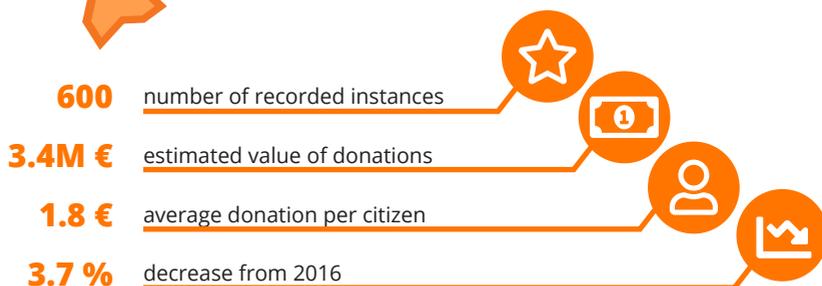
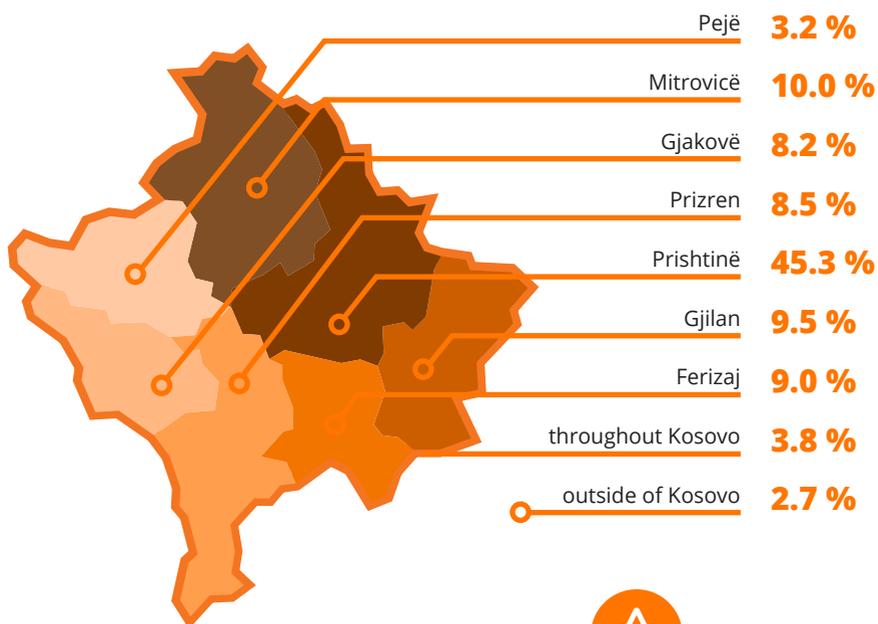




Annual Report on the State of Philanthropy Kosovo

Quick Facts



During 2017, 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.

Several Characteristics of Philanthropy in Kosovo in 2017

Level of giving

600 unique instances of charitable giving were recorded in 2017, which is an increase compared to 2016. Overall estimated of giving has slightly decreased, for 3.7%.

Geographic distribution

If we analyze geographic distribution of giving, we notice the drop of the percentage of instances in all regions with exception of Gjakovë (8.2%) and Gjilan (9.5%). Distribution of giving to the capital has also slightly decreased in 2017 - 18% of instances was directed to Prishtinë.

Donors

This year is marked by significant raise of recorded instances coming from individual donors with relatively low level of monetary values, which pushed this donor type in the first place by activity with 38.3% of instances. This is mostly the reason why citizens as donors, have dropped to the second place this year with decreased 33.5% participation in mass individual giving actions. After last year's stronger activity, in 2017 corporate sector has seen slight drop and is on the third place with 13% of instances. In terms of the values of donations, although less active than last year, citizens participated with greater amounts and are now at the first place with increased support of 36.6% of total recorded value. Investments of the corporate sector is also stronger this year with 24.3% share, thanks to one big corporate donation that stood out, and contribution of several companies in a successful fundraising campaign. As mentioned above, individual donors were less generous this year and contributed with 8.9% of total recorded value, which is lower than in 2016. If we analyze giving by diaspora, we can conclude that in 2017 diaspora has been extremely active and has seen increase in both the percentage of instances and recorded value of donations. Donors from diaspora have participated in 44.5% actions, while 24.6% of total donated value came from diaspora.

Themes

Related to themes of giving, it is noteworthy that poverty relief has maintained the first position since 2015, but after decrease in 2016, it has again significantly higher this year - over 46% donations were directed to support poverty relief. Percentage of instances that were given healthcare and support to marginalized groups are lower than in 2016, while education maintained the same level from last year.

Recipients

In 2017, the most frequent recipients of giving continue to be individuals and families with a bit decreased number of instances (63.3%). In comparison with 2016, nonprofit organizations became more active in organizing fundraising campaigns and actions to provide humanitarian support and individual housing to individuals in need, so the interest for this recipient type was partly moved from individuals to associations - they jumped from third to the second place with increased 23% of instances. In comparison with 2016, institutions are now third with lower number of instances, while local and national governments remained on the approximately same level of support as in 2016. Interest in support to the state (institutions and local and national government) has dropped this year (12.8%), while on the other hand monetary value of donation given to these recipient is on the raise.

Nonprofit organizations

As already mentioned, number of instances directed towards associations and private foundations has increased, while on the contrary total value of donations dropped in comparison with 2016. Unlike last year, when the most active donor for nonprofits was corporate sector, this year nonprofits are the most supported by citizens with smaller values donated. Stronger interest in the sector in terms of multiple donations to the same organizations shows that nonprofit organizations are slowly gaining donors' trust.

Use of donation

Looking at the use of donation, we can conclude that no major changes occurred in the level of support. One-off support is still predominant with 73.3%, while donors' interest in more strategic investments maintained the level from 2016 - 19%.

Beneficiaries

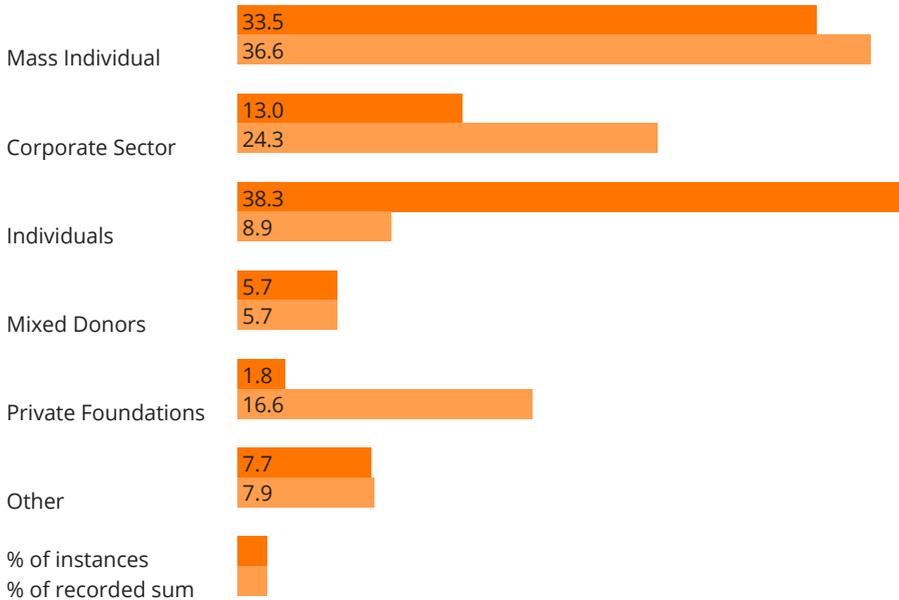
This year, support to people in economic need have seen increase in percentage of instances directed toward support to this beneficiary group (53.7%), while donors' interest in other key supported groups are a bit lower. Other supported final beneficiary groups remained wide and unchanged, with all the groups still present as beneficiaries.

Data Transparency

Finally, as for the transparency of data, the analysis shows a positive change, as more than half of media reports (53.5%) is indicating the value of a donation.

Donors

Donations by Type of Donors



Key Trends in Types of Donors

| % of Instances | 2015 | | 2016 | | 2017 |
|-------------------|-------|---|-------|---|-------|
| Mass Individual | 49.1% | ↓ | 45.3% | ↓ | 33.5% |
| Corporate Sector | 10.5% | ↑ | 16.2% | ↓ | 13.0% |
| Individuals | 21.6% | ↑ | 28.1% | ↑ | 38.3% |
| % of Recorded Sum | 2015 | | 2016 | | 2017 |
| Mass Individual | 38.2% | ↓ | 34.5% | ↑ | 36.6% |
| Corporate Sector | 31.2% | ↓ | 11.1% | ↑ | 24.3% |
| Individuals | 14.8% | ↑ | 22.8% | ↓ | 8.9% |

Donors Key Points

Out of 600 donation instances, 53.5% had a monetary value associated with them, which is big increase in transparency from 38.7% in 2016. Media are more interested in this topic and provide complete and more accurate information. The total value of donations reported upon by the media and which could be verified using other sources is slightly over EUR 2.89 million. Since more than half of recorded data contained the actual value of the donations, we used extrapolation to make a cautious estimate that the value of donations for charitable purposes in Kosovo in 2017 was almost EUR 3.4 million.

By the number of instances, the data on donor types shows that this year the most numerous are donations provided by individual donors who continued the trend of increased activity throughout the period of last three years. Within this category diaspora prevails, as interestingly, almost 80% of individuals who donated in 2017 came from Kosovo diaspora. Individual donors are followed by the citizens in mass individual giving category which is in continuous decrease since 2015, and corporate sector at the end which after last year's increase has now dropped. Participation by other types of donors combined is 15.2% of instances.

The ranking of the donors looks different when we examine value of donations and look into percentage of their recorded donated sum. Even though citizens were less active this year, they have managed to participate with higher amounts of donations, and following the last year's trend, mass individual donor type is still leading with increased 36.6% share in donated value. Corporate sector has gone through the same transition of reducing the activity but donating higher amounts and is now on the second place with 24.3% of share, while individuals are at the bottom of the list with 8.9% of value. Although the most active, in comparison with last year, individuals participated in total recorded value with lower amounts.

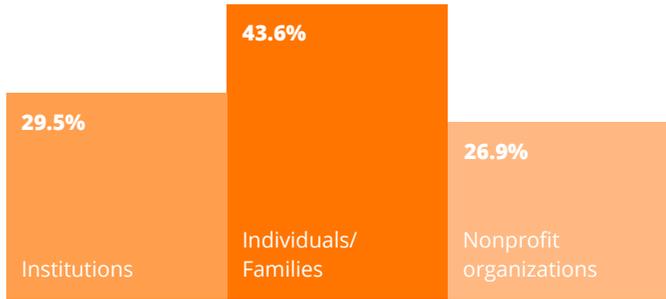
It is worth mentioning that thanks a valuable donation from one private foundation in 2017 this type of donor participated with a big share in total recorded amount of donations, 16.6% respectively. Other types of donors provided around 13% of the total recorded amount.

In 2017, Kosovo diaspora showed great interest to help people living in Kosovo. Both the percentage of instances (44.5%) and recorded value of donations (24.6%) have increased. This represent a significant change since 2016 and is actually the result of stronger efforts to support people in economic need through providing assistance for individual housing.

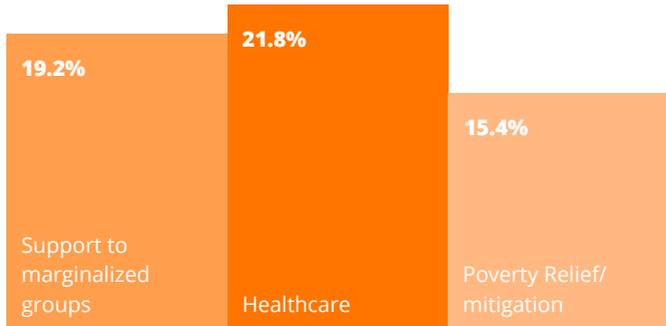
Corporate Sector

Profiles of the Most Common Types of Donors

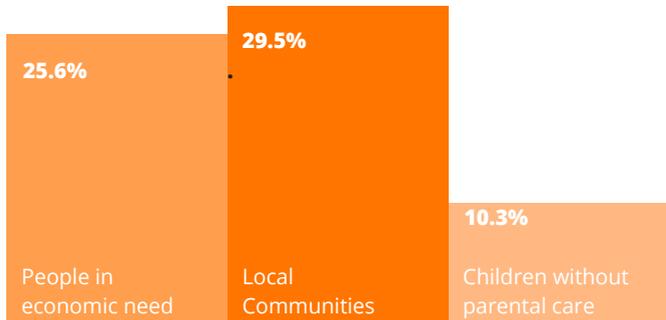
Top 3 Recipient Entities



Top 3 Themes for Giving



Top 3 Final Beneficiary Groups

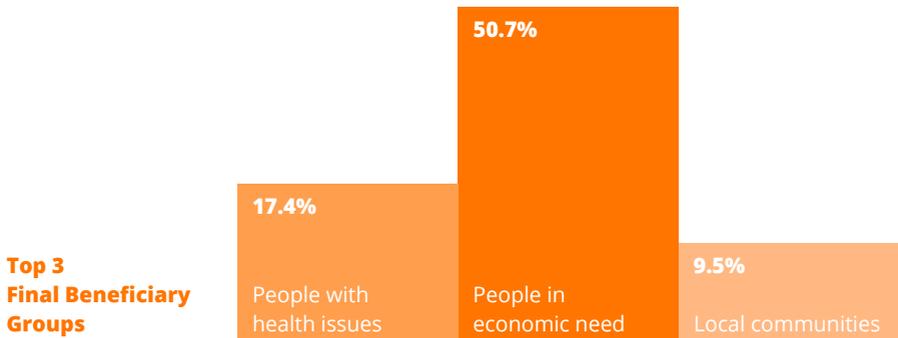
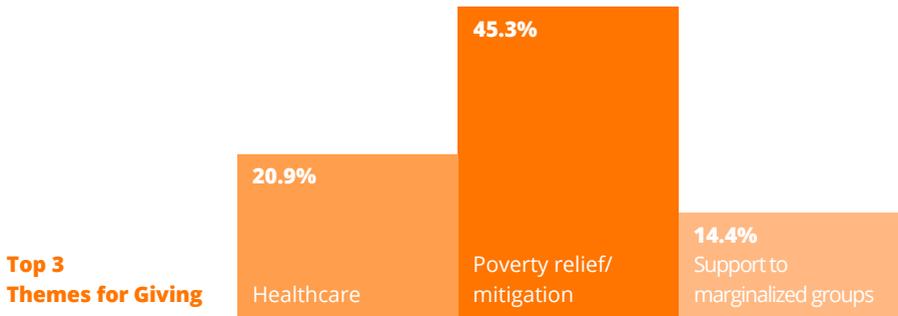
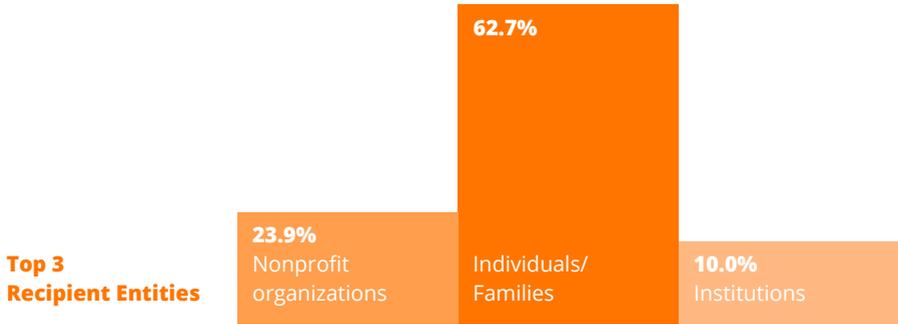


Examples of Corporate Sector Donations

-  NLB Bank supported the complete renovation and refurbishment of the Home for elderly people in Prishtinë. The works lasted several months with the total value of EUR 20,000.
-  Great example comes from Raiffeisen Bank and can serve as an example of good practice in other countries. The donated the funds to open the center for Information upon Women's Health in Peja. This center aims to offer information on the care of women, pregnancies, family planning, information regarding breast cancer and every other field related to women's health.
-  Small medium enterprise Basri Sopa - ELI AB sh.p.k from Ferizaj invested EUR 90,053 funds in total in the construction of houses for six families in economic need who live in Ferizaj. The donation was given in cooperation with the Humanitarian Association Fenix who is dedicated to helping people in need.
-  EUROMED - a private hospital located in FusheKosova (near Prishtinë) provided free check-ups for 100 patients who needed magnetic resonance, together with five abdominal surgeries for the most needed. This free service was provided to support population from this area who cannot afford this kind of screening and who need it urgently because of their medical conditions.
-  Kosovo Energy Distribution Service (KEDS) has donated the necessary funds to open two reading corners for children in two elementary schools in Reznik - Vushtrri and in Morina of Skenderaj (Glogovac). Additionally, in only one-week time, around 100 workers of KEDS have managed to collect 1,000 books for children and have donated all of them to these two elementary schools.

Mass Individual

Profiles of the Most Common Types of Donors



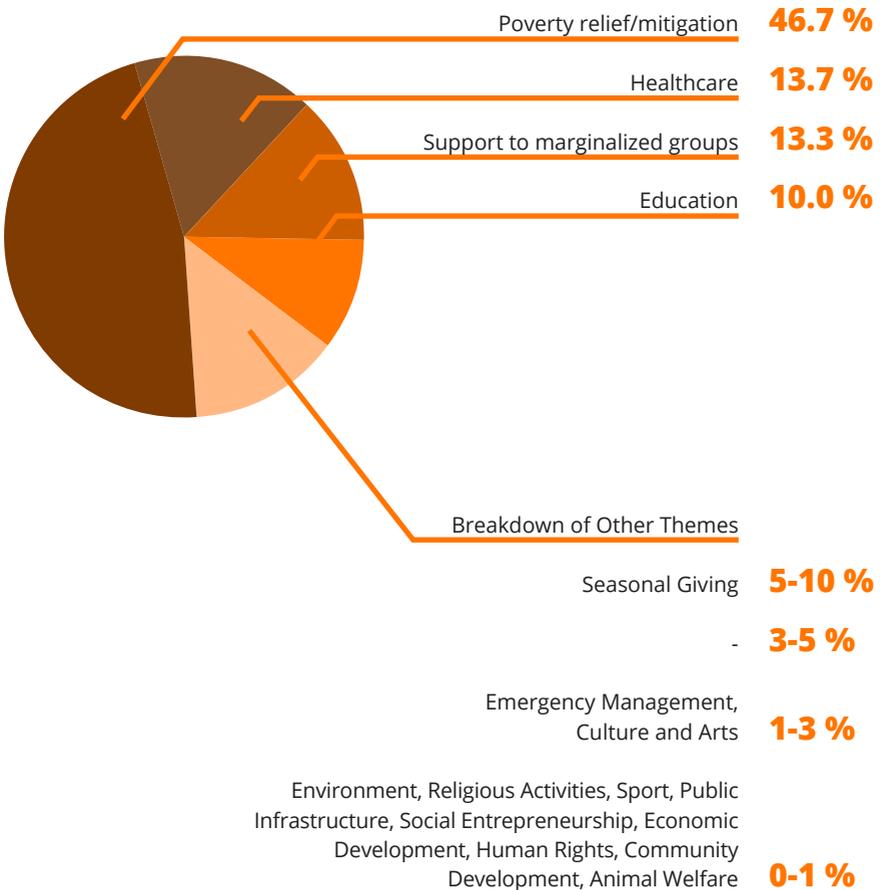
Examples of Mass Individual Giving

-  Ideas Partnership association initiated fundraising campaign for building a cultural park Ali Podrimja in Gjakova. Although less amount was needed, the campaign was successful and managed to collect EUR 11,020, through the contributions of 74 citizens.
-  Students of Faculty of Education in Prishtinë together with their professors have crafted gifts and presents for children with intellectual disabilities of the Source Center in Fushe Kosova. They gave the presents to the children, but also donated supplies to the Source Center, which will enable smooth running of the center in the next period.
-  In only 15-hour campaign, association Balkan's Orphans has managed to raise EUR 17,000 from citizens to build a house for Pajaziti Family from Verenice, Municipality of Gjilan, who were living in extreme poverty.
-  Association Let's Do it Kosova based in Prishtinë organized the cleaning campaign which lasted a couple of days and was carried on in several cities across Kosovo. They managed to mobilize 50,000 volunteers and multiple organizations and companies to joint this huge action. Except for the cleaning itself, the purpose of this campaign was also to raise the awareness among the population about the importance of the clean environment responsibility citizens have towards nature and other people.

Diaspora Support

-  Association Action for Mothers and Children in their Annual event held at Yale Club in the United States - event held to the philanthropic community of Albanian businesses in USA, have collected USD 41,395. This amount will be used for the activities of the organizations, primarily in providing assistance to mothers and children in health institution.

Key Themes for Giving



Key Themes

| % of Instances | 2015 | | 2016 | | 2017 |
|--------------------------------|-------|---|-------|---|-------|
| Poverty relief/mitigation | 50.9% | ↘ | 37.1% | ↗ | 46.7% |
| Healthcare | 14.5% | ↗ | 16.4% | ↘ | 13.7% |
| Support to marginalized groups | 15.8% | ↗ | 19.9% | ↘ | 13.3% |
| Education | 7.3% | ↗ | 10.2% | ↻ | 10.0% |

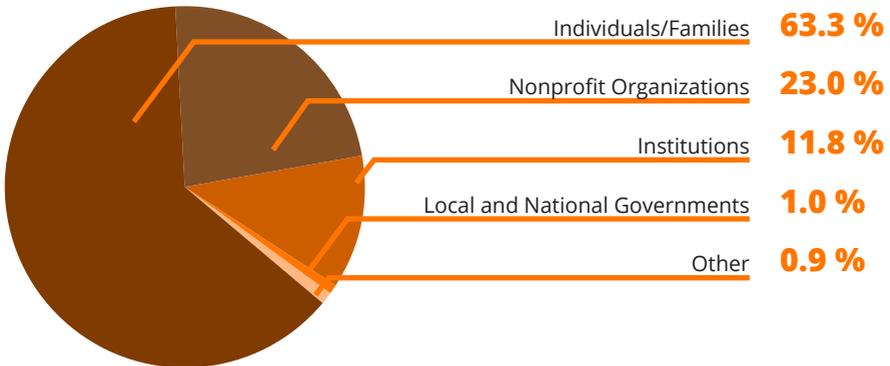
The four key themes supported were: poverty relief, healthcare, support to marginalized groups and education. The instances directed to these themes add up to almost 84% recorded instances.

The ranking of themes did not change in comparison with 2016. Nevertheless, changes in percentage of instances of giving indicate that interest in poverty reduction is much higher than last year. Poverty definitely continues to be one of the main issues in Kosovo, and as response to the housing crisis that has been caused by return of Kosovar asylum seeker from EU countries that has been happening for some time now, the need for this kind of support increased. Over 67% of all instances that was directed to poverty relief was actually given as support for individual housing. Investments in healthcare and support to marginalized groups have decreased, while education maintained the level from 2016.

The range of other supported themes is much broader this year, and some themes we see mentioned for the first time: public infrastructure, social entrepreneurship, human rights and animal welfare. Seasonal giving as a theme has always been strongly supported in Kosovo, this year with 9.5% of instances.

Recipient Entities

Type of Recipient Entities



In 2017, the most frequent recipients of giving continue to be individuals and families with a bit decreased number of instances (63.3%). In comparison with 2016, nonprofit organizations became more active in organizing fundraising campaigns and actions mostly in efforts to provide assistance for people in need in form of humanitarian support and individual housing. Consequently, this recipient type jumped from third to the second place with increased 23% of instances. In comparison with 2016, institutions are now third with lower percentage of instances, while local and national government remained on the approximately same level of support as in 2016.

Beneficiary Entities

| % of Instances | 2015 | | 2016 | | 2017 |
|----------------------------|-------|---|-------|---|-------|
| Nonprofit organizations | 12.0% | ↔ | 12.3% | ↗ | 23.0% |
| Individuals/Families | 72.2% | ↘ | 67.8% | ↘ | 63.3% |
| Institutions | 10.9% | ↗ | 18.2% | ↘ | 11.8% |
| Local/National governments | 1.1% | ↔ | 0.8% | ↔ | 1.0% |

Nonprofit Organizations in 2017



The category of nonprofit organizations consists of local civil society associations, foreign organizations, such as UNICEF, and private foundations.

Over previous years, the percentage of instances of giving to nonprofit organizations gradually increased to reach 23% in 2017. In terms of the value of donations the picture is opposite, as 11.1% of total donated value which was directed to nonprofits is slightly decreased in comparison with 2016.

In 2017, the majority of instances directed to nonprofit organizations were coming from citizens, then from individual donors, and at last from the corporate sector. The themes that are most frequently supported by nonprofit organizations are poverty reduction, support to marginalized groups, seasonal giving, and to a smaller extent healthcare and sport. In terms of final beneficiary groups, the range includes people in economic need as the most supported, children without parental care, people with disabilities, and population from local communities, but also in smaller extent mothers and babies, people with health issues, talented youth, people living in other countries, single parents and animals.

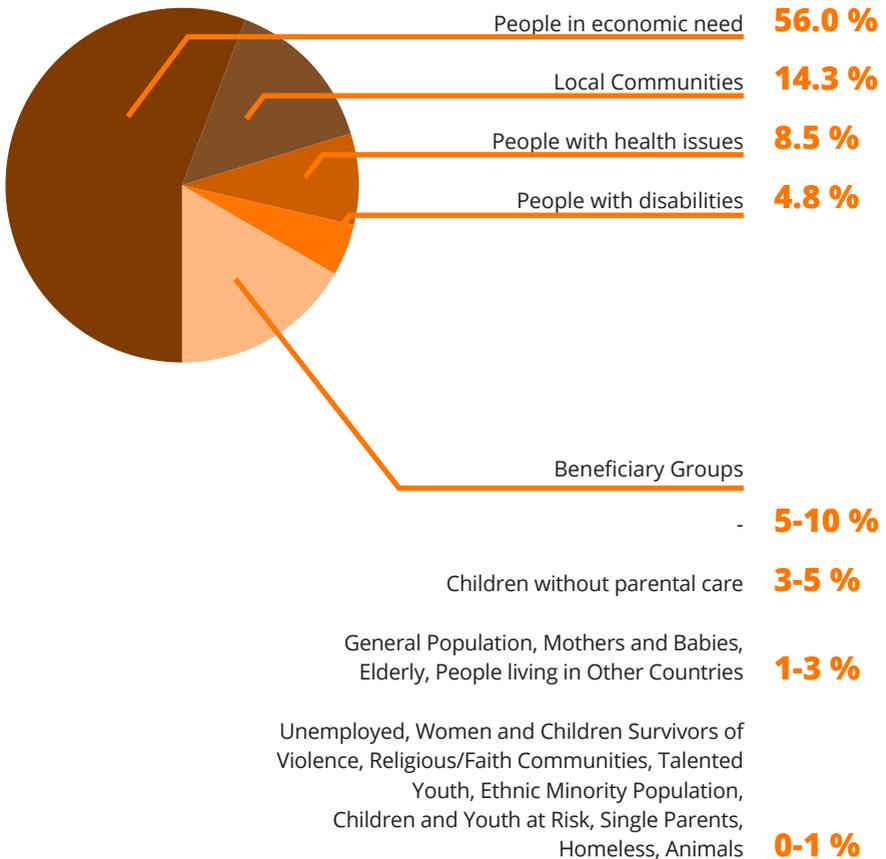
Association successfully organized their activities and gain stronger trust from the donors' side over the years, and this trend continues in 2017. Organizations that received multiple donations this year are SOS Children's Villages Kosovo, Majka devet Jugovića Humanitarian Association, Action for Mothers and Children, Down Syndrome Kosova and Red Cross Kosova. Out of new ones that were mentioned are Balkan Orphan's Association, which received the biggest number of donations, Humanitarian Association Bereqeti and Care for Kids.

Among private foundations the most frequently mentioned Freskia Foundation, Humanitarian Foundation Vitia, Buçinca Couple Foundation and You are Sunflower Foundation.

Sucesfull Campaigns

Already mentioned Association Action for Mothers and Children organized traditional annual campaign "Dance for Mothers and Children" in Prishtinë on the 21th of September. The price of entrance was EUR 30 per person and all the collected funds were used to provide the assistance for the mothers and children department at University Clinical Center in Prishtinë. The event was supported by various companies, SMEs and individuals. In total EUR 23,486 was raised.

Key Beneficiary Groups



Trends in Key Final Beneficiary Groups

| % of Instances | 2015 | | 2016 | | 2017 |
|---------------------------|-------|---|-------|---|-------|
| People in economic need | 54.7% | ↘ | 41.8% | ↗ | 56.0% |
| Local communities | 13.2% | ↗ | 14.5% | ↔ | 14.3% |
| People with health issues | 9.4% | ↗ | 12.5% | ↘ | 8.5% |
| People with disabilities | 7.1% | ↔ | 7.4% | ↘ | 4.8% |

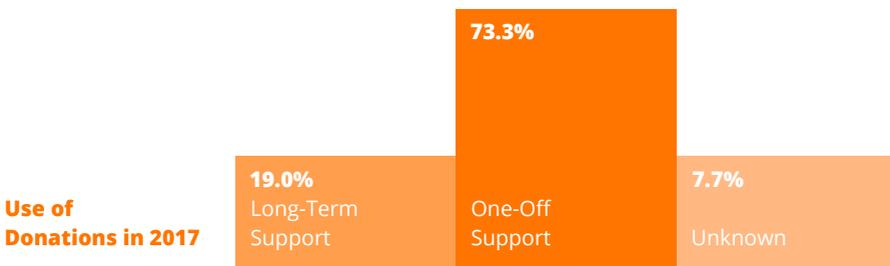
The top four final beneficiary groups (people in economic need, local communities, people with health issues and people with disabilities) comprised 83.6% of overall number of instances of giving in 2017.

In parallel with the increase of support to the theme of poverty reduction, number of instances directed towards people in economic need has been significantly increased as well, for 14.2%.

As a result of stronger support provided through fundraising campaigns for people in economic need for individual housing and humanitarian support, other beneficiary groups have seen decrease percentage of instances, like people with health issues and people with disabilities. For the same reason, after last year's raise in instances benefiting people from local communities, in 2017 this beneficiary group maintained the same level of support as in 2016.

The range of other supported beneficiary groups remained broad with two new supported groups this year: children and youth at risk and animals.

Use of Donations



In terms of the use of donation, distribution of assistance maintained the same level as in 2016. Data shows that a bit more than 73% of recorded instances was directed to one-off support (humanitarian support, supplies, individual housing and medical treatments of individuals), and one-off support remains firmly main type of giving in Kosovo. A significantly smaller percentage of 19% was directed to support that may produce long-term effects (primarily equipment, and in smaller measure scholarships, services and the like). If we speak about corporate sector, which traditionally provides long-term support in bigger extent, 34.6% of instances coming from this donor type was given as long-term investments, which is huge increase from 15.7% in 2016.

| % of Instances | 2015 | | 2016 | | 2017 |
|-------------------|-------|---|-------|---|-------|
| Long-Term Support | 17.7% | ~ | 18.4% | ~ | 19.0% |
| One-Off Support | 74.4% | ~ | 73.6% | ~ | 73.3% |
| Unknown | 7.9% | ~ | 8.0% | ~ | 7.7% |

Examples of Long-term Support

IPKO Telecommunications mobile provider donated EUR 100,000 worth equipment to the regional hospitals in Kosovo in Prizren, Ferizaji, Obiliqi, Skënderaj, Drenasi, Gjakova, Peja, Gjilani, Graçanica, and Klina. Donations have been directed to the pediatric departments of these regional hospitals.

Albi Mall - part of Albi Group Corporation provided start-up support of EUR 10,000 worth clothes and textile to Teshavesha shop managed by Action for Mothers and Children Association. This shop was opened by the association with aim to sell used and donated clothes and use the income to help mothers and children, especially single mothers with infants and widows with children who live in poverty. Thanks to this donation, the association was able to open the second shop in Prishtinë.

Methodology



The methodology for this report was inevitably conditioned by the viable options for collecting data. Research on this topic worldwide shows that the only completely reliable source of information on level of giving for charitable purposes is collected by tax authorities. For many reasons it was not possible to use this source of information in any of Western Balkans countries. As mentioned previously, Catalyst has opted for alternative ways of collecting data, using primarily media data as well as other available data sources. Concretely, the data used as the basis for this report was gathered by monitoring the electronic, printed and on-line media on the local, regional and national levels in the period from January 1 through December 31, 2017.



There are three key limitations to this methodology. First, this method does not provide comprehensive data because the media does not report on all charitable instances and giving. Second, media reports often do not provide all data of importance in following the development of philanthropy (most often the media does not publish the amount donated and/or collected). Third, there is a potential limitation in the credibility of data published by the media. The first limitation cannot be overcome at this time. Where the second and third limitations are concerned, Catalyst seeks to overcome them by cross-analyzing various media, and then conducting additional research, for example by checking the reporting by companies' and nonprofit organizations (if available to the public).



Our figure, although not comprehensive, provides a minimum value of relevant indicators. Hence, this data may be used as indicators of the minimal degree of philanthropy development in a specific country.



Continued observation will show a rise and/or drop in numbers and change in data related to our selected indicators. Therefore, continued monitoring over years will point out trends in philanthropy development as well as trends in media reporting on the subject. To conclude, under current conditions, we are of the opinion that the methodology allows for preliminary insight into philanthropy in Kosovo.

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