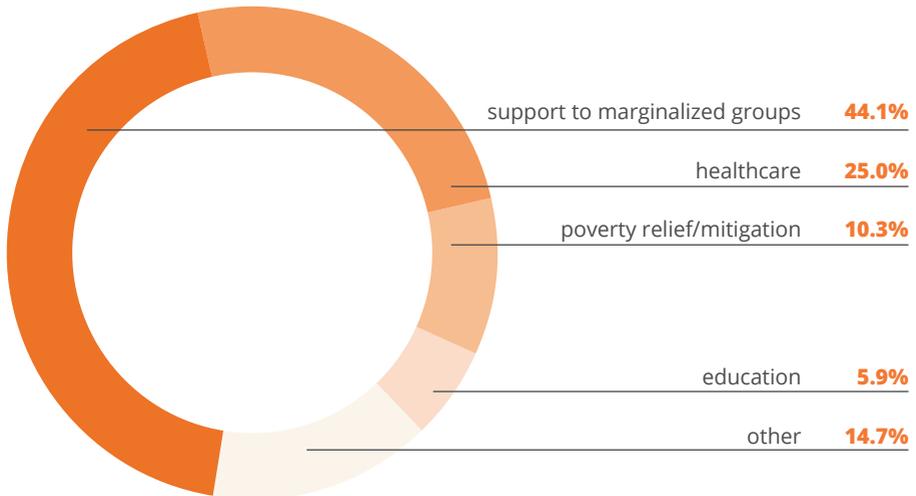
Beneficiary Entities (% of Instances)

	2016		2017		2018
Individuals/families	67.8%	↓	63.3%	↓	57.8%
Nonprofit organizations	12.3%	↑	23.0%	↓	19.8%
Institutions	18.2%	↓	11.8%	↑	17.4%
Local/national governments	0.8%	↔	1.0%	↑	3.2%

Key points

In 2018 the ranking of recipients remains at the same as last year. Individuals and families once again take the lead as recipients with slightly decreased percentage of instances (57.8%). The ratio of support to nonprofits also fell slightly, while institutions received more frequent support in comparison with last year. A somewhat higher percentage of donation instances was directed to the local and national governments. The aggregated support to institutions and local and national governments (i.e. the support to the state) has been registered in 20.6% of all donation instances, which is a significant increase from 2017, but a similar level was also seen in the past years. Such frequent support was mostly directed towards educational and health institutions, and in some cases through the work of the nonprofit sector, which actively took the lead in fundraising for providing a long-term support for healthcare.

Nonprofit organizations in 2018



Key themes

Donating to nonprofit organizations has been gradually increasing until 2018, when it fell to 19.8% of recorded instances. Given the year-long trend, we believe that this decrease may not be of any significance and can only be representative of a current fluctuation.

If we look at the donor profile for nonprofit organizations, the main trend from 2017 is continued in 2018 as well: the most instances directed to nonprofit organizations were coming from citizens - 29.4%. This represents a slightly decreased support since last year, which is also the case with individual donors who are rated second percentage-wise. Individual donors and corporations actually share the position, with the corporate sector maintaining the 2017 level of giving frequency to nonprofits.

Themes that have most frequently been supported by nonprofit organizations were support to marginalized groups (at 44.1%) and healthcare (at 25%), both stronger than in 2017 (healthcare in particular with a 17% increase) and poverty relief (with significant decrease of almost 26%). Due to stronger and more structured work of some nonprofits through various initiatives and campaigns, focus of their interest pivoted from poverty relief (which was the first ranked theme in 2017) to healthcare.

This was expressed through efforts to provide long-term support for health institutions and also medical care for people with health issues. Other topics that were supported through nonprofit work to a lesser extent is: education, culture and the arts, seasonal giving, sport and animal welfare. Not as many themes were supported as last year, and the list of recorded themes is shorter. Social entrepreneurship and emergency management are missing.

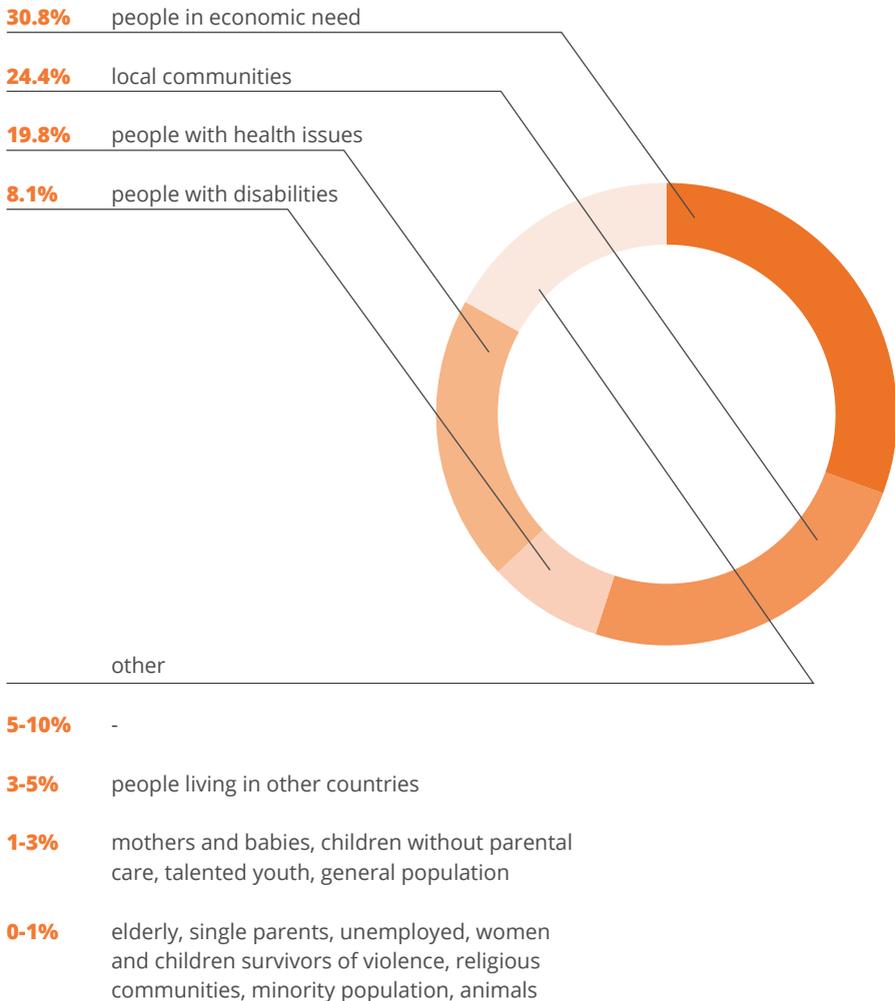
In terms of final beneficiary groups, the range includes people in economic need and people with disabilities – both categories with 23.5% of donation instances; further, people with health issues, children without parental care and local communities show as most frequently supported. Other notable categories which were less supported are women and children survivors of violence, minority communities, gifted youth, and also animals.

Successful campaigns

Some nonprofit organizations have been featured in more instances than others. Nonprofits which received multiple donations were domestic associations that also received the most support last year: “Action for Mothers and Children” association, “Majka devet Jugovića,” and SOS Children’s Villages Kosovo. The “You are a Sunflower” private foundation has, similarly, received a significant amount of support. Several nonprofit organizations were very active in fundraising in 2018 for healthcare, which as a theme saw quite an increase in support. A great example mentioned previously is the campaign run by ‘You are Sunflower’ foundation, with the main goal to raise funds for valuable medical equipment. This initiative is regional and was organized in Albania and Macedonia as well, while in Kosovo the funds raised through designed t-shirts were donated for the purchase of special diagnostic equipment for the Department of Oncology at the University Clinical Center in Prishtina, to be used for the medical treatment of children. This campaign gathered support from both the corporate sector and citizens who contributed generously, but also found support in celebrities and local figures who promoted the cause. The recognizable shirts that this nonprofit initiated started selling in March of 2018.

The Cycle Kosovo for Children is a fundraising event, which started in 2014, in cooperation with “Action for Mothers and Children” association. Since then, a group of 40 – 50 cyclists participate in the annual tour, cycling around Kosovo, passing through major cities in the country, including 500 km of cycling and 6,000 meters of climbing. The tour continued in 2015, 2016 and 2017 with the same goal, namely raising funds for medical institutions and each year the event was able to raise between 8 and 14,000 EUR, through corporate sponsorship, individual donations and end-of-tour events organized in Prishtina. In 2018, the event collected around EUR 7,000.

Beneficiaries



Trends in Key Final Beneficiary Groups (% of Instances)

	2016		2017		2018
People in economic need	41.8%	↘	56.0%	↘	30.8%
Local communities	14.5%	↔	14.3%	↗	24.4%
People with health issues	12.5%	↘	8.5%	↗	19.8%
People with disabilities	7.4%	↘	4.8%	↗	8.1%

Key points

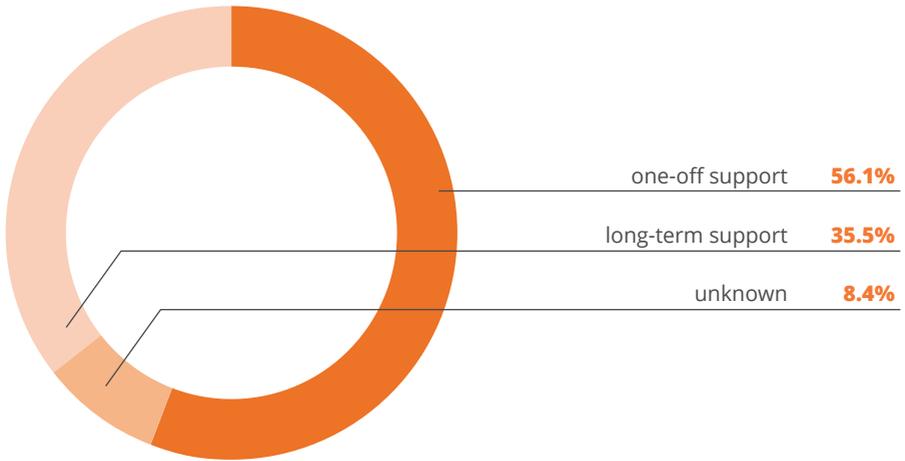
The top four final beneficiary groups have been people in economic need, local communities, people with health issues, and people with disabilities, comprising more than 83% of all donations in 2018. Rankings remained the same as in the previous years.

All main categories except people in economic need featured a significant increase in donation instances allocated this year. As a category, people in economic need have experienced a boost at 56% in 2017, only to drop to 30.8% in 2018. Decrease of donors' interest for poverty and economically endangered people has been directly influenced by a much higher support to people with health issues and healthcare in general.

Having poverty as one of the main issues in Kosovo society, people in economic need are still the dominant group of final beneficiaries in Kosovo. Economic and social factors influenced the society in a way that, like in previous years, individual housing is still one of the main needs for an economically vulnerable population.

There is a slightly different landscape in terms of other less supported beneficiary groups: the majority of other categories that were featured in previous years remained in the spectrum, with two categories missing this year - homeless people and children and youth at risk.

Use of donations



Use of donations (% of instances)

	2016		2017		2018
One-off support	73.6%	↔	73.3%	↓	56.1%
Long-term support	18.4%	↔	19.0%	↑	35.5%
Unknown	8.0%	↔	7.7%	↔	8.4%

Key points

Although the overall distribution remains within the same bounds and ranks, the difference is very positive. Namely, strategic support (support that may produce long-term effects: capital investment, equipment, scholarships, services and raising awareness) has increased from 19% of total recorded instances last year to 35.5% this year. Although one-off support is still a prevailing category (a decrease in 2018), this is registered as a very significant trend because long-term support, as a salient category of various strategic goals has never been in decline since 2013. This is also a positive trend due to the longevity of projects and the variety of beneficiaries supported. Despite the existing needs and the wish of donors to target very specific and immediate issues, it is very encouraging that they frequently decide to provide strategic assistance. This year it is reflected in a raised interest in healthcare and providing equipment for healthcare institutions in particular, but also through support for scholarships: the data shows that healthcare and education have jumped up when it comes to support frequency.

Strategic support is mainly given by the corporate sector - more than half of donation instances given in the form of strategic support came from companies and SMEs. If we look at the values, this percentage is even higher, as 74.9% of the total value donated by the corporate sector belongs to the category of long-term giving. Due to lack of information regarding some donation instances their use was not possible to be determined and the percentage of those instances in 2018 maintained its level from the previous year - this ratio generally orbits around 8% after falling from a registered peak of 12% in 2014.

Examples of long-term support

Through the form of small grants, Sunny Hill Foundation awarded EUR 100,000 in total to 17 associations, foundations and institutions for various purposes. Among others, several music schools and cultural and music festivals received these funds as institutional support for their activities and improvements of educational programs as well as other organizations which provide social services to their beneficiaries. One of the associations awarded is 'Foundation Together Kosovo' whose aim is to provide children and youth with psycho-social and emotional support through free counseling and promoting mental health.

Coca Cola HBC started a campaign with the motto "Learn, Practice, Act" which aims to help young people who are unemployed by providing them with training and mentoring; by improving their knowledge and gaining additional skills, they will be in a better position when looking for employment. A 3-day training in different business skills was organized for the participants, while at the same time Coca Cola has already announced a call for young people between 18 to 30 years old, to participate in the second round of the training.

A small and medium enterprise company Tali from Gjilan donated an ambulance for the regional hospital in Gjilan. This will enable patients to be transported faster and in a safer manner.

Research Giving Kosovo 2018 - Annual Report on the State of Philanthropy – Quick facts is part of a broader initiative to promote and stimulate philanthropy in the region carried out by the Catalyst Foundation. The underlying research and this publication were created by Catalyst Foundation (Catalyst Balkans) and with the generous support of the C. S. Mott Foundation.

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



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