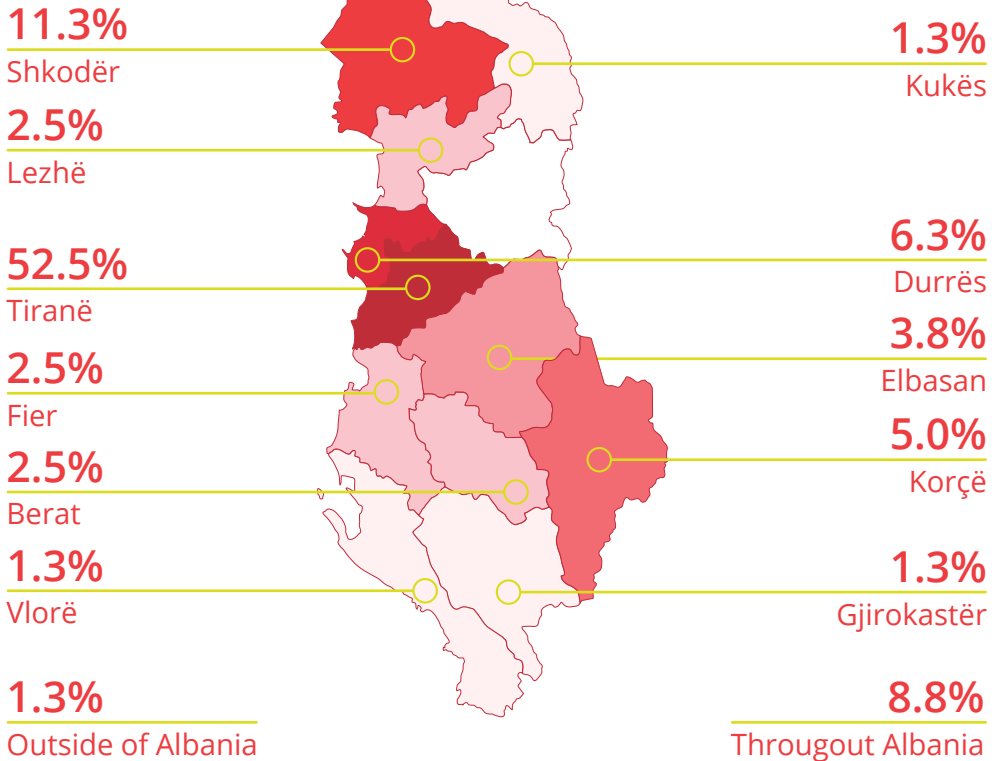


2016 Annual Report on the State of Philanthropy ALBANIA

Quick Facts



80

OF RECORDED
INSTANCES

mil.€*

0.8

ESTIMATED TOTAL
VALUE



0.3 €

AVERAGE
DONATION PER
CITIZEN



75%

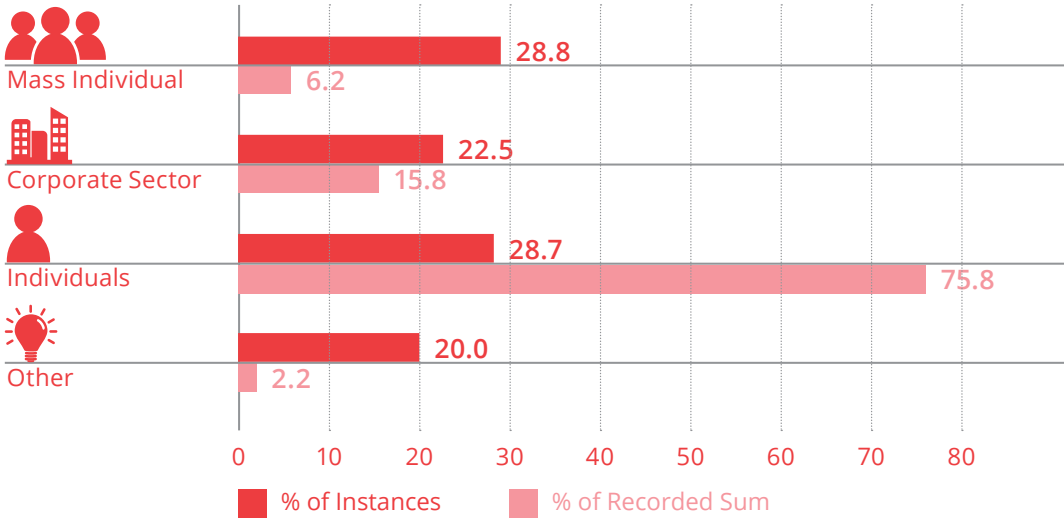
DECREASE FROM
2015

*Results of Albanian researchers show that 1.4 million was donated in 2016.

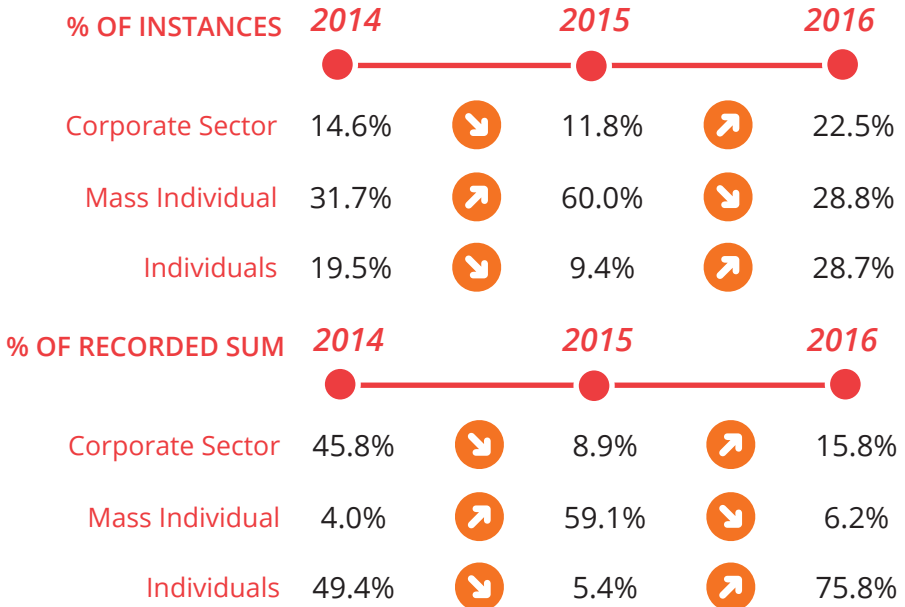
During 2016, Catalyst Balkans tracked media reports on domestic individual, corporate and diaspora philanthropy in Albania. This brochure provides key statistics on the findings of this research.

DONORS

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



KEY TRENDS IN TYPES OF DONORS - 2014 TO 2016*



*The significant differences between three years are explained on the next page.

KEY POINTS



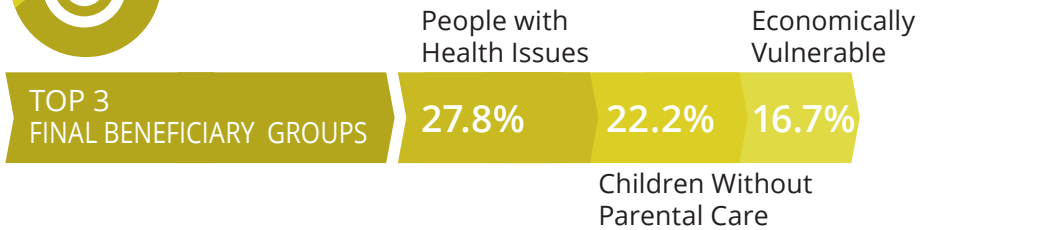
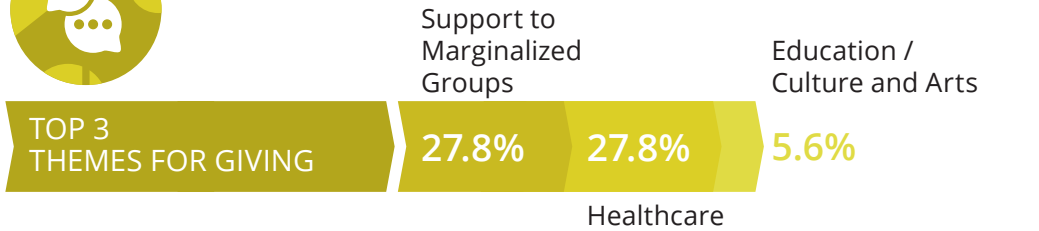
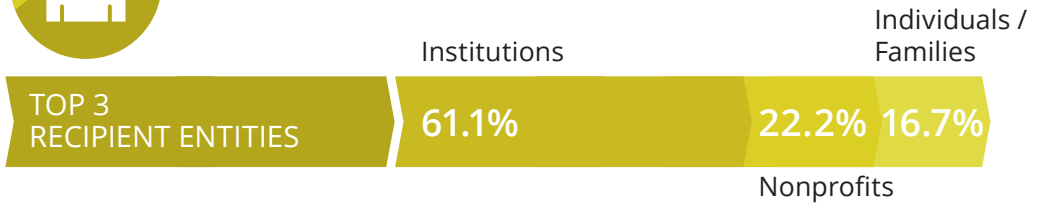
- In 2016, the most active donor types by number of recorded donations were mass individual and individuals, with practically same percentage of actions (28.8 and 28.7 respectively). They are followed by corporate sector with 15.8% of actions. Other donors included private foundations, mixed category (more types of donors involved in the same donations), associations and giving by members of political parties. Their joint share in number of instances is similar to last year's (20.0%).
- Looking at donor types through the lens of the value of donations, the picture is quite different – this year, individual donors are leading with significant 75.8% share in total recorded amount, followed by corporate sector with share of 15.8% and mass individual with a share of 6.2%. The share of other donors is only 2.2%, mostly from private foundations.
- If we analyze giving by diaspora, the percentage of recorded instances is only 2.5% and 1.5% of recorded values of donations.
- Overall, there are a few aberrations between the 2014 – 2016 giving data, which can be explained by several factors:
 - Significant decrease in recorded value of donations, which we believe is part of the overall regional trend, and consequence of smaller economic power.
 - Looking at the instances, we can see that percentages in 2016 are relatively similar to those from 2014, while 2015 is an aberration. As we noted in 2015 report, unusually high percentage of giving instances by citizens was due to campaigns for medical treatments for children which gained huge response throughout Albania. In 2016, that percentage reduced significantly, while percentage of instances of giving by corporate sector and individuals increased.
 - As for value of donations, we again have unusual data, as giving by individuals increased significantly – due to several high-value donations by individual donors (similar to 2014). That however influenced overall percentages for other donors.

Overall, after three years of following trends, we note that giving in Albania is still in a very 'formative' period. It is characterized with generally low level of mass individual giving unless spurred by high profile campaigns; individual donors that are known to give very significant amounts and corporate sector which, while increasing its share (both in number of instances as well as in amount given) is still 'finding its feet' in the area of giving.



CORPORATE SECTOR

Profiles of the Most Common Types of Donors



EXAMPLES OF CORPORATE SECTOR DONATIONS



Vodafone Albania Foundation, among other donations, invested in complete renovation of the Theth Elementary School in region of Shkodra. Donation covered significant renovation as well as new furniture.

Telekom Albania invested in complete reconstruction and equipping of the "Cradle of Angels" department in "Queen Geraldine" Maternity Ward, which serves as a facility for new born babies without parental care. The facility was originally founded by the OSAAB Foundation.

There are two examples of donations provided by SMEs: *Nati Pharmacy* donated medication needed for the mother in Masha family, which brought significant relief as family is in difficult economic position. *SME Life Care* provided supply of diapers for Home for the infants without parental care.



MASS INDIVIDUAL

Profiles of the Most Common Types of Donors



Individuals /
Families

Nonprofits

TOP 3
RECIPIENT ENTITIES

78.3%

17.4%

4.3%

Institutions



Poverty Relief /
Mitigation

Healthcare

TOP 3
THEMES FOR GIVING

34.8%

30.4%

13.0%

Support to
Marginalized
Groups



People with
Health Issues

Children
Without
Parental Care

TOP 3
FINAL BENEFICIARY GROUPS

34.8%

34.8%

8.7%

Economically
Vulnerable

EXAMPLES OF MASS INDIVIDUAL GIVING



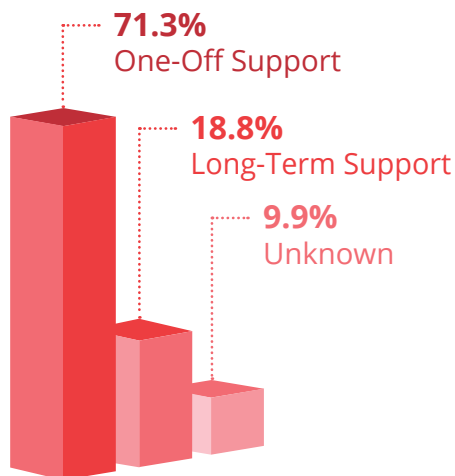
*Within activities organized to note Down Syndrome Awareness' month, an event titled **Children for Children** was held at the Kodra e Diellit 2 Residence, in collaboration with Down Syndrome Albania Foundation. Large number of talented children created paintings on the topic "Hope of Your Dreams". Paintings were sold and income donated to the organizations working with children with Down syndrome.*

***Famous singer Saimir Pirgu** held a concert in Tirana, attended by large number of citizens; income from the concert was donated to the department of Pediatrics in the General Hospital in Tirana.*

*Another interesting example comes from Tirana, where **National Theater** produced a comedy titled "Sexterapi në Kryeqytet" (Sex-therapy in the Capital). Income from tickets sales was donated to institutions working with children without parental care.*

USE OF DONATIONS

USE OF DONATIONS (by % of Instances)



Data for Albania regarding the use of donations shows that as much as 71.3% of recorded instances are directed to one-off support (humanitarian support, medical treatments of individuals, individual housing). A significantly smaller percentage of 18.8% is directed to support that may produce long-term effects (capital investments, equipment, scholarships and the like). This figure is a somewhat smaller when comparing giving in other countries of the region. The corporate sector, as in other countries, shows a greater preference for giving strategically: 38.9% of their donations are those with potential long-term effect which is increase in comparison to the previous year.

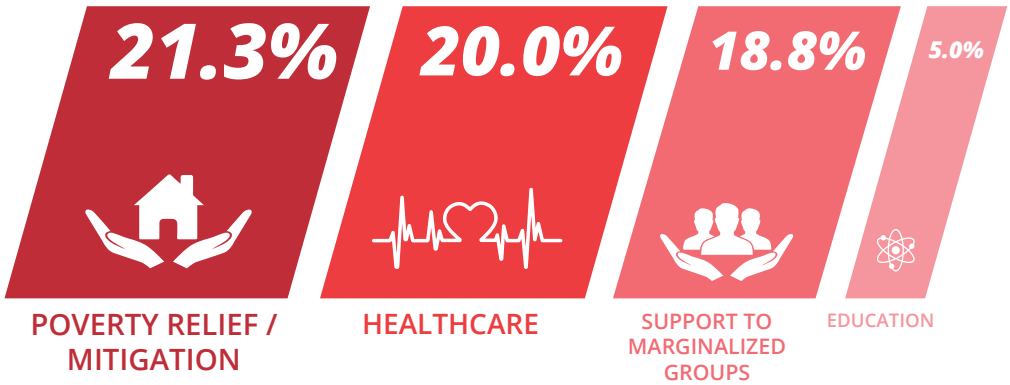


EXAMPLES OF LONG-TERM SUPPORT

An example of strategic giving comes from *Alpha bank Albania*: in 2016, they continuously provided significant support to medical institutions in Albania by buying equipment. Among other donations, Alpha Bank provided ultrasound device to the Oncology Hospital, various medical equipment for the Berati Hospital, to improve the conditions provided in the pediatric department and operation rooms as well as an incubator with phototherapy for newborns for Librazhdi hospital.

USE OF DONATIONS (by % of Instances)	2014		2015		2016
Long-Term Support	31.7%	↘	15.3%	↗	18.8%
One-Off Support	26.8%	↗	70.6%	≈	71.3%
Unknown	41.5%	↘	14.1%	↘	9.9%

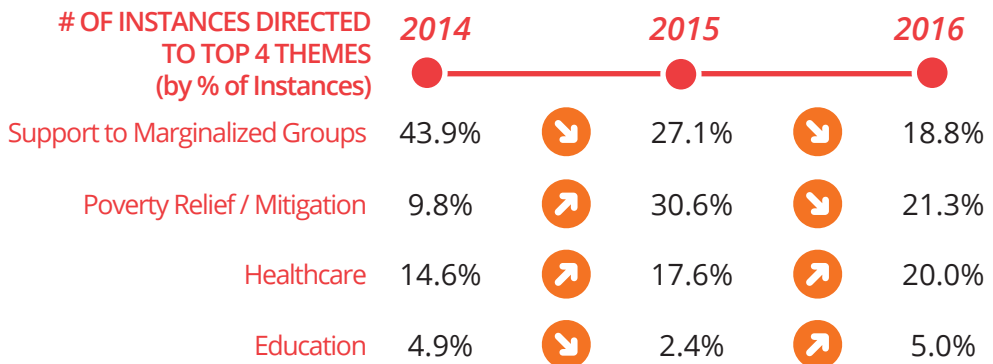
KEY THEMES FOR GIVING



BREAKDOWN OF OTHER THEMES (% of Instances)

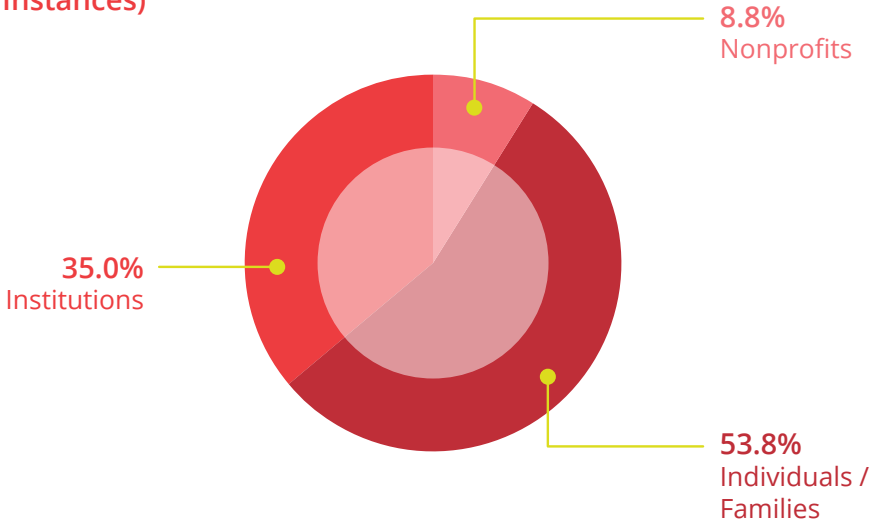


Note: an unusually large percentage of instances, 26%, was directed to Seasonal Giving.



RECIPIENT ENTITIES

TYPE OF RECIPIENT ENTITIES (% of Instances)



In 2016, the most frequent recipients of giving were individuals and families (53.8%). This is a significant decrease from 2015, of almost 20%. The difference went to institutions to whom support was increased to 35%. Nonprofit organizations received 8.8% of the donations, which is almost the same as in 2015. In difference to previous year, no support was recorded to local and national governments.

State-controlled recipients include therefore only institutions.

# OF INSTANCES DIRECTED TO VARIOUS TYPES OF RECIPIENT ENTITIES (by % of Instances)	2014		2015		2016
Institutions	39.1%	↘	10.6%	↗	35.0%
Nonprofits	4.9%	↗	8.2%	≈	8.8%
Individuals / Families	34.1%	↗	76.5%	↘	53.8%
Local / National Governments	7.3%	↘	1.2%	↘	N/A

RECIPIENTS OF DONATIONS



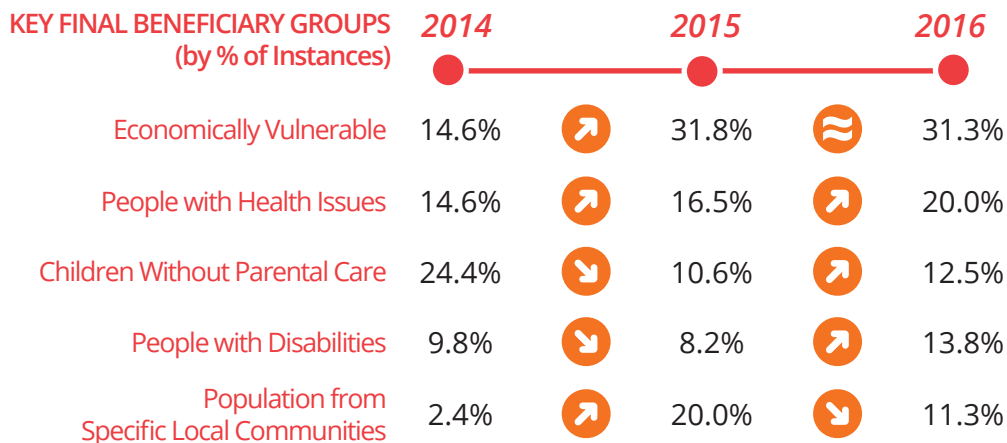
BREAKDOWN OF OTHER FINAL BENEFICIARY GROUPS (by % of Instances)

from 0 to 5%

- General Population
- People from Other Countries
- Religious Communities
- Homeless People

from 5 to 10%

- Elderly Population



Research Conducted by:



In Partnership with:



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

Given that the value of the donation in Albania was reported in only 33.8% of the instances, estimation about the total amount donated is made by extrapolation based on the known data.

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