



Giving  
Kosovo

2019

REPORT ON  
THE STATE OF PHILANTHROPY

# Introductory remarks/ General overview

In 2019, Kosovo experienced positive development of the several trends in giving. This includes an increased total recorded and estimated amount, a higher percentage of strategic support, and improved data transparency. Having in mind that the occurrence of the devastating earthquake in Albania at the end of 2019 impacted giving in Kosovo, these results are even more important.

Although the people of Kosovo responded immediately to the needs of Albania after the earthquake, the general level of giving in Kosovo in 2019 did not decrease. On the contrary, the level of giving for purposes other than the earthquake increased this year. While more than 1.9 million euros was given for earthquake relief in Albania, the recorded amount donated for all other purposes in 2019 is 2.4 million euros. The estimated value of giving in Kosovo for purposes other than earthquake relief was therefore more than 2.7 million euro.

While both “regular” giving and earthquake relief giving are examples of local philanthropy, data will be presented separately to enable trend comparisons. Key data for local giving in 2019 (not including earthquake relief):



**229**

# of recorded instances



**€2.7 million**

estimated value of donations



**€1.5**

average donation per citizen

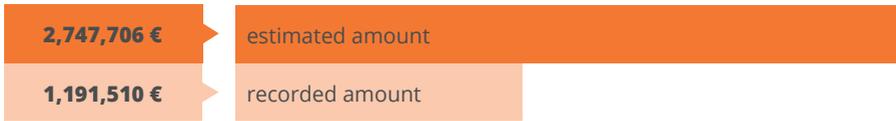


**45,6%**

increase from 2018

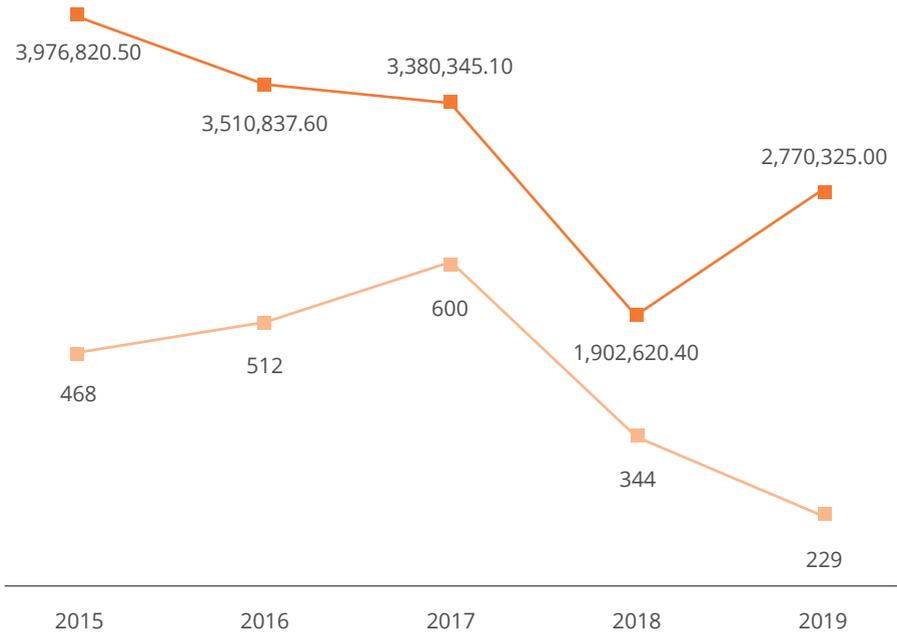
As pointed out above, except for the drop of the number of donation instances, giving in Kosovo in 2019 experienced several positive trends. Both the estimated value of donations and the recorded amount saw a significant jump up since last year, with levels being much closer to the levels of 2017 and preceding years.

The most active donor type was individuals, while citizens had the largest percentage of the recorded value. Diaspora giving continues to play an important and significant role. The top theme for giving in 2019 is education, and is one of the highlights of Kosovo philanthropy in 2019. Individuals/families were the most supported recipient while local communities have received the highest percentage of donation instances. The transparency of donated values is 59.8%, which represents an improvement compared to 2018.

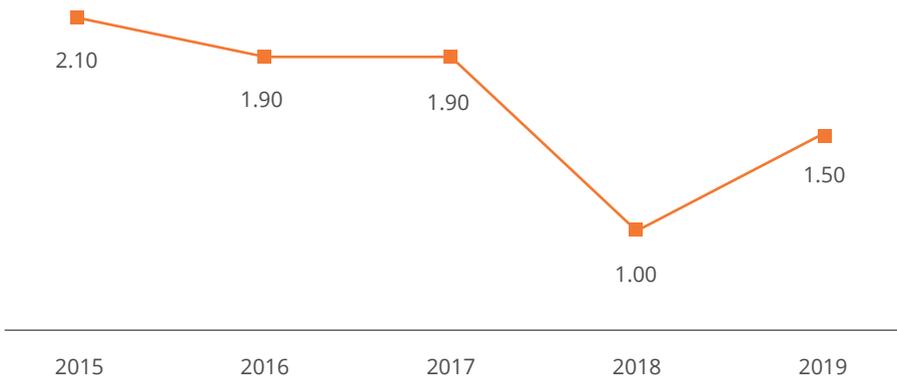


### Estimated amounts - trends

- estimated value of donations (€)
- number of recorded instances



- average donation per individual



## **Level of giving**

Donors' activity decreased when compared to last year; 229 unique donation instances were recorded. The total recorded amount is 2.4 million euros. Despite the lower activity, the total recorded amount given significantly rised. Based on the carefully performed estimation, the analysis shows that more than 2.7 million euros was donated for all purposes except for earthquake relief (increase of 45.6% compared to last year).

## **Geographic distribution of giving**

Although the landscape of distribution of support experienced some changes compared to last year, the region of the capital of Kosovo, Pristina, continues to receive the highest percentage of instances at 31.4%. Still, Pristina saw a significant decrease. In comparison with the previous year, more frequent support was directed to Gjakovë (26.2%). Mitrovicë and Prizren follow with a bit over 10%. Other regions have not experienced notable fluctuations. Giving outside of Kosovo is slightly higher, while the percentage of instances directed throughout the country maintained the previous year's level.

## **Donors**

Concerning the frequency of giving, the ranking remained the same as in 2018: the most active donors continue to be individuals with an even higher percentage of donation instances this year. Citizens are in second place, followed by the corporate sector. Mixed donors and private foundations participated with less than 2% of instances each. Other than the individual donors, all other donor types have mildly reduced their activities. Regarding the **value of donations**, citizens contributed a reduced share this year, but maintained their position as the most generous donors. The share of the mixed donors continued to grow this year as well. Nonetheless, as a result of a strong diaspora giving, individuals experienced a significant increase and moved up on the list, pushing the corporate sector down to fourth place. Additionally, high values of individual diaspora giving significantly increased the total donated value.

## **Diaspora giving**

Kosovo always had strong diaspora support, and the data shows that it is on the rise this year. 48.9% of donation instances and 43.2% of the total recorded amount came from diaspora donors.

## **Themes**

The order in the list of the most supported four themes experienced some significant changes compared to last year. Education received more frequent support and is the most supported theme for the first time since the tracking of philanthropy started. Poverty relief follows with a slight increase compared to 2018. The percentage of instances directed towards healthcare declined, which is influenced by the less frequent donor support towards people with health issues for medical treatments/procedures and equipment. The support to marginalized groups maintained the same level.

**Recipients**

The ranking of the key recipients has stayed the same compared to 2018. The top recipient in 2019 were individuals/families, with a significantly increased percentage of donation instances. Non-profit organizations have had a gradual decrease in the percentage of donation instances for the last two years. After the rise in the percentage of donation instances in 2018, institutions declined this year together with local/national governments.

**Giving to non-profit organizations**

Non-profit organizations experienced a small decrease of 2.3% donation instances compared to last year, which is a continuation of the trend that started the year before. The most active donors to non-profit organizations in 2019 were citizens. Support to marginalized groups remains the theme in focus for non-profits, while people with disabilities are the most frequently supported beneficiaries.

**Giving to the State**

Less active support toward state was recorded this year, as both institutions and local/national governments have seen a decrease in the percentage of donation instances. With stronger citizen support, the donor landscape for the state changed this year. Citizens are the primary donor type, while individuals and the corporate sector share the same percentage of donation instances. The most supported theme through giving to the state in 2019 was healthcare.

**Effects of giving**

Growth of the support that provides long term-effects continues this year as well, mostly because of the provision of scholarships. However, although one-off support had a small drop in the percentage of donation instances compared to 2018, this type of support is still prevalent.

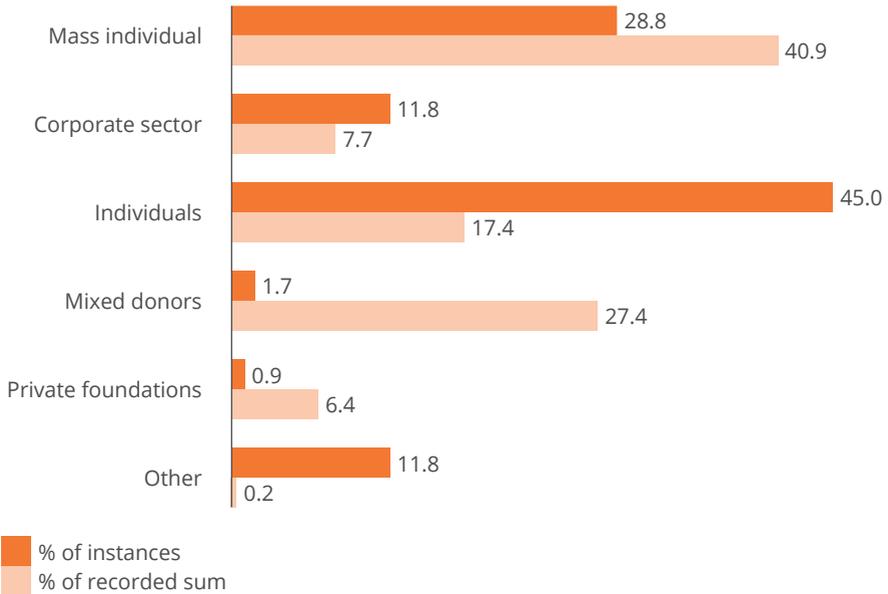
**Beneficiaries**

The ranking of the most frequently supported beneficiary groups changed compared to last year. With a significant rise in the percentage population from local communities, this group now takes first place. People in economic need came in second, followed by people with health issues and, lastly, people with disabilities. The range of other beneficiary groups also looks different as some new groups appeared on the list while others were not in the donor's focus this year.

**Data transparency**

This year, 59.8% of donation instances had a value associated with them. This represents an increase of over 8% when compared to 2018.

# Donors



## Who are the donors?

Donor activity decreased from last year to 33.4%. A total of 229 donation instances were recorded in 2019. A smaller number of instances of giving for all regular purposes might have been the result of giving for earthquake relief. However, this did not have a negative influence on the amount given. On the contrary, the recorded and estimated amounts are higher, mostly due to the contributions from individuals and diaspora, which exceeded the amounts in 2018.

Donor ranking in terms of frequency of giving remained the same as in 2018. Individual donors significantly increased the activity and remained the most active. It is noteworthy that almost 80% of all individual giving instances came from diaspora donors. All other donor types experienced small decreases in activity. Citizens and the corporate sector kept second and third places, respectively. A reduction in the corporate sector's activity can be partly associated with the reduction of giving through applications, which is mainly done by companies. This year, only one call for applications announced by the corporate sector was registered. Finally, mixed donors and private foundations have participated less frequently too.

Recorded instances (%)	2017		2018		2019
Mass individual	33.5%	↓	31.4%	↓	28.8%
Corporate sector	13.0%	↑	18.0%	↓	11.8%
Individuals	38.3%	↓	32.6%	↑	45.0%
Recorded sum (%)	2017		2018		2019
Mass individual	35.5%	↑	49.7%	↓	40.9%
Corporate sector	24.2%	↓	8.5%	~	7.6%
Individuals	8.3%	↓	5.6%	↑	17.4%

If we look at the value of donations, citizens remain the strongest donor in 2019, with 'mixed' donors taking second place. Due to two large diaspora donations, individual donors had a significant rise in the share of the total amount this year. Other donors' share in recorded amount decreased. It is obvious that those two changes are related – more campaigns with the mixed donor participation (citizens, companies and associations together) were organized this year. Their joint participation makes it impossible to determine the level of participation of specific type of donors.

As previously mentioned, this year, donors from diaspora significantly strengthened both the activity and the share in the total donated values. The diaspora donor profile mainly consists of individual donors, while the focus and activities are on providing scholarships and short-term assistance such as individual housing and the provision of supplies.

## **Diaspora support**

Kosovo diaspora has always been a great supporter of the Kosovo people.

There were two significant individual contributions from the diaspora community that stood out this year. Hamdi Lataj from New York, USA, invested EUR 200,000 for the repair and expansion of the Community House for people with intellectual disabilities in Decani. Thanks to the donation, the center was completely repaired and expanded to 200 square meters. Additionally, more favorable conditions have been created for the people and staff who stay and work at the center.

Another remarkable example comes from Xhafer Balaj from Sweden. Mr. Balaj donated equipment in the value of EUR 150,000 for the Main Center for Family Medicine in Obiliq. With this support, better conditions for screening and medical treatments were created in this local community.

Members of the diaspora community all around the world have centered their assistance mostly around people in economic need. Diaspora from Germany and Switzerland stood together through the campaign started by the Balkan's Orphans Association. The campaign's goal was to collect funds for building new houses and apartments for eight families. The total amount raised by diaspora members and donated to the association was EUR 136,895. Diaspora from Switzerland also contributed to the Balkan's Orphans Association through a fundraising concert that was held in Dietikon, where an additional EUR 104,908 was raised.

## **Individual contributions**

A great example of support to less common themes is the donation of the professor and co-founder of the organization Astronomy Outreach of Kosovo, Milaim Rushiti. Mr. Rushiti decided to join the initiative of building the first Observatory and Planetarium in Kosovo by donating a parcel of land for the construction of the observatory. This was a major contribution towards building the first astronomical center in Kosovo.

Labinot Tahiri has been a great example of the individual contributions in Kosovo. On the International Day of Deaf People and People With Impaired Hearing, the singer donated EUR 1,000 to the Association of the Deaf in Pristina. The singer also donated his salary of EUR 1,000 to the Counseling Center in Ferizaj.

## **Private foundation giving**

This year, The Behgjet Pacolli Foundation continued to support Kosovo's education system. The foundation donated TVs, computers, laptops and other digital equipment to the Shkendija Elementary School in the Hajvalia neighborhood in Pristina. The equipment was donated to the school in order to improve the teaching process for

both teachers and students. The Bahgjet Pacolli Foundation has previously helped the school Skhendija by renovating the school building.

Kosovo celebrities are very much involved in philanthropic activities for assisting Kosovo's people in many ways. An interesting example is the fundraising event Sunny Hill Festival, which was organized by Dua Lipa and her father Dukagjin Lipa through the Sunny Hill Foundation in Pristina. The festival is the biggest cultural event that occurs in Pristina. Traditionally, the Sunny Hill Festival and the foundation support education, culture and arts with donations to music schools and high schools in Kosovo. This year, 25% of the funds raised from the festival (EUR 150,000) was invested in the renovation of public spaces in the Palace of Youth in Pristina, where recording studios were built for young aspiring artists.

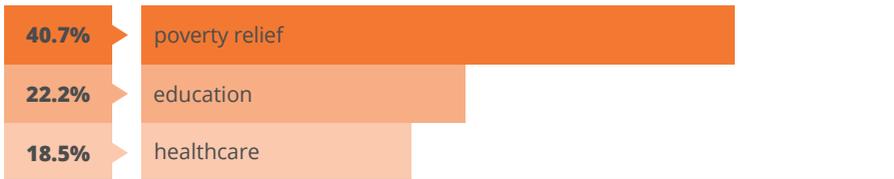
# Profiles of the Most Common Types of Donors

## Corporate Sector (% of instances)

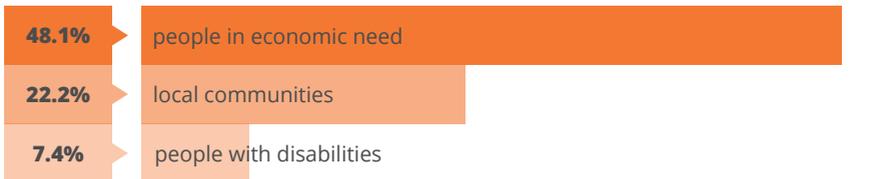
### Top 3 Recipient Entities



### Top 3 Themes for Giving



### Top 3 Final Beneficiary Groups



The corporate sector's interest in recipient entities has changed since last year, pivoting from institutions (2018 most supported recipient) to individuals/families. A huge increase of more than 25% in donation instances was recorded for this key recipient. It is obvious that the corporate sector recognized the needs of individuals and provided support mainly for poverty relief—the theme around which companies and SMEs concentrated their support for this year. The percentage of donation instances directed towards both institutions and non-profit organizations is lower than last year.

Looking at the supported themes, we can see that the ranking has also changed. The most supported theme, poverty relief, saw a significantly higher percentage of donation instances this year. The corporate sector was active in campaigns organized to collect and provide support to people in economic need. Additionally, the frequency of giving towards education increased, while on the other hand, the percentage of instances for healthcare and support to marginalized groups dropped. In regards to beneficiary groups, the ranking has changed as well. For people in economic need, the percentage of instances almost doubled as they were the donors' focus in 2019. This greatly impacted other key groups which saw a minor (local communities) or more significant (people with disabilities and people with health issues) decrease.

### **Examples of corporate giving**

MTS d.o.o. Severna Mitrovica has donated EUR 5,000 to the Support Me Association of Parents of Children with Special Needs Mitrovica for the construction of the Support Me Daycare Center for more than 130 children with intellectual disabilities. MTS d.o.o. Severna Mitrovica was the first company to contribute to the construction of the daycare center. RAD 028 d.o.o. Zvečan also made a contribution of EUR 5,000 to the Support Me Association of Parents of Children with Special Needs Mitrovica for the construction of the daycare center.

The corporate sector has directed their support mostly through fundraising campaigns this year. Argeta DPR and Bucaj Company joined forces and founded the Houses4Kosovo Foundation which helps families in need to start a better life. With every sold Argeta product, a percentage of income was donated to the foundation. The project raised EUR 150,326 for building homes for people in need. NLB Bank Kosovo supported the project and made a donation to the family of Remzi Hajrullah from Gjilan. Thanks to the donation of NLB Bank Kosovo and the land donated by the Municipal Assembly of Gjilan, the family has settled into a new home.

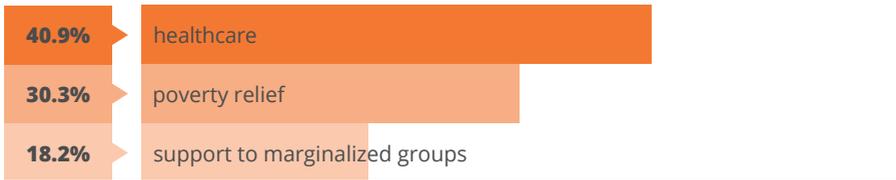
Children were the catalyst of the support of SME's this year, which have made their contributions mostly through fundraising campaigns. For the fourth year in a row, the Pristina High School, one of the best private schools in Kosovo, has supported children diagnosed with cancer. The school donated EUR 900 to the organization Care for Kosovo Kids.

## Mass Individual (% of instances)

### Top 3 Recipient Entities



### Top 3 Themes for Giving



### Top 3 Final Beneficiary Groups



In 2019, individuals/families are the main recipient of citizen giving too. Continuing the trend from last year, more than 60% of donation instances were directed toward this recipient. This support was mostly in the form of cash for the purposes of medical treatments and individual housing. The ranking of the other three key recipient entities has not changed either. Slightly stronger activity for non-profit organizations and institutions was recorded, while local/national governments have not received any support from citizens this year. Overall, levels of support for all the key recipients have not been fluctuating significantly in the past three years.

In regards to the themes for giving, the ranking is the same as in 2018. Healthcare as the most supported theme increased since last year, as well as support to marginalized groups. Despite the drop

of around 5%, poverty relief remained the second most supported. Citizens' interest for education dropped, as it stayed the least supported theme this year as well.

Similarly, the top three beneficiary groups supported by citizens has maintained the same ranking since last year. However, due to significant fluctuations, the proportions of support are more balanced this year. Still, all key beneficiary groups saw a decrease except the population from local communities, for which citizens slightly increased donor activity. A fair percentage of instances were recorded for other less supported beneficiary groups, out of which the majority of support went to people in other countries.

### **Examples of mass individual giving**

Citizens of Pristina have supported the need of marginalized groups this year by contributing to the event organized by the social center Termokiss. The center opened a market where people are able to sell mainly handmade goods. All the funds collected from the sold goods was directed to women and children at risk who are living in shelters. A total of EUR 570 was raised.

Customers of the Meridian Express network of brands have shown a dedication to help the children without parental care in Kosovo. Through the Equal Invoice campaign, customers of Meridian Express donated the remainder of their invoices, totaling an amount of EUR 4,941. This was donated to the SOS Children's Villages Kosovo.

Support to the healthcare system also came from the Kosovo diaspora members based in Germany. Through joint action, they collected EUR 25,000 for the regional hospital in Mitrovica. Thanks to the donation, the hospital was able to improve health services through the support to various segments of the general operations of the hospital.

# Key Themes for Giving

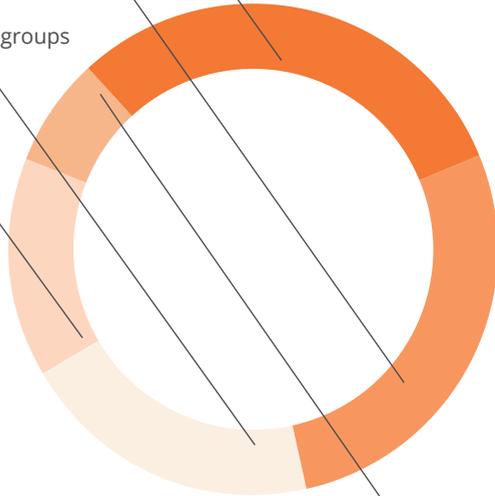
% of instances

**30.6%** education

**27.9%** poverty relief

**20.1%** healthcare

**14.4%** support to marginalized groups



**7.0%** other

**5-10%** seasonal giving

**3-5%** -

**1-3%** -

**0-1%** culture and arts, sport, science

## Trends - % of instances

Themes	2017		2018		2019
Education	10.0%	↗	21.8%	↗	30.6%
Poverty relief	46.7%	↘	25.9%	↗	27.9%
Healthcare	13.7%	↗	25.9%	↘	20.1%
Support to marginalized groups	13.3%	↘	15.1%	↔	14.4%

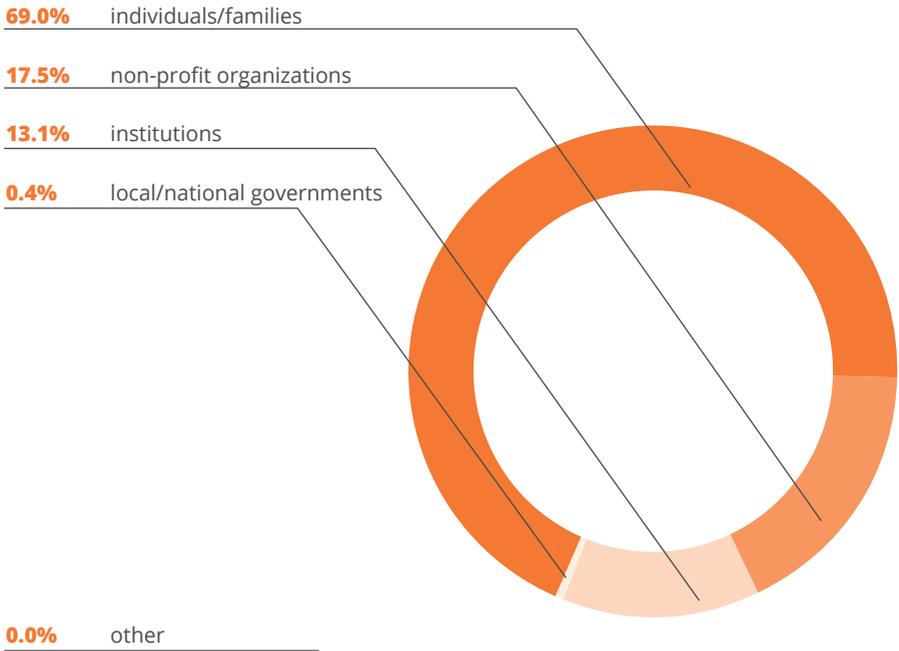
In 2019, the top four themes for giving remained the same—education, poverty relief, healthcare and support to marginalized groups, totaling 93% of the total recorded instances. Although this percent is higher than last year, it is not encouraging, as it means that other, less supported themes continue to be under-supported. Additionally, some of the previously supported themes disappeared from the list, such as public infrastructure, environment and animal welfare.

Looking closely into the four key themes, we can conclude that 2019 is marked by a significant increase in support to education. Donors' higher interest in education represents a very positive change, as education has typically been at the bottom of the list of key supported themes. The change was particularly impacted by the rise in support for scholarships given by a number of individual and diaspora donors. This trend will be tracked closely in the coming years to identify potential developments in more strategic donor approaches.

The other three key themes experienced minor or mild fluctuations in the percentages of instances. The decreased support towards healthcare this year was influenced by less frequent donor support towards people with health issues for medical treatments and equipment for health institutions. The range of other supported themes is limited to very few. However, although some of the themes weren't supported this year, a small amount of support for science was recorded again after a few years of no support at all.

# Recipients

Who are the recipients?



## Trends - % of instances

	2017		2018		2019
Individuals/families	63.3%	↘	57.8%	↗	69.0%
Nonprofit organizations	23.0%	↘	19.8%	↘	17.5%
Institutions	11.8%	↗	17.4%	↘	13.1%
Local/national governments	1.0%	↗	3.2%	↘	0.4%

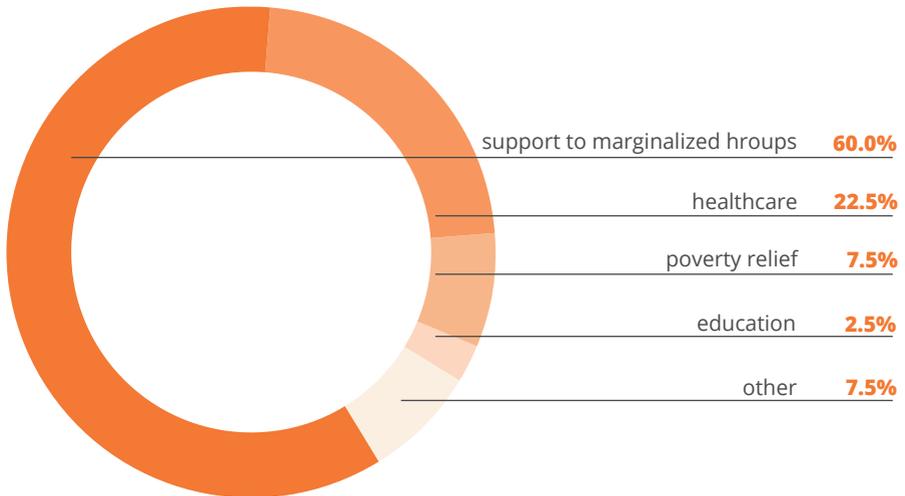
In comparison with 2018, the ranking of the top four recipient entities did not change, with individuals/families continuing to be the most supported recipient. A significant increase in the percentage of instances directed toward individual recipients came as a result of more active support in the form of scholarships for children and young people, but also through providing individual housing for people in economic need. The data shows that there was also a rise in the percentage of seasonal giving instances towards individuals/families. Giving to individuals/families was mostly done through campaigns or direct donations and in the form of cash.

Stronger giving to individual recipients affected donors' giving to all other recipients. Non-profit organizations were supported less frequently than in 2018. The change is rather small, and although the decrease of initiated fundraising campaigns or events was not recorded, the potential reason for this is simply directing some of the support to individuals/families. The same works for giving to the state (institutions and local/national governments together) where a small decrease of donors' activity is recorded.

Regarding the donated amount, non-profit organizations have received the largest share (40.6%). The high increase of this percentage is mostly influenced by the successful fundraising for providing strategic support to the elderly and individual housing for people in economic need. Despite the growth in the frequency of giving instances for individuals/families, the reduced share in the donated value is most probably caused by the fact that lot of the instances are provided in the in-kind form, for which the value is of the smaller extent. Further, monetary shares donated to institutions and local/national governments increased as some diaspora giving of significant values were directed toward several healthcare institutions.

# Nonprofit Organizations as Recipients

## Themes supported by non-profits



The term non-profit organization applies to civil society organizations, foreign associations and organizations such as UNICEF and private foundations.

Compared to 2018, non-profit organizations received a slightly decreased level of support in terms of frequency. Given that support for individuals/families have significantly strengthened, it is reasonable not to assume any specific reason of the decrease of support for non-profits except for the redirecting of some portion of it towards other recipients. The most supported theme for non-profits continued to be marginalized groups, which experienced a significant increase this year while healthcare, poverty relief and education dropped. Out of the less supported themes, science, which again appeared on the list of themes supported in Kosovo, is actually supported through the non-profit sector. The organization Astronomy Outreach of Kosovo started fundraising for the building of the first

astronomical center in Kosovo— The Observatory and Planetarium. Still, the list of themes is quite narrow and additionally includes only sport and seasonal giving.

Ranking of the beneficiary groups supported through the work of non-profit organizations has changed. People with disabilities saw a slight increase and remained first with almost one third of instances directed towards them. An increase is also recorded for the second supported population from local communities. Two other key beneficiary groups saw a significant drop in the frequency of support through the non-profit sector: people in economic need who lost the previous year's ranking of a shared first place, and people with health issues. Out of the less supported beneficiary groups, contributions for people living in other countries, as well as for children without parental care and mothers and babies were recorded.

The most active donor for non-profits continues to be citizens with the percentage of support higher than in the last three years (42.5% donation instances). A strong increase is also recorded for individual donors. This donor type took second place, pushing the corporate sector down on the list and closer to the level of giving frequency as in 2017.

Nonprofit organizations were active in organizing fundraising campaigns and appeals, which experienced an increase in percentage in 2019. Donors were most frequently supportive towards the Action for Mothers and Children foundation, the Balkan's Orphans Association, the Mother Tereza Association, the Support Me Association of Parents of Children With Special Needs Mitrovica and the 9 Jugovićs Mother Association of Citizens.

### **Corporate- nonprofit partnerships**

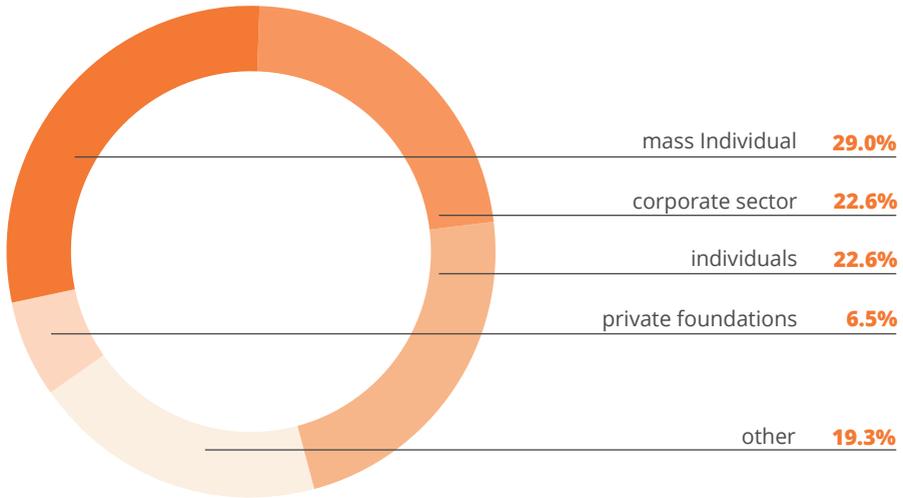
Meridian Express has shown an initiative to contribute to the well-being of mothers and children in Kosovo for the second year in a row. The company supported the campaign Eat, Enjoy and Help With Bread and Schärf with the donation of EUR 2,040. The campaign was organized by the Action for Mothers and Children foundation and was based on Schärf brand products and BUKA Bakery's sandwiches. For every sold Schärf brand product or BUKA Bakery's coffee, tea or sandwich, 10% of the value was allocated for the Action of Mothers and Children Foundation. All funds raised in this way were then forwarded to the Kosovo Pediatric, Gynecology and Neonatology Clinics.

**Successful  
campaigns**

The annual fundraising event Let's Dance was organized by the Action for Mothers and Children Foundation. The event has been organized for the third time since 2015, and has become one of the best traditions in the city. The community has shown their generosity with over 400 in attendance. EUR 15,000 has been collected through ticket sales, while the sponsors and other donors made their contribution of EUR 13,000. In total, EUR 28,000 was raised and was used to support programs to fight premature birth diseases, infant deaths and other conditions. The funds were also raised to support families of children with health issues.

# State as Recipient

## Top 3 Donor Types - % of instances



Giving to the state incorporates all the support that was directed to institutions and local/national governments. This year, the state experienced a 7.1% decrease of donation instances compared to 2018, returning to a similar level of 2017. Looking separately, data shows both the decrease in percentage of donation instances towards institutions (4.3%) and the local national governments (2.8%).

In regards to donor types, citizens were more active this year than in the previous one and became the top donor for the state. Individual donors increased activity while the corporate sector is declining. Interestingly, both individual donors and the corporate sector were equally active in supporting the state this year with the same percentage of recorded instances.

For the state, some of the key themes were supported through giving to institutions and not through local/national governments. This includes healthcare (primarily for the provision of medical equipment), education, and support to marginalized groups. Local/national governments received assistance only for the areas of culture and

arts. Regarding the beneficiary groups, the range is narrow. For institutions, the population from local communities was by far the most supported. People with disabilities had a somewhat increased level of support compared to last year, while people with health issues had a reduced percentage. Other than that, some support was recorded for only the elderly population. For the local and national governments, all support was directed to talented children and youth.

In 2019, multiple donation instances were recorded for the Pasjane General Hospital, the University of Pristina, the QKUK - Kosovo University Clinical Center and the Mitrovica Medical Center.

**Giving to the state/institutions**

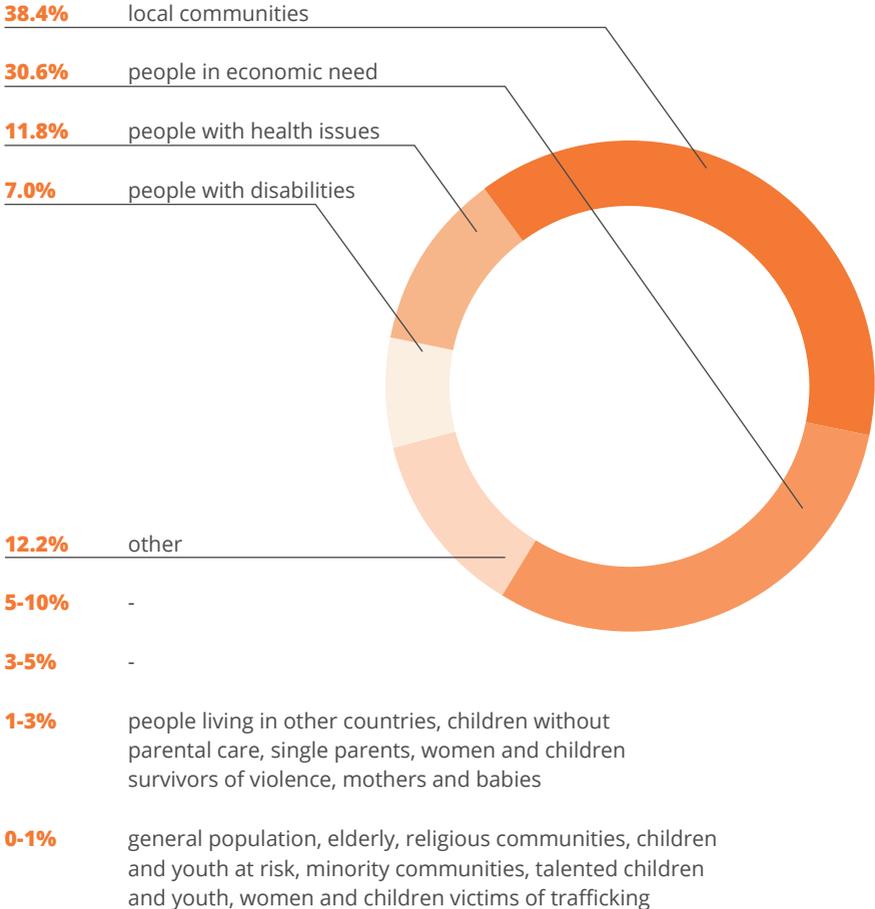
The largest fuel corporation in Kosovo, HIB Petrol, made a donation to the primary school Zenel Salihu in Fushë Kosovo. HIB Petrol supplied the school laboratory of chemistry and physics with necessary equipment that enables the students in the school to perform experiments and get practical knowledge. Thanks to this donation, the students will receive a higher quality education and will have the opportunity to apply the theories which they have learned in practice.

**Support to local communities**

IPKO company has donated funds for the purchase of a new laboratory for the Center for Family Medicine Arberia in Gjilan. Although the value of this donation is unknown, the donated equipment will improve scanning and testing procedures and will make medical treatments more efficient. Rotary Club Pristina allocated EUR 1,000 to enrich the Library Ymer Elshani in the municipality of Drenas. Thanks to the contribution, the library will be equipped with new books.

# Who is benefiting from donations?

**% of instances**



The list of the top four beneficiary groups includes local communities, people in economic need, people with health issues and people with disabilities. In comparison with 2018, the ranking changed.

## Trends - % of instances

	2017		2018		2019
Local communities	14.3%		24.4%		38.4%
People in economic need	56.0%		30.8%		30.6%
People with health issues	8.5%		19.8%		11.8%
People with disabilities	4.8%		8.1%		7.0%

People from local communities have received a higher frequency of giving this year, which has placed them at the top of the list. This change echoed an increase of support for education and represents a continuation of the trend from two years ago. After big drop in 2018, the support for people in economic need now maintained the same level; support was most frequently given in the form of individual housing, either directly or through the work of non-profit organizations. The data shows that there was a decrease in the percentage of donation instances towards people with health issues and people with disabilities. Among other less supported beneficiary groups, donors were most active in the assistance to people living in other countries and children without parental care. However, the percentage of instances among these groups add up to less than 2% each. There were also a few additions to the list of other beneficiary groups compared to last year. Children and youth at risk have again received support this year, as well as women and children victims of trafficking. On the other hand, this year, donors chose not to support the unemployed population and animals.

It should be noted that the funds for people in economic need and people with health issues were mostly collected through fundraising campaigns, while local communities benefited from direct donations in a great deal.

The cumulative level of support frequency for the top four beneficiary groups is higher than last year (88.8%), which cannot be considered as positive as this indicates donors are not interested to support a broader set of issues that some of the beneficiary groups encounter. Some of the issues like support for women and children survivors of violence are still “mostly reserved” as parts of the non-profit portfolio. Therefore, stronger promotion and raising awareness for those groups and issues is necessary.

# Effects of Giving - Use of Donations

% of instances



	2017		2018		2019
One-off support	73.7%	↓	56.1%	↓	55.0%
Long-term support	19.0%	↑	35.5%	↑	43.7%
Unknown	7.3%	↑	8.4%	↓	1.3%

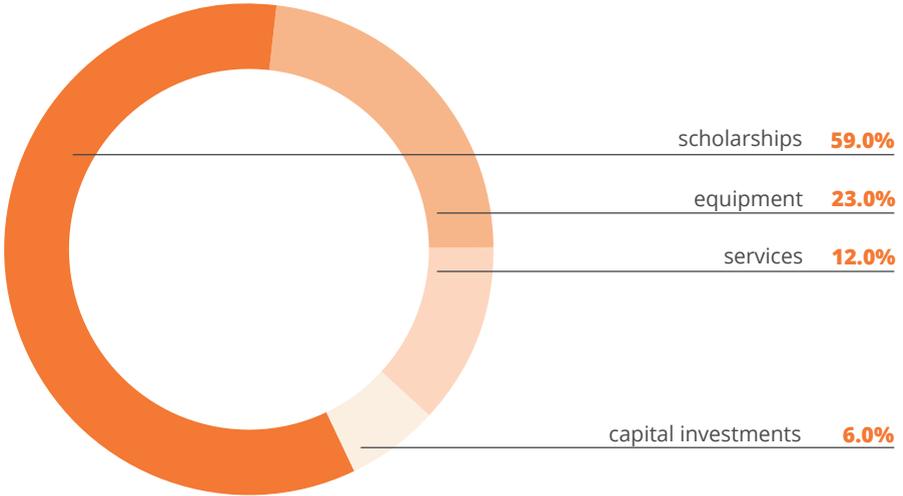
This year, the percentage of instances for support that produces long-term effects increased, which represents a continuation of the trend which started in 2017. This is a very positive trend, especially when considering that strategic support has decreased in several other countries in the region.

Within strategic giving, scholarships were the most frequent type of support with an 18% increase from last year. Individual donors and diaspora were extremely active in providing assistance for childhood education in local communities. Giving in the form of equipment decreased in frequency which was impacted by a decrease in donor interest to support healthcare institutions.

At the same time, one-off support in general had a slight drop in the percentage of donation instances. The most frequent type of one-off support this year was individual housing, with 37.3% of instances (increase compared to last year).

Support with potential long-term effects is typically provided by individual donors. This accounts for 31.4% of donation instances, almost twice as much as in 2018. On the other hand, the most frequent one-off support is provided by citizens at 22.7% of donation instances. The corporate sector did not have any significant participations, contributing with 3.9% of strategic-giving instances and 7.9% of short-term support instances.

## Strategic giving - % of instances



### Examples of strategic support

At the beginning of the new academic year, The Faculty of Education of the University of Pristina Hasan Pristina received a donation of 30 new computers from the company Al Trade Holding. The equipment was dedicated for the needs of the students in order to help them during their studies. Similarly, another great example proves dedication to the improvement of educational facilities—The American Chamber of Commerce donated equipment to the Adem Gllavica Professional School in Lipjan. The donation included technological equipment which will contribute to developing the professional skills of students.

The Roma, Ashkali and Egyptian communities in Kosovo have organized the mini marathon We Run For Knowledge. The participants of the marathon had to purchase a number for the amount of EUR 5. The collected funds from the marathon were directed towards centers for extracurricular activities for the Roma, Ashkali and Egyptian communities in Pristina. These learning centers are part of a wider initiative, as around 40 learning centers in 15 Kosovo municipalities were established through the cooperation of local governments and CSOs. Centers are run by six CSOs and operate in premises provided by the municipalities with the main goal to serve as support to the regular education of Roma, Ashkali and Egyptian children.

### **Giving through call for applications**

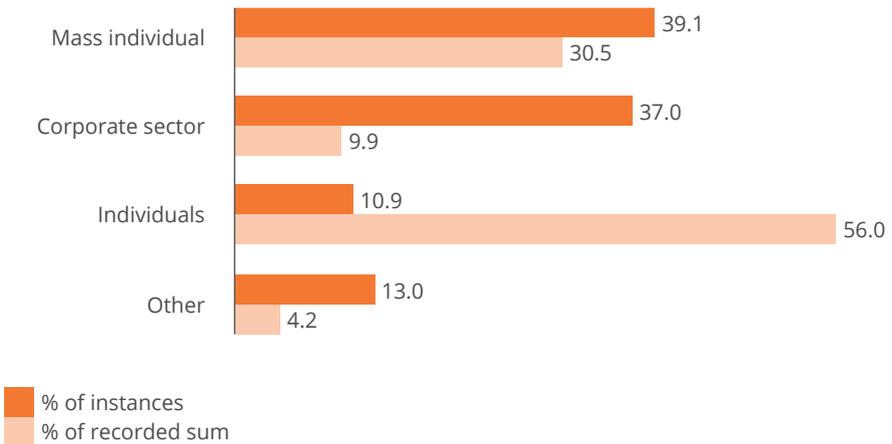
During 2019, in partnership with Rotary Club Gjilan, AR Katana, a Gjilan-based construction and remodeling company started the fund for local students. 110 scholarships were awarded for successful students in this municipality. The total value of the awarded scholarships is EUR 15,180.

### **Giving for the earthquake relief in Albania 2019**

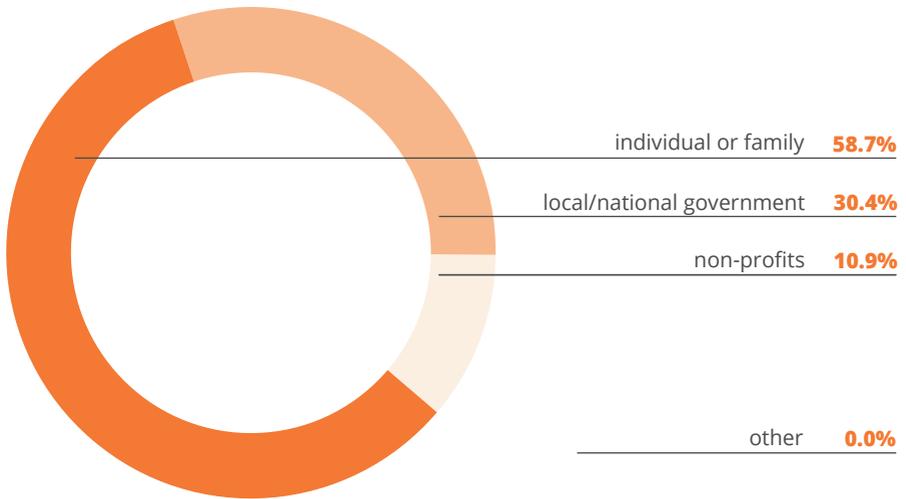
The people from Kosovo have provided a great level of support for the victims of the earthquake in Albania. The data shows that the total value of the recorded donations for earthquake relief is more than 1.9 million euros.

Citizens were the most active donors for the earthquake relief with 39.1% of all donation instances. Regarding the total value of the donations, individuals were the most generous donor type as they account for more than 50% of the donated value. The graph below shows the participation of different donor types with their corresponding frequency of giving and total recorded value.

### **Donor types**

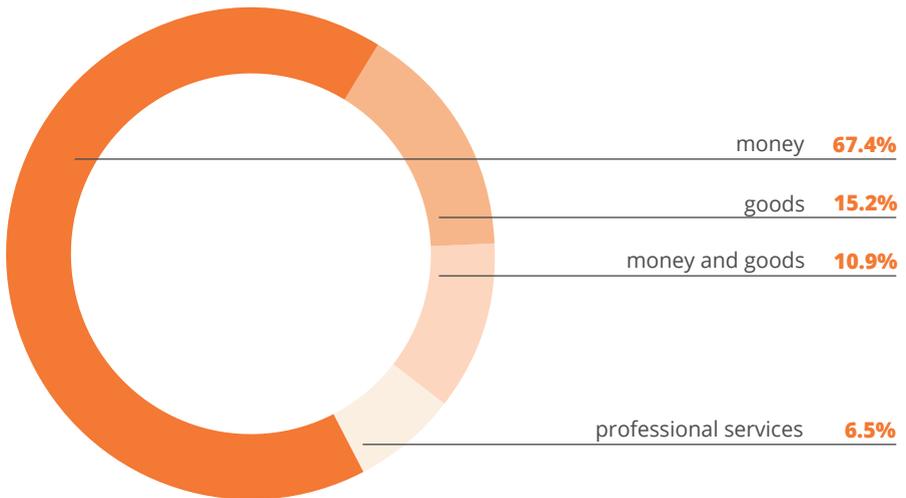


### Recipients - % of instances



Individuals/families were the most supported recipient, followed by local/national governments and non-profit organizations.

### What is donated - % of instances



Most of the giving was in the form of cash donations that was collected through calls for donations and appeals.

### Type of support - % of instances



Most of the giving was provided in the form of humanitarian support.

# 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. During 2019, Catalyst Balkans tracked media reports on domestic individuals, the corporate sector and diaspora philanthropy in Kosovo. Media reports have been collected by following electronic, printed and online media at the local, regional and national level in Kosovo throughout 1 January to 31 December 2019. During this period, a total of 767 records related to charitable giving by all types of donors were processed in the Giving Balkans database, of which 229 were unique instances. This methodology has certain limitations. This includes the most important fact that the media does not record all charitable giving.

The outlier in 2019 was the earthquake which occurred in Albania. Giving and support towards people affected by the earthquake was excluded from the report on general philanthropy because the natural disaster relief represents a data point that is not representative of the continuous local giving each year, and thus, needs to be separately presented. 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 we discuss the number of recorded charitable instances, we can state with certainty that the number that we show is the minimum 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 minimum degree and amount of philanthropy development in Kosovo.

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*Opinions expressed in this publication do not necessarily reflect those of the C. S. Mott Foundation, the Rockefeller Brothers Fund, or their partners.*



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