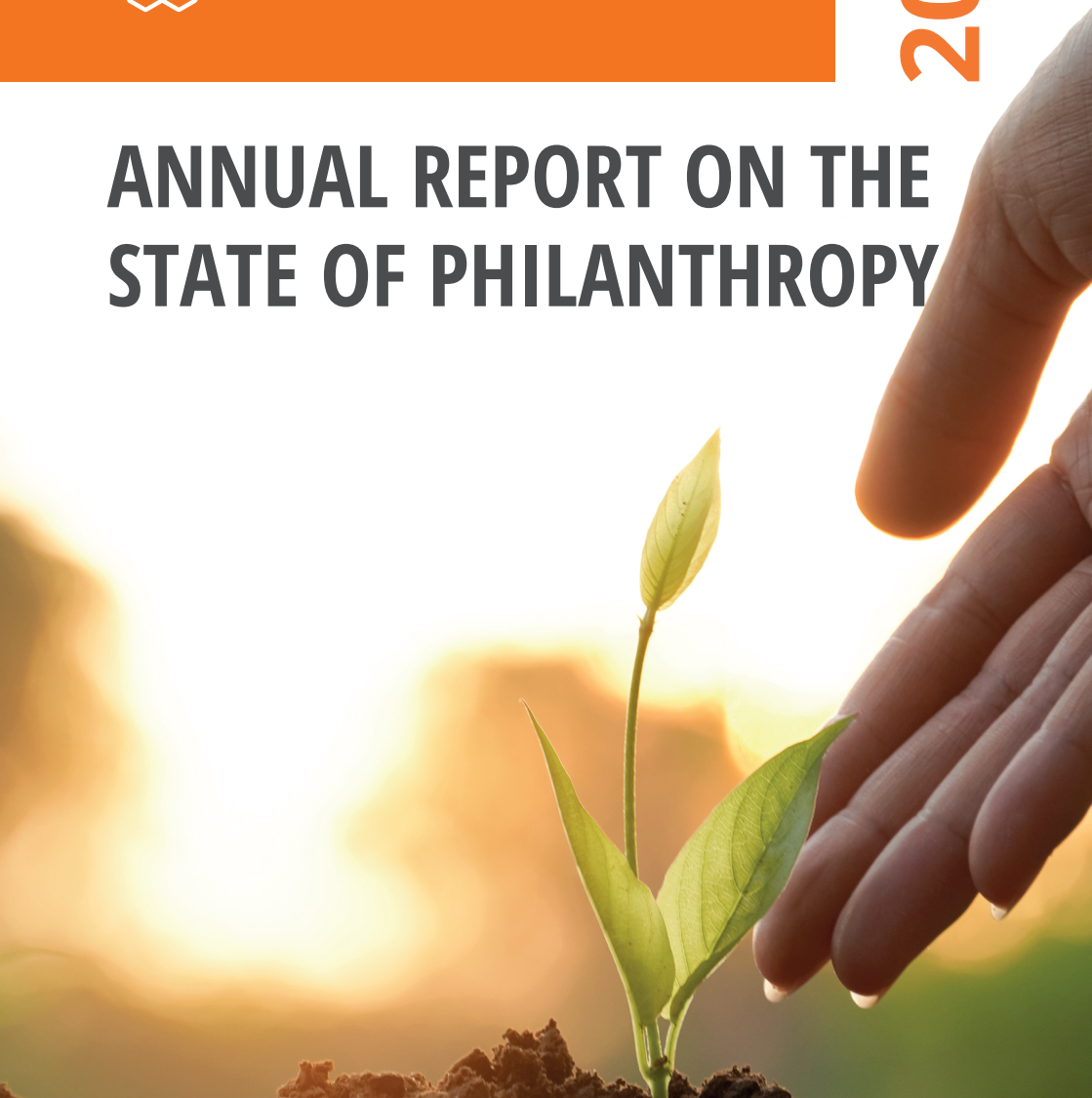




Giving Kosovo

2020

ANNUAL REPORT ON THE STATE OF PHILANTHROPY



Contents

- General Overview 1
- Donors 6
- Themes 13
- Recipients 17
 - Non-Profit Organizations as Recipients 20
 - State as Recipient 25
- Final Beneficiaries 30
- Effects of Giving 35
- Media Coverage of Giving 39
- Overview of the Methodology 41
- Annex: Comparative Giving Trends Unrelated to COVID-19 42

General Overview

The Covid-19 outbreak had an unprecedented impact on philanthropy in Kosovo just as it did throughout the world. To understand what changed during the pandemic, we adapted our methodology and separately gathered data on giving related and giving unrelated to Covid-19. This report on the state of philanthropy in Kosovo during 2020 is specific because we are not focusing on the trends. Instead of comparison with previous years that might be misleading due to the pandemic, we are only focusing on description and analysis of giving in these exceptional circumstances. At the same time, we have prepared an annex with comparisons between giving unrelated to Covid-19 in 2020 and giving in previous years so that the reader can fulfill their own specific data needs.

Philanthropy in Kosovo experienced significant challenges two years in a row. In 2019, an earthquake erupted in Albania, and in 2020, the Covid-19 pandemic occurred. It seems that the pandemic encouraged donors to provide considerably more donations. The recorded amount was 3.2 times larger, and instances were almost 2.5 times more frequent than in the year before. A large share of high-value donations, such as expensive equipment and substantial health and food packages, significantly increased donated amount per capita - from 1.5 to 8.1 euros. Given the available data, we have calculated the estimated value of donations to be almost two times larger than the recorded sum.



14,517,332.2 €

Estimated Value
of Donations



7,702,340.4 €

Recorded Amount



554

of Recorded
Instances



8.1 €

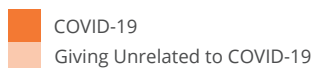
Donated Amount
per Capita

In 2020, more than 1.9 million euros and as many as half of all instances, were donated to Covid-19 relief and recovery. From a regional perspective, Kosovo had a unique structure of giving. While in Kosovo giving unrelated to Covid-19 was nearly 2.9 times larger than support related to Covid-19, donations related to the pandemic in other countries were higher than giving unrelated to Covid-19. In Kosovo, donors decided to assign almost two-thirds of the donated amount to medical treatments unrelated to the pandemic, education, poverty relief, and support to marginalized groups.

Number of Instances



Recorded Amounts



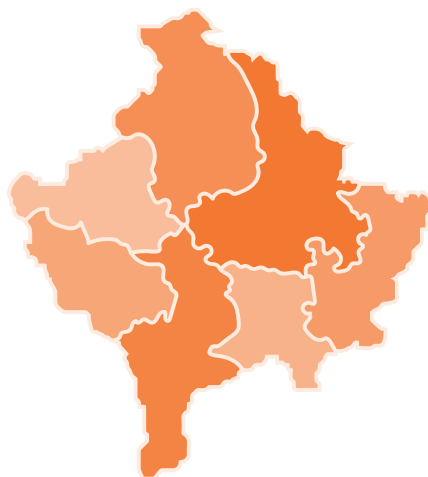
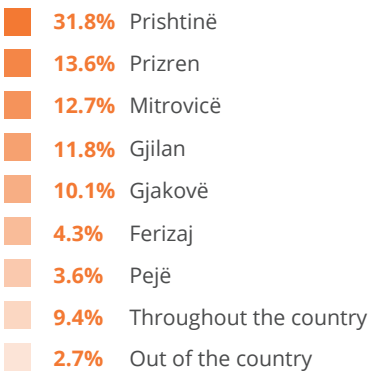
An uninterrupted trend from previous years is that almost one-third of all donation instances and more than half of the donated value came from the diaspora. Three-quarters of that amount was unrelated to the pandemic, going toward medical treatments, education, poverty relief, and support to marginalized groups. Regarding the types of donors, the corporate sector and private foundations had significantly higher participation in 2020. The corporate sector - mostly small and medium enterprises - more than doubled their share in total instances and total donated amount. Most of it was donated as a response to the Covid-19 (86.0% of the value), while donations unrelated to the pandemic went toward healthcare, poverty relief, and education. Private foundations participated with 18.0% of the total amount, compared to only 6.4% in 2019. This increase is even more prominent, considering the rise of giving overall.

The government had a major role in the fight against the pandemic, acting as an intermediary between donors and beneficiaries. Out of all donation instances related to Covid-19, almost half were directed to local and national governments. Only 17.8% of instances covering 2.6% of amounts related to Covid-19 were directly donated to institutions. Non-profit organizations had a relatively high share of donations from pandemic-related actions: around one-quarter of the donated amount. Most of it was collected through fundraising campaigns for distributing respiratory masks, protective equipment, and face shields. It is important to stress that most of the donations were facilitated by a relatively small number of large organizations and private foundations. Compared to 2019, the total donated amount directed to non-profit organizations almost doubled.

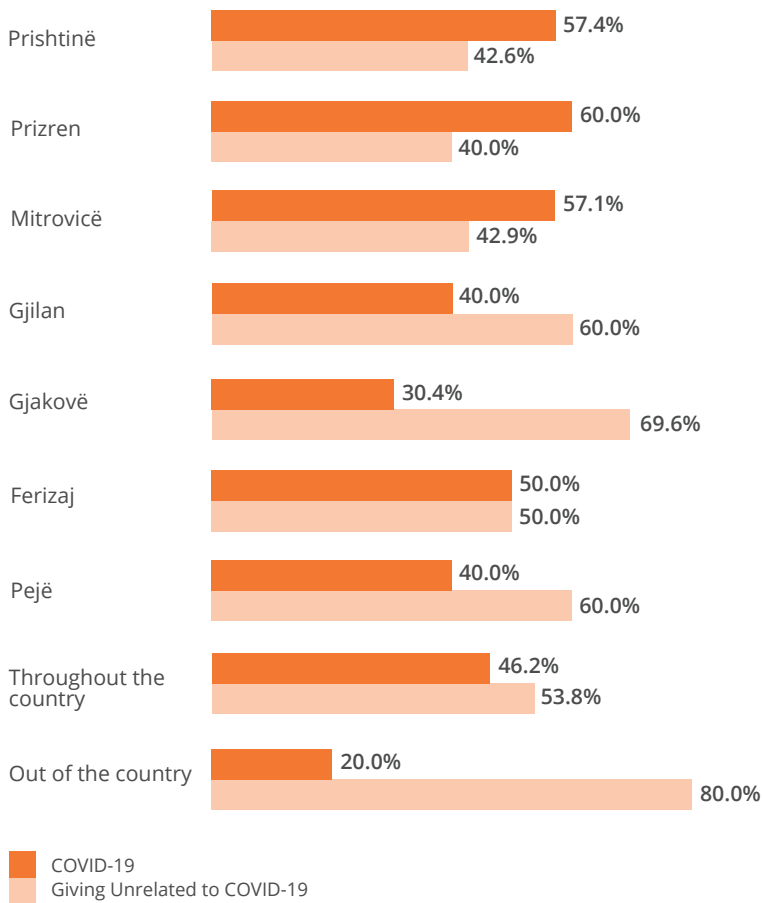
As in the previous year, a high share of donations went directly to individuals and families. More than a third of the donated amount for Covid-19 relief was directed toward individuals and families, contrary to expectations that most donations would be given to the state. Despite the high giving toward Covid-19 relief, for the purpose of education more than 1 million euros was donated, which was more than half of the total recorded amount for all themes in 2019. Regarding the effects of giving, more than two-thirds of donation instances were one-off support. When we compare donated amounts, strategic giving consisted of a slightly larger share than one-off giving, because of donations for valuable equipment, investments in public infrastructure, and large sums for scholarships. Almost all giving unrelated to Covid-19 consisted of money, while around one-quarter of giving related to the pandemic was in the form of goods or materials. Considering the ways of giving, 98.2% of the amount donated for Covid-19 and 82.7% of the funds for purposes unrelated to the pandemic were collected through fundraising campaigns.

As expected, the biggest share of donations went to the Prishtinë region (slightly less than a third of all instances), while other regions like Prizren, Mitrovicë, Gjiilan, and Gjakovë had a share of up to 14% each. Giving both related and unrelated to Covid-19 were almost balanced in most communities. Donations at the national level, intended for beneficiaries throughout the country, had their share of 9.4% of instances and had a balanced ratio of donations related and unrelated to Covid-19. Finally, despite the need for help in Kosovo, philanthropic community provided 2.7% of its support outside of the country.

Map - Percentage of Instances for Regions



Total Giving



Donors

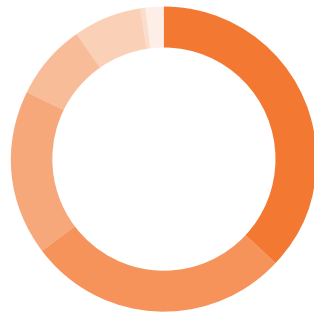
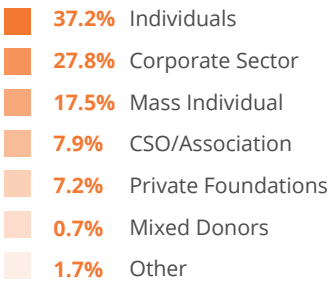
In 2020 we have recorded 7.7 million euros in donations, which is almost three times higher than the donated amount in the year before. Prominent individuals were, again, the most active donors, while the largest share of the amount was generated by mass individual donations. Specifically, prominent individuals participated in 37.2% of all donation instances. Actions from individuals were more focused on purposes unrelated to Covid-19, out of which the largest percentage was for education. When compared to the year before, individuals had a slight decrease in the share of instances. Through various calls and fundraising campaigns, citizens donated the largest amount of all donor types (41.5% of the donated amount). Around half of this amount was for healthcare purposes which were not related to Covid-19 relief.

The corporate sector participated in more than a quarter of all donation instances. It is important to note that a large percentage of corporate support in Kosovo came from small and medium corporations, which were particularly vulnerable during the pandemic, not from large international or national corporations. This is unusual in comparison to other countries in the region. Most of the corporate sectors' donations were directed for Covid-19 response (86% of the value) while donations unrelated to the pandemic went toward healthcare, poverty relief, and education. When compared to the year before, the corporate sector donated an eight times higher amount – which is the largest change of all donor types that occurred in 2020.

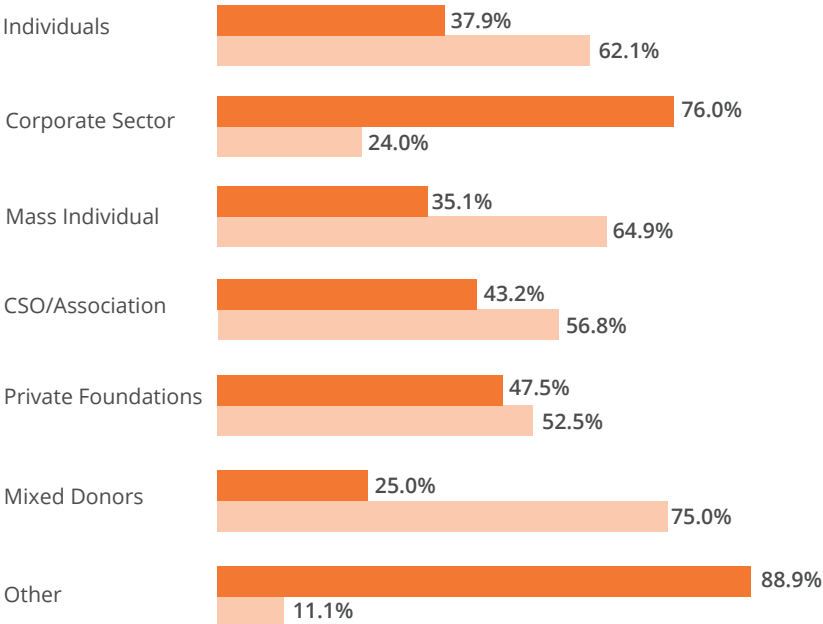
Private foundations donated 7.2% of all instances and 18.0% of the amount. This is an increase when compared to the year before (0.9% instances and 6.4% of the amount). The explanation for this increase can be given looking at the several successful campaigns that encouraged the donation of medical protective supplies for institutions; food and hygiene items for people in need; and educational tools and scholarships. It is important to note that the Biberaj Foundation donated the majority of the recorded amount given by private foundations, which means that we have not noted a significant raise of the share from other private foundations.

Around one-third of all donation instances and more than half of the donated amount was donated from the diaspora. Most of it (83.9% of the value) was not directly related to the pandemic, but instead for healthcare, poverty relief, and education, including equipment and scholarships. The diaspora participated in almost 80% of the value donated to local governments, more than 80% of the value donated to institutions, and more than half of the value donated to individuals and families.

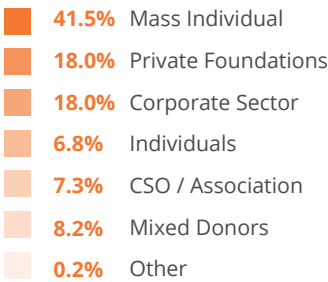
Instances (%)



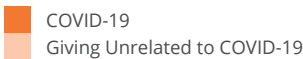
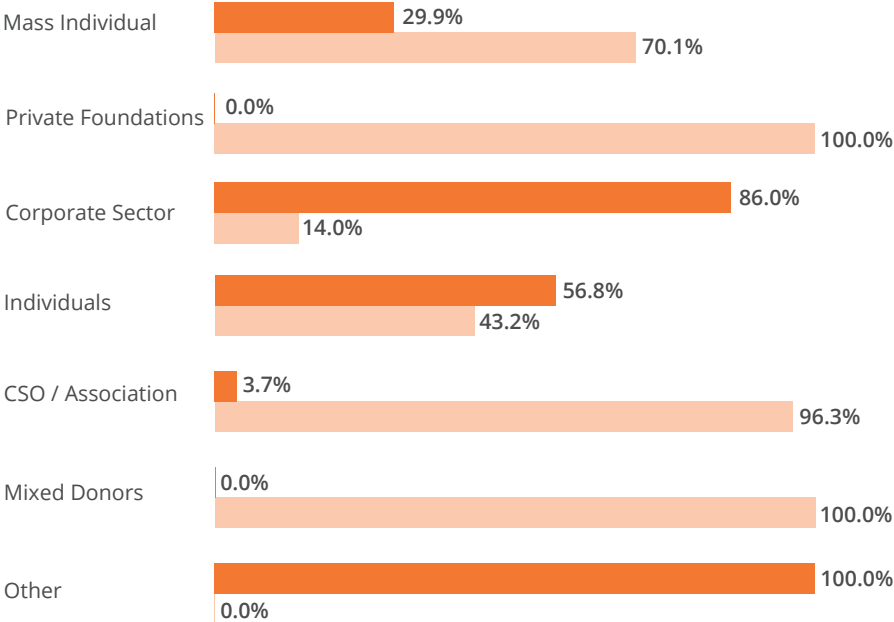
Total Giving



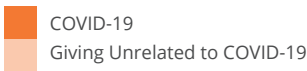
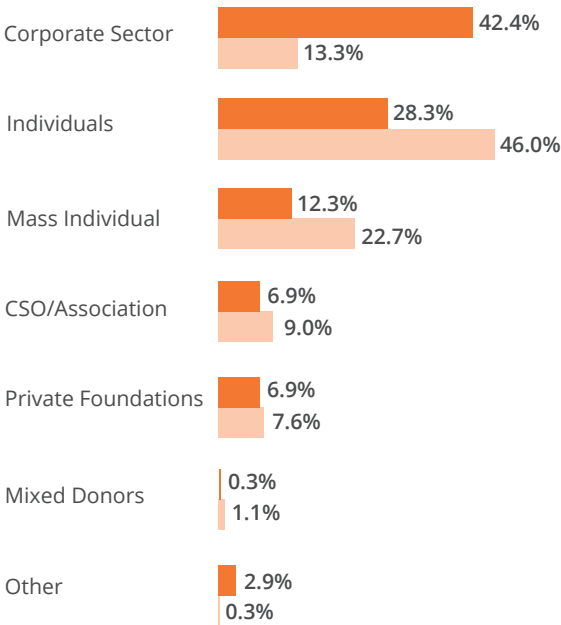
Amounts (%)



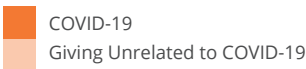
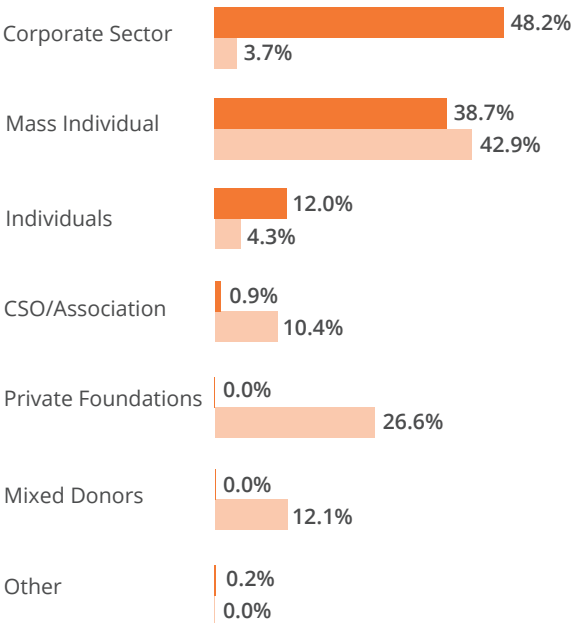
Total Giving



% of Instances



Amounts (%)



Foundation BONEVET Prishtinë raised funds for protective equipment for healthcare workers

The **Foundation BONEVET Prishtinë** organized the fundraising campaign “Join the Fight” with the aim to procure 43 new 3-D printers to produce protective face masks for medical workers. The campaign concluded on May 29th, 2020 and resulted in 66,000 euros raised through the Kosovaldeas platform. A total of 8,500 3-D masks were produced, and 7,100 were donated to health and administrative workers as well as others in need to prevent the spread of Covid-19.

Stone Castle Vineyards and Winery donated food and sanitary items

The company **Stone Castle Vineyards** and Winery donated 10,000 euros worth of food and sanitary items to the municipality of Deçan, which were intended to be distributed to 400 families. The donation was made with support from the humanitarian foundation “Rrustem Gecaj”. Stone Castle Vineyards and Winery also donated 10,000 liters of ethyl alcohol to the Ministry of Health which were supposed to be used as disinfectant, intended for healthcare institutions throughout Kosovo.

Donor from Germany donated respirators to health institutions

Ahmet Hoti, from Gjakova, who lives and works in Canada donated four respirators to the Hospital of Gjakova as help during the pandemic. Ahmet also donated one respirator to the Infectious Diseases Clinic, which was delivered on April 10th, 2020, by the Kallxo.com team.

Diaspora Association Fehmi Agani donated assistive devices for people with disabilities

On the International Day of Wheelchair Users (March 1st, 2020), representatives of **HANDIKOS** and **Handicap Kosova** and the Municipality of Prishtinë distributed over 500 assistive devices for people with disabilities. The devices were a donation by the diaspora **Association Fehmi Agani** from Arendal, Norway, and were estimated to value over 400,000 euros. HANDIKOS and Handicap Kosova continued this humanitarian project in other municipalities across Kosovo.

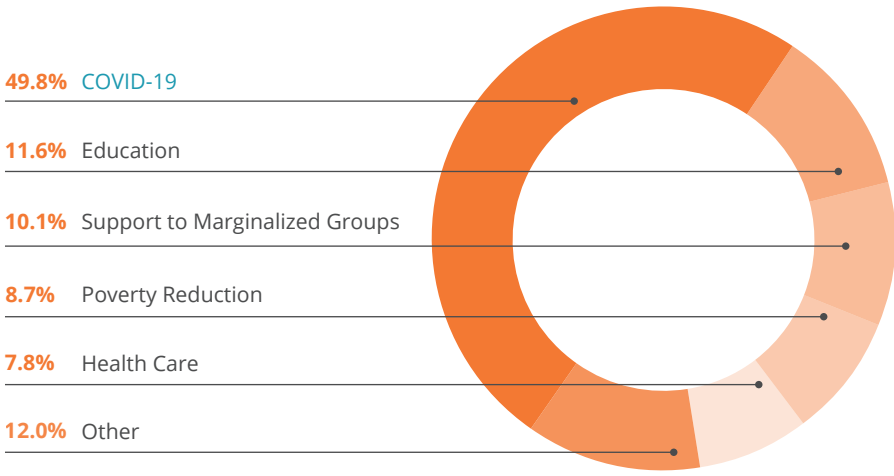
Themes

The emergence of Covid-19 as a new theme resulted in a significantly different ratio for giving. Due to the redirected donors' support toward pandemic relief, we have separated the giving related to this purpose and presented it as an independent theme. Around half of all instances and somewhat less than a third of the donated amount was directed for Covid-19 relief and recovery. As a result, the usual top four themes for giving – education, poverty relief, healthcare, and the support to marginalized groups had a decrease of the share of instances. The donations which were previously recorded as healthcare and education were now recorded as Covid-19 if the purpose of the action was to alleviate the negative effects of the pandemic.

In the pandemic year, 11.6% of instances were directed for education. Private foundations and the diaspora continued to invest in scholarships, educational equipment, and the technological advancement of learning tools. Despite the pandemic challenges, the share of the donated amount for education increased when compared to 2019 (17.2% in 2020 versus 0.9% in 2019).

Healthcare participated with somewhat less than one-quarter of the donated amount, despite only 7.8% of participation in all instances. A high ratio is caused by valuable capital investments and medical equipment. Apart from the main themes for giving, donors directed their support most frequently for the purpose of seasonal giving (7.8%). It is important to mention that the share of the donated amount for seasonal giving has increased when compared to the year before (1.4% in 2020 versus 0.1% in 2019), which was a result of numerous donations in the form of food packages for socially disadvantaged families.

Key Themes - Instances (%)



Other Themes - Instances (%)

7.8%	seasonal giving
1.3%	culture and arts
0-1%	public infrastructure, religious activities, environment, sports, heritage, economic development

The Biberaj Foundation Inc. awarded scholarships for students

The Biberaj Foundation Inc., based in the USA, awarded academic scholarships to 40 students studying at the Rochester Institute of Technology Kosovo. The scholarships are part of the Biberaj Family Scholarship Award, which lasts four years and is given through a competition to students with high academic achievement who need financial assistance. The Biberaj Family Scholarship places emphasis on the empowerment of women in academia; therefore, the foundation awarded up to 75 percent of its scholarships to female students. The scholarships prioritized students studying science, engineering, technology, mathematics, and/or journalism. As we recorded, the value of the donated scholarships were around 1,000,000 euros, and the foundation stated that 36 scholarships were awarded to Albanian students from Tropojë, Plava, Gucia, Preshevë, Tetovo, Skopje, and rural parts of Kosovo, while four scholarships were awarded to students from national minority groups in Kosovo.

Kosova Makers League and the Foundation BONEVET Prishtinë: Digital Citizens 2.0

Kosova Makers League and the **Foundation BONEVET Prishtinë** equipped ten public libraries in Gjilan, Prizren, Viti, Ferizaj, Prishtinë, Gjakovë, Pejë, Shtime, and Skënderaj with educational tools. The project aimed to transform public libraries into centers for the development of digital skills by donating Microbit devices, 3-D printers, laptops, and other technology. The purpose of these donations was to teach citizens to work with advanced technological equipment. The Foundation BONEVET Prishtinë also provided educational workshops for librarians and citizens. The project is organized by the Institute for Youth, Development, and Innovation (IRIM) with support from Google.

Devolli and Elkos delivered food packages

Devolli Corporation, **Devolli Group**, and **Elkos Group** initiated a campaign for delivering food packages to families in need in Kosovo during the pandemic. The donated packages contained 300 tons of “Finesa” flour, 33 “Vita” milk packages, and 33 “Tango” juice packs which, as we recorded, valued around 500,000 euros. The corporations also donated aid to the Municipal Headquarters for Situation Management during Covid-19.

Coca-Cola Hellenic Bottling Company Kosovo and Red Cross Kosovo supported families in need

Another example that stands out this year is the financial contribution of the **Coca-Cola Hellenic Bottling Company Kosovo**. As we recorded, the company donated around 45,437 euros to Red Cross Kosovo with the aim to support 830 families with food and hygiene packages during the pandemic. The Coca-Cola Hellenic Bottling Company Kosovo has been supporting the efforts of Red Cross Kosovo since the beginning of the pandemic. So far, they have donated 43,000 liters of their products to medical workers, volunteers, and citizens experiencing economically difficult conditions.

Labinot Tahiri Foundation provided aid for families in need

The Labinot Tahiri Foundation initiated a campaign for the support of families on social assistance during the pandemic. The funds were collected on the show on KTV, with Labinot Gashi, and after just an hour and a half 103,000 euros were raised. The total donated amount for the campaign was 200,000 euros which were intended for the support of 25,000 families. Entertainers **Loreta Kacka** and **Sinan Hoxha** also contributed to this cause with donations in the value of 1,000 euros each. During the pandemic, the Labinot Tahiri Foundation helped 30 municipalities of Kosovo by donating food packages.

Philanthropist from diaspora supported the Down Syndrome Kosova Association

Arti Qelaj, an entrepreneur who lives and works in Switzerland, donated 7,000 euros to the Down Syndrome Kosova Association for the support of services offered by their programs: the Program for Intervention and Early Education and the Program for Autonomy and Vocational Training. The Down Syndrome Kosova Association offers free professional therapeutic services in Prishtinë, Prizren, Mitrovica, and Ferizaj. Since the development and maintenance of therapies are very challenging for this organization, the donated funds were much needed and covered a portion of the therapeutic services offered to around 200 members of the organization.

Company Maqani contributed to socially disadvantaged families

The distribution company **Maqani**, Pristina, donated 12,500 euros for the traditional humanitarian campaign "Sofra e Ramazanit". The donated funds were intended for providing 500 food packages to the city of Prishtina, to be distributed to socially disadvantaged families. The campaign was organized by the Humanitarian Association Bereqeti, and was active from April 11th, 2020, to May 1st, 2020.

Recipients

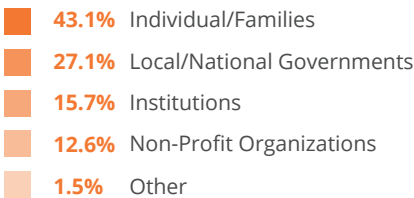
The most supported recipient in 2020, both based on the frequency of giving and on the recorded value, were individuals and families. More specifically, 37.4% of the total amount, through 43.1% of all actions, was donated directly to these beneficiaries. From all the donations toward individuals and families, more than two-thirds were for purposes unrelated to the pandemic, most frequently for the support of education.

The state (institutions and local/national governments) received more than a third of the total amount donated. Most of the giving to the state was directed to local and national governments and health institutions. Regarding merely the giving for Covid-19, the state was the primary intermediate – with more than a third of the amount through somewhat less than two-thirds of all instances related to Covid-19.

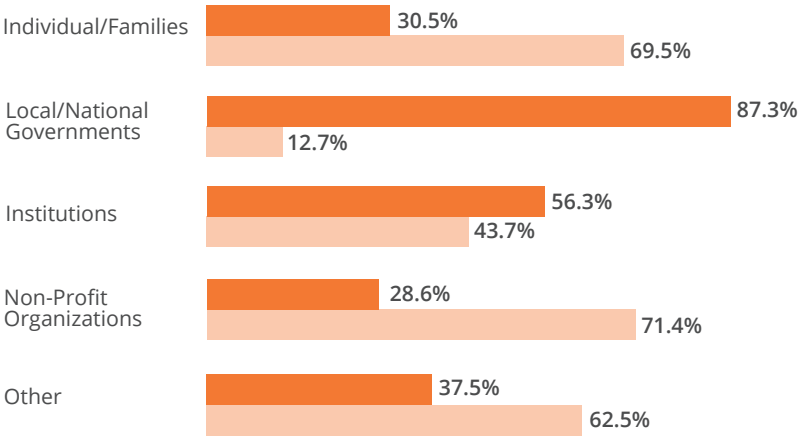
Donors directed 12.6% of instances and 24.0% of the total amount toward non-profit organizations. The non-profit sector focused more on other themes unrelated to the pandemic, which is expected when considering that it is the primary actor in the support of marginalized groups. More precisely, somewhat less than two-thirds of the donated amount donated to the non-profit sector was for purposes unrelated to Covid-19. The non-profit sector had less frequent support when compared to previous years, and the share in the value of donations almost halved compared to the previous year. This reduced share was caused by the increase of the share of donations toward local/national governments along with individuals and families.

Donations for Covid-19 relief generated the majority of instances toward local and national governments, over half of instances toward institutions, somewhat less than a third of instances toward individuals and families and more than a quarter of instances for non-profit organizations.

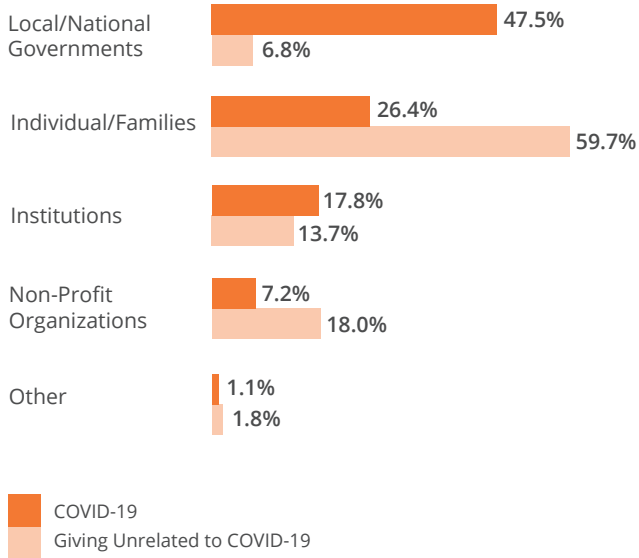
Instances (%)



Total Giving



Instances (%)



Non-Profit Organizations as Recipients

During the pandemic year, 12.6% of all instances and 24.0% of the donated amount were directed toward non-profit organizations¹. Considering merely the donations unrelated to Covid-19, a higher frequency of giving toward non-profit organizations was noted (18.0%). Considering the donations just for Covid-19 relief, the non-profit sector had a share of more than one-quarter of the donated amount, which was a consequence of successful and valuable campaigns for distributing respiratory masks, protective equipment, face shields etc. Almost three-quarters of all donation instances directed to the non-profit sector were donated through fundraising campaigns. More than a third of all instances to non-profit organizations, as well as one-third of the amount was for the support of marginalized groups: most frequently in the form of social services, such as the support of public kitchens.

Citizens were the most active and generous donors to non-profits in total giving, and merely for actions related to Covid-19. From the total number of instances directed to the non-profit sector, 40.0% was from citizens. Prominent individuals participated in more than one-quarter of instances to the non-profits, while the share of individual giving in actions unrelated to Covid-19 is higher – more than one-third of all actions. It is important to mention that the majority of individual donations to non-profit organizations were from diaspora donors. During the pandemic year, the corporate sectors' donations generated 40.0% of instances related to Covid-19, mostly in the form of food and medical supplies.

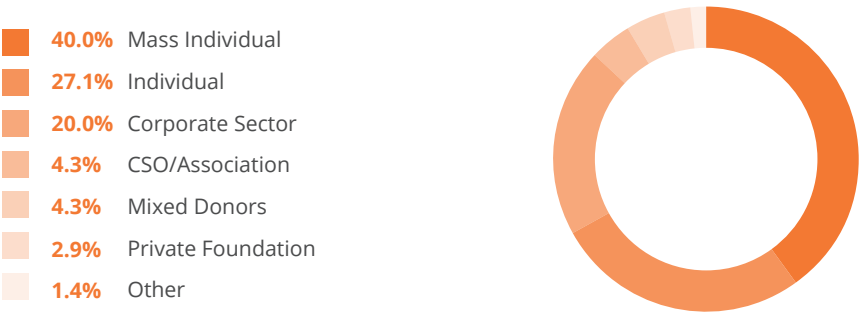
Around three-quarters of donation instances toward the non-profit sector were directed to domestic associations. From the total giving toward domestic associations somewhat less than three-quarters of the donated amount was directed toward two organizations: The Balkan's Orphans Association and Red Cross Kosova. Considering private foundations, the most supported in 2020 were the Labinot Tahiri Foundation and the Golden Eagle Foundation.

¹ When collecting data on the non-profit sector, we monitor domestic associations, foreign associations, organizations like UN agencies, and private foundations.

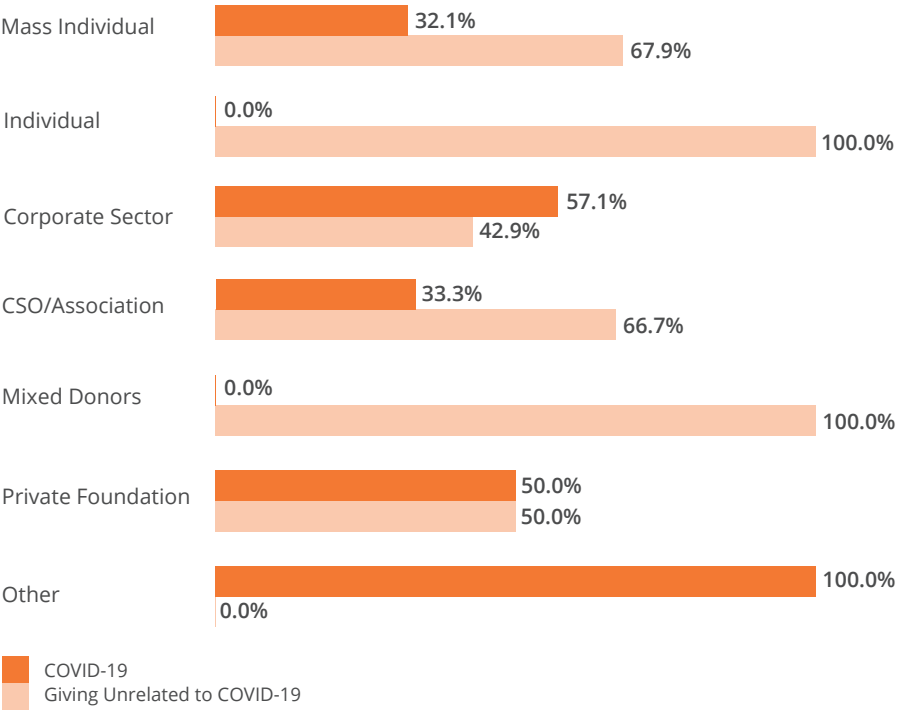
Similar to other countries in the region, the non-profit sector in Kosovo was supported less frequently than in the year before. Also, the share in the value of donations almost halved compared to the previous year. This reduced share is most likely caused by many online campaigns that were organized by individuals and informal groups. This led people to directly donate to individuals and families along with national and local governments.

Donor Profile for Non-Profit Organizations as Recipients

Instances (%)

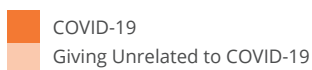
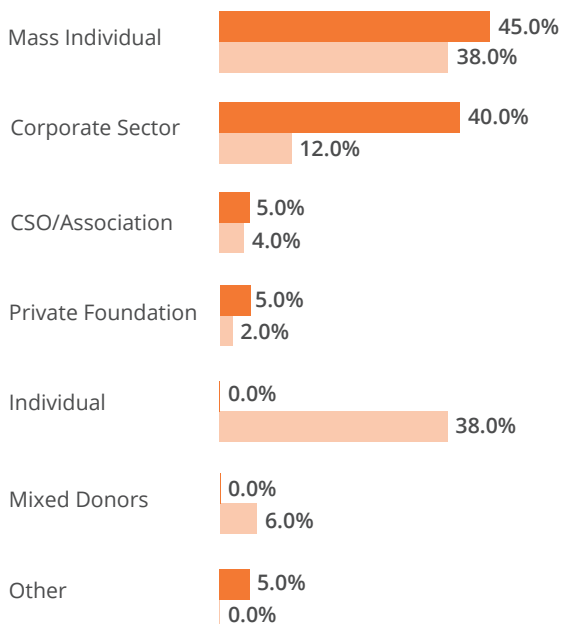


Total Giving



Donor Profile for Non-Profit Organizations as Recipients

Instances (%)



Balkan's Orphans Association raised funds for families in economic need

As we recorded, in 2020 the **Balkan's Orphans Association** raised over 1,000,000 euros for new houses for families in economic need throughout all municipalities of Kosovo. Through the crowdfunding platform GoFundMe the association raised around 650,000 euros from local donors and the diaspora for the construction of the Home for Elderly in Suhareka, food packages, monthly allowance for orphans, houses, and apartments for families in need, assistance for sick patients, and humanitarian meals.

Golden Eagle Foundation and Frutex started the "1 Cent for Charity" campaign

The **Golden Eagle Foundation** and **Frutex** initiated the campaign "1 Cent for Charity" for the support of families experiencing challenging socio-economic conditions. During the campaign, for each "Relax" product sold, one cent was for the action. A total of 132,000 euros were raised, which were intended for the construction of homes for families and people living in challenging socio-economic conditions, distribution of food packages, as well as for medical treatments for people with health issues and for the support of medical staff in health centers across Kosovo.

Action for Mothers and Children supported health institutions

The **Association Action for Mothers and Children** initiated the humanitarian campaign "Një Kafe si Flutur" ("A Coffee Like a Butterfly"), which had two main goals: to collect funds for the purchase of necessary medical equipment for health institutions and to raise awareness with advice from reliable sources for citizens on how to stop the spread of the coronavirus. Funds were raised through the GlobalGiving platform by bank transfer and SMS donations (one SMS was worth one euro). The total amount raised through the initiative was 10,000 euros, which were intended for the purchase of protective equipment and materials for the Infectious Diseases Clinic at the University Clinical Center of Kosovo, in cooperation with the Ministry of Health. The donated equipment included a patient monitor, pulse oximeter, respirator, disinfectants, protective gloves etc.

Humanitarian campaign "Round the Invoice" for SOS Children's Villages

For the sixth year in a row, **Meridian Express**, **SOS Children's Villages**, and a network of neighborhood stores in Kosovo organized a campaign "Round the Invoice". During the month of Ramadan, as a part of the campaign, all Meridian Express customers had the opportunity to donate by rounding up their bill. The total amount raised was 6,000 euros, which were intended for the support of SOS Children's Villages.

State as Recipient

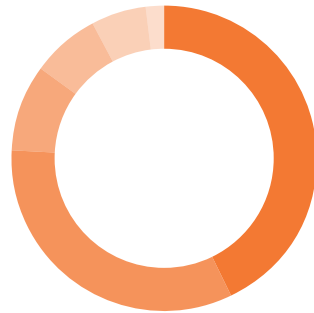
During 2020, 42.8% of instances and 37.6% of the amount was directed to the state (institutions and local/national governments). In Kosovo, the local and national governments had prominent roles in the fight against Covid-19, often acting as an intermediary between institutions. The national Covid-19 Management Fund was the focal point of efforts provided by the government during the pandemic. This corresponds with the fact that out of all donation instances related to Covid-19, almost half were directed to local and national governments. Only 17.8% of instances covering 2.6% of Covid-19 related amounts were directly donated to institutions. However, it is important to mention that most donations for health institutions in Kosovo went through the work of local and national governments.

Although it seemed that most efforts directed toward health institutions were for Covid-19 relief, we have recorded a balance of giving for other segments of healthcare, especially in comparison to other countries in the region. Around half of the amount was directed for healthcare (most of it for capital investments and equipment that were given to gynecology, pediatric, and oncology sections and clinics throughout Kosovo). For example, out of all the equipment donated to the state, 38.2% of instances were unrelated to Covid-19. This equipment included ultrasound systems, equipment for an Oncology Clinic, and supplies for the Pediatric Clinic (a pulse meter, an infusion machine, and supplies related to cardiotocography).

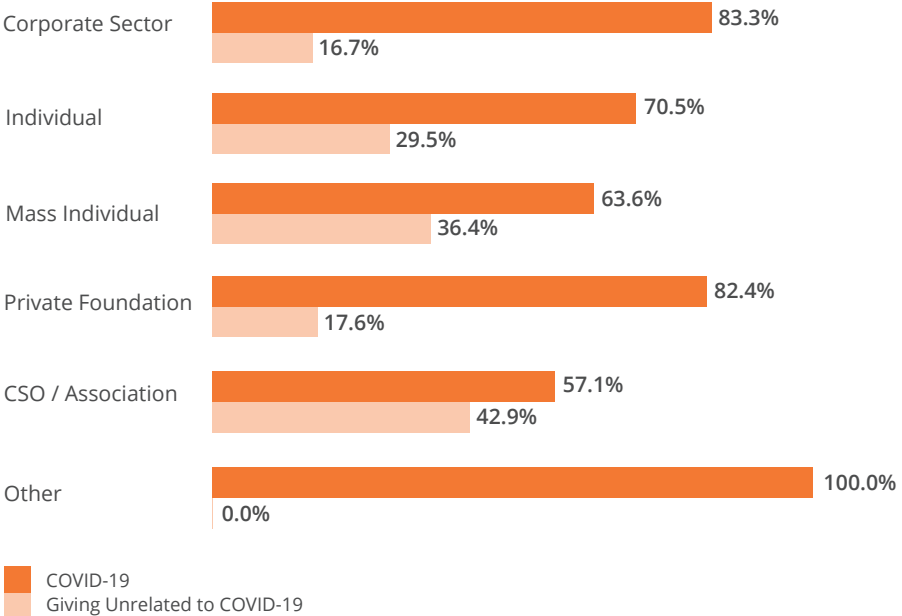
Regarding the types of donors, the corporate sector was the most active donor to the state in the total giving, as well as in the support related to Covid-19: somewhat less than a half of all instances for Covid-19. However, the largest share of the donated amount to the state was raised by citizens (more than half of the amount). Citizens were the most generous donors in merely giving related to Covid-19 as well, participating in 40.9% of the donated amount.

Donor Profile for State as Recipients

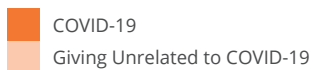
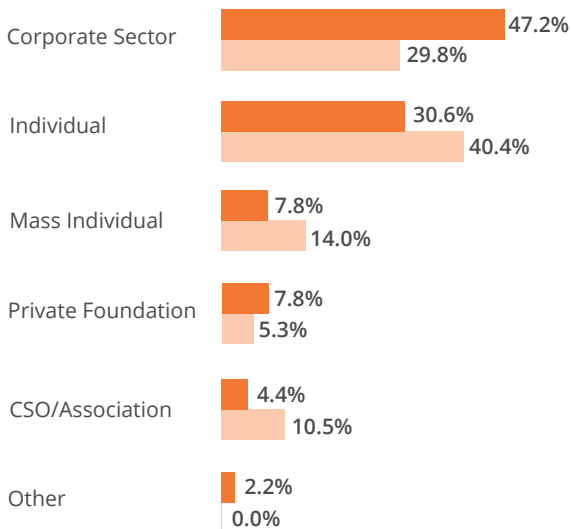
Instances (%)



Total Giving



Donor Profile for State as Recipients Instances (%)



Association “Jeta Vita” and company Swissmed Kosova donated a medical device

Alongside **Swissmed Kosova**, the **Association “Jeta Vita”** donated an automatic analyzer worth approximately 80,000 euros to the Institute of Pathology at the University Clinical Center of Kosovo. Thanks to this contribution, the auxiliary method for diagnosing breast cancer will be available for the first time at the University Clinical Center of Kosovo, enabling treatment in accordance with the latest protocols.

NLB Bank donated medical equipment and medicine to the University Clinical Center

NLB Bank provided medical equipment and medicine to the University Clinical Center of Kosovo at a total value of 20,000 euros. The donated equipment included two trinocular microscopes, intended for the Pediatric Clinic and the Hematology Ward, which were delivered in December 2020, while other medical equipment was intended for the Anesthesiology Clinic, where Covid-19 patients were treated.

Elkos Group - ETC supported online education

Elkos Group - ETC donated 460 new laptops worth 100,000 euros to students. The laptops were delivered on May 4th to the Ministry of Education, Science, and Technology of the Republic of Kosovo (MEST) and then intended to be distributed to municipalities throughout the country.

ProCredit Bank supported the fight against the pandemic

As a response to the Covid-19 pandemic, **ProCredit Bank** donated protective materials and equipment to the University Clinical Center of Kosovo. The donated equipment, worth 25,000 euros, included masks, gloves, disinfectants, thermometers etc.

Professor created a prototype of a face shield mask for medical workers

Dr. Shaban Buza, a professor at the University of Prishtinë, made a prototype of a face shield mask for medical staff at the forefront of the fight against the pandemic. The mask was created by a 3D printer and based on a model resulting from a collaboration between the University of Transylvania in Romania and the Polytechnic University of Valencia in Spain. Donors supported the initiative by donating funds for the material and 3D printers. Forty masks were donated to the Municipality of Ferizaj, fifty masks were donated to the Municipality of Prishtinë, while the University Clinical Center of Kosovo received 140 masks, all subsequently distributed to health personnel.

Volunteers of the University of Prishtinë assisted in health institutions

The Faculty of Medicine initiated a call for assistance during the pandemic in health centers in Kosovo. Over 300 volunteers responded to the call, amongst which were doctors, nurses, social workers, psychologists, students of the Faculty of Medicine and others. The volunteers assisted at the National Institute of Public Health, the Infectious Diseases Clinic, the Ministry of Health and other health institutions. The University of Prishtinë also opened a Call Center, which provided necessary information to citizens during the Covid-19 pandemic 24 hours a day.

Final Beneficiaries

In the pandemic year, people in economic need were the most supported beneficiary, both in the frequency of support and the donated value. More precisely, 28.8% of the donated amount through 41.5% of all instances was directed toward people in economic need. Considering the donations merely for Covid-19 relief, somewhat less than half of instances were directed toward this beneficiary.

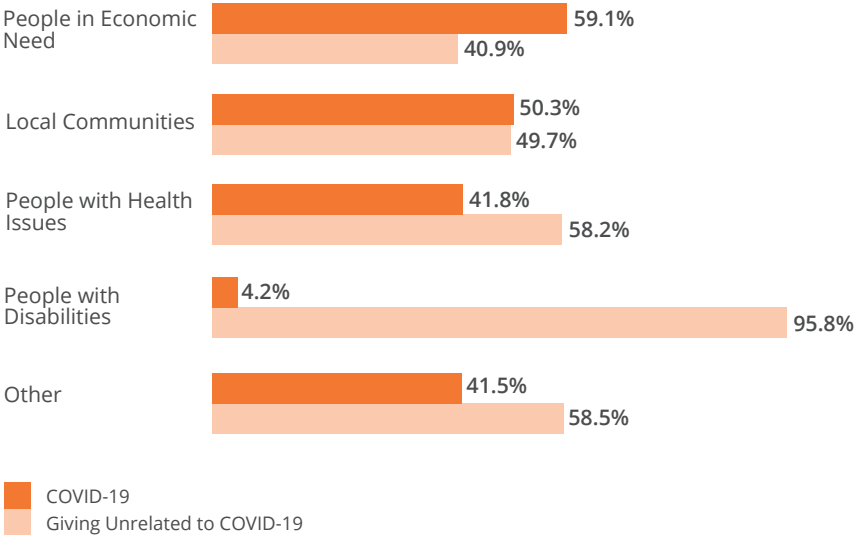
The population from local communities had a share of somewhat less than one-third of all instances, out of which around half were directed for the purpose of mitigating the negative effects of Covid-19. People with health issues had a share of around one-quarter of the total donated amount. Considering the donations unrelated to Covid-19, the donors' support toward people with health issues was higher - almost one-third of the donated value.

People with disabilities had a share of 8.4% in the total donated amount, which is somewhat higher when compared to other countries in the region. This support predominantly consisted of the donation of assistive devices by the diaspora Association Fehmi Agani from Arendal, Norway. Besides the key beneficiaries, a relatively high percentage of donated amount related to the pandemic was directed to the general population: 27.8%. Within the giving unrelated to the pandemic, the elderly had a share of 2.5% of instances and 11.4% of the donated value. The higher number of donations unrelated to Covid-19 is the result of the Balkan's Orphans Association's campaign focused on building homes for the elderly.

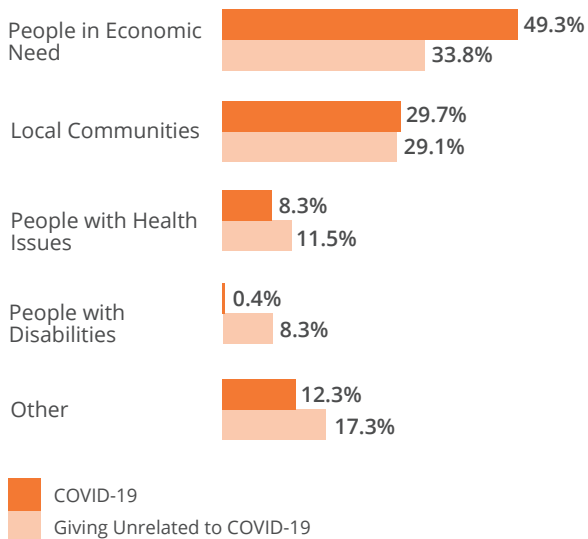
Instances (%)



Total Giving



Instances (%)



Other: Instances (%)

	Total Giving	COVID-19	Giving Unrelated to COVID-19
5-10%	-	general population	people living in other countries
3-5%	general population	-	children without parental care
1-3%	people living in other countries, children without parental care, elderly population	children without parental care, people living in other countries	elderly population, single parents, religious communities, survivors of violence, homeless
0-1%	single parents, religious communities, homeless, women and children survivors of violence, mothers and newborn, minority communities, talented children and youth, mixed beneficiaries	minority communities, elderly population	general population, mothers and newborn, talented children and youth, mixed beneficiaries

Raiffeisen Bank Kosovo donated tablets and school supplies

Raiffeisen Bank Kosovo distributed 151 tablets and 275 school bags with supplies to the Municipal Directorate of Education in Prizren intended to be distributed to children from socially disadvantaged families. This contribution was made as a part of the as part of the Herbert Stepic CEE Charity, within the framework of the Memorandum of Understanding between UNICEF and Raiffeisen Bank Kosovo. The aim was to increase cooperation in promoting issues of social importance and childcare. The donated equipment and supplies, worth over 30,000 euros, was distributed to students from the following schools: "Lidhja e Prizrenit", "Motrat Qiriazit", and "Remzi Ademaj".

Kosovar Civil Society Foundation Supported the Platform for People with Disabilities

The Kosovar Civil Society Foundation supported the Kosovo Disability Forum - NQF to help create an online platform for people with disabilities. The budget of this project was 4,900 euros and was implemented from September 1st until December 31st, 2020. Through this platform, people with disabilities from Kosovo could find all the information they needed about how the Covid-19 crisis could affect them. The platform provided information on the registration for services for children with disabilities in case of isolation (psychological, rehabilitation, social services), how to protect against the virus, a list of experts who could provide services and additional relevant up-to-date information.

LoveAndCare campaign improve the Health of Mothers and Children in Kosovo

In cooperation with Action for Mothers and Children, the United Nations Development Programme (UNDP) started the "DASHNIEKUJDES" ("LoveAnd-Care") campaign to improve the health of mothers and children in Kosovo and raise awareness to stop the stigma of people affected by Covid-19. Citizens could become part of the campaign by posting #dashniekujdes, #loveandcare, and #ljubavipažnja. Funds were collected through SMS donations, calls to the humanitarian number of the foundation, online donations, and sponsorships from donors.

Effects of Giving

Considering the effects of giving, we separate donations based on the kind of support they provide. In this sense, donations could provide long-term² (strategic) support or one-off (short-term) support. Specifically, short-term support is intended to benefit particular individuals, or groups of individuals, for a specific cause, while long-term support is intended to create a positive impact on a multitude of beneficiaries. More than two-thirds of all donation instances in 2020 were one-off donations, while strategic giving participated in more than one-quarter of all instances.

Strategic support was mainly in the form of equipment such as disinfectant tunnels, oxygen devices, and other medical equipment. Regarding only the giving unrelated to Covid-19, strategic support generated almost three-quarters of the amount. More than a third of this amount was generated through donations in the form of equipment such as laptops and other educational tools as well as assistive devices. Regarding the value of donations, strategic support had a slightly larger share than one-off support. This is due to donations in the form of valuable equipment, investments in public infrastructure, and scholarships.

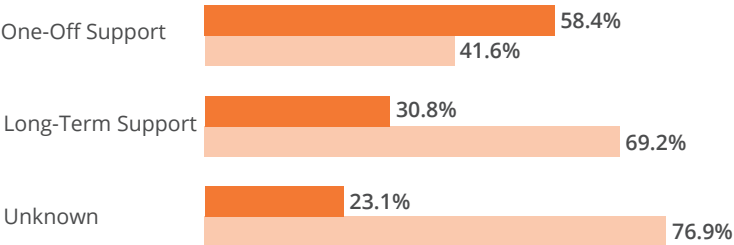
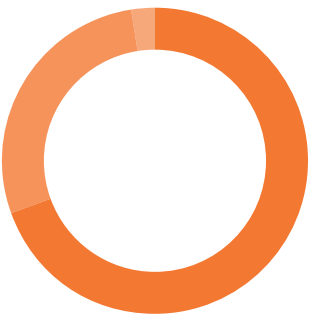
Merely for Covid-19 related donations, the majority of the amount was generated by one-off donations (mostly humanitarian support and the provision of supplies and consumables), which is specific to Kosovo when compared to other countries in the region. When compared to the year before, strategic support had a decrease in the frequency of support (43.7% in 2019). The explanation for this is the increase of one-off giving, due to the numerous actions for the distribution of supplies and consumables such as food and packages for socially disadvantaged families.

² Long-term investments (strategic support) include capital investments, equipment, services, scholarships (investing in personnel), research and development, and raising social awareness. Donations with one-off effects include humanitarian support, seasonal giving, medical treatments for individuals/families, and supplies and consumables. The purpose of giving cannot always be determined. For example, the available data can indicate that support has been provided to a particular institution/organization but does not indicate what that support has been provided for.

Use of Donations Instances (%)

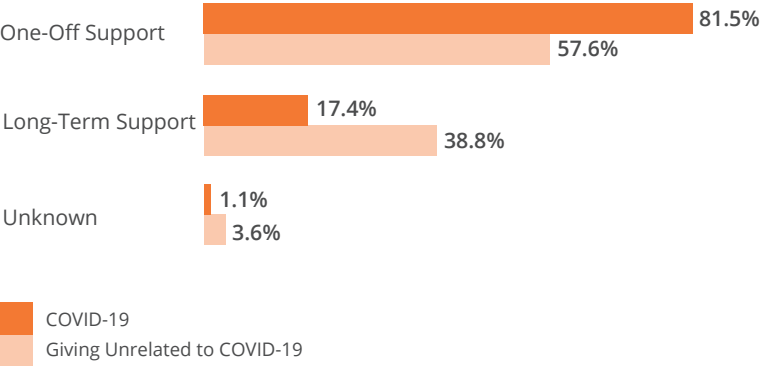
- 69.5% One-Off Support
- 28.2% Long-Term Support
- 2.3% Unknown

Total Giving



- COVID-19
- Giving Unrelated to COVID-19

Use of Donations Instances (%)



IPKO donated a medical device to the University Clinical Center

The socially responsible company **IPKO** has been supporting various causes related to health care for years. In 2020, the company donated a device worth 15,000 euros to the Oncology Clinic of the University Clinical Center of Kosovo that diagnoses malignant diseases. This sophisticated ultrasound device, the Philips ClearValue 650, can detect cancer in its early stages. This contribution will help improve the capacities and quality of treatment offered by the Oncology Clinic, in which 12,000 examinations are made each year.

Online application for building permits in Prishtinë

The University of Business and Technology (UBT) created and donated a system called “Online Application for Building Permits” to the Municipality of Pristina, which is the first municipality to launch this system in Kosovo. The application digitalizes the procedure of constructing permits and the process of handling applications addressed to the Directorate of Urbanism. This online system will help speed up the application process, increase transparency, reduce costs, and preserve the environment. The implementation of the application was in phases and available for use since October 12th, 2020.

New official website for Dodona Theater

The Dodona Theater received their new official website that utilizes an electronic system for ticket reservation. Under the patronage of singer **Dua Lipa**, the **Sunny Hill Foundation** donated this website, which was worth 5,000 euros.

“I Love You All” campaign provided masks to urban traffic workers

Students and staff at the **Faculty of Art and Digital Media** at the **University of Business and Technology** initiated the campaign „I Love You All“. Through this campaign, masks were donated to Urban Traffic workers in Prishtinë during the pandemic. With support from the university, these innovative masks were designed and created by the students at the Faculty of Integrated Design and Arbnor Demaj.

Media Coverage of Giving

The media significantly affects the development of philanthropy playing an *agenda-setting* role, determining the content we are exposed to and the lenses through which we interpret this content. In 2020, 1,189 media reports covered philanthropic actions in Kosovo.

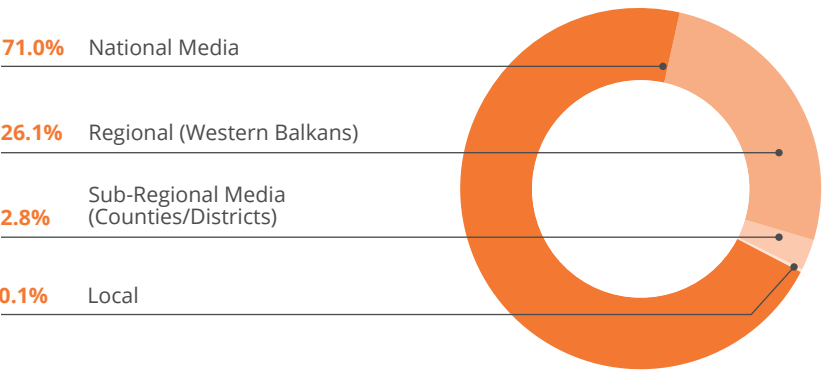
Most of these media reports were through online media (websites and portals), with a smaller amount through electronic media and print media. Nevertheless, 70.8% of electronic media reports on philanthropy occurred during prime time. Online media providing the most coverage included botasot.info, telegrafi.com, and ekonomiaonline.com. Electronic media outlets that were the most active in reporting on philanthropy were RTK - **Kosovo Radio Television**, **gazetametro.net**, and **Kohavision**. Print media consisted of only 2.4% of the reports, with the most active newspapers being **Vesti - Frankfurt**, **Večernje Novosti**, and **Epoka e Re**.

It is important to point out that 100% of these media reports were positive. This enables philanthropic actors to reach a wide audience of potential donors coming from a wide range of demographic profiles, giving interests, and geographical areas.

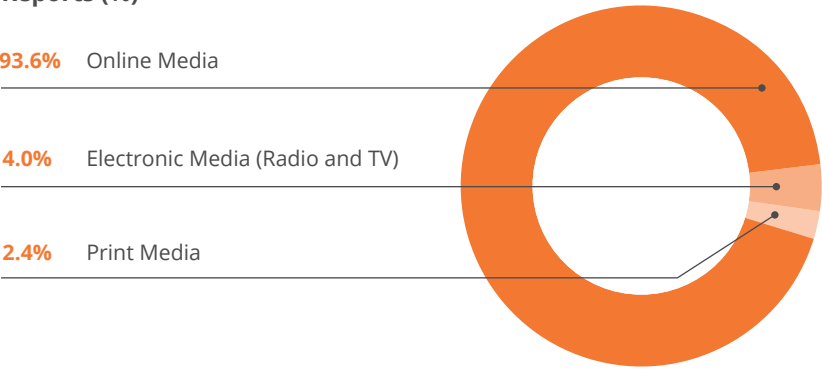
Media Reports



Media Coverage Reports (%)



Media Type Reports (%)



Overview of the Methodology

This report was prepared using the Giving Balkans database, which remains the most reliable database on philanthropic giving in the region. Due to the absence of official data (e.g., the Ministries of Finance or Tax Administration), Catalyst Balkans uses alternative ways to collect data, primarily through media reports and other available resources like donors and recipients reports. During 2020, media reports were collected by monitoring printed, electronic, and online media at the local, regional, and national level in Kosovo from January 1st, 2020, to December 31st, 2020. In this period, a total of 1,189 records related to charitable giving by all types of donors were processed in the Giving Balkans database, of which 554 were unique instances.

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

We usually present trends in the development of giving without outliers (i.e., disasters or one-off donations, which surpass a significant part of the total recorded amount and are not renewable) because these data points are not representative of giving that is renewed by local actors each year. Therefore, this needs to be presented separately. Due to the impact the Covid-19 pandemic had on giving during 2020, we observed all dimensions relevant to philanthropy by separately considering giving related to Covid-19 and giving related to all other purposes. In the appendix of the main report findings, we tracked and analyzed the total yearly giving timelines unrelated to Covid-19 to maintain general comparability of 2020 data with records obtained in previous years.

Annex: Comparative Giving Trends Unrelated to COVID-19

Total Giving

	2016	2017	2018	2019	2020
Amounts (€)	1,813,818.3	2,889,312.8	1,412,660.6	2,409,808.0	5,719,025.8
Number of Instances	512	600	344	229	278

The increasing trend of the recorded amount continued, reaching an amount more than two times higher than the year before.

Donors

Instances (%)	2018		2019		2020
Mass Individual	31.4%	↓	28.8%	↓	22.7%
Corporate Sector	18.0%	↓	11.8%	↑	13.3%
Individuals	32.6%	↑	45.0%	~	46.0%
Amount (%)	2018		2019		2020
Mass Individual	49.7%	↓	40.9%	↑	42.9%
Corporate Sector	8.5%	~	7.6%	↓	3.7%
Individuals	5.6%	↑	17.4%	↓	4.3%

Regarding the share of instances, the decreasing trend of mass individual giving continued, while there were no clear trends noted for the donated amount.

Themes

Instances (%)	2018		2019		2020
Healthcare	25.9%	⬇️	20.1%	⬇️	15.5%
Support to Marginalized Groups	15.1%	↔️	14.4%	⬆️	20.1%
Education	21.8%	⬆️	30.6%	⬇️	23.0%
Poverty Relief	25.9%	⬆️	27.9%	⬇️	17.3%

A continuation of the decline trend since the year before for healthcare was observed. On the other hand, support to marginalized groups had an increase in the share of instances.

Recipients

Instances (%)	2018		2019		2020
Individual / Families	57.8%	⬆️	69.0%	⬇️	59.7%
Non-Profit Organizations	19.8%	⬇️	17.5%	↔️	18.0%
Institutions	17.4%	⬇️	13.1%	↔️	13.7%
Local / National Governments	3.2%	⬇️	0.4%	⬆️	6.8%

Considering the types of recipients, no clear trends were noted. In the previous year individuals and families had a drop in share, while local/national governments had a rise.

Final Beneficiaries

Instances (%)	2018		2019		2020
Local Communities	24.4%	↗	38.4%	↘	29.1%
People in Economic Need	30.8%	↔	30.6%	↗	33.8%
People with Health Issues	19.8%	↘	11.8%	↔	11.5%
People with Disabilities	8.1%	↘	7.0%	↗	8.3%

A decline of support was noted for the population from local communities, while people in economic need and people with disabilities had an increase.

Use of Donations

Use of Donations	2018		2019		2020
One-Off Support	56.1%	↘	55.0%	↗	57.6%
Long-Term Support	35.5%	↗	43.7%	↘	38.8%
Unknown	8.4%	↘	1.3%	↗	3.6%

Regarding the effects of giving, no clear trend was noted. After a year of drop, the share of one-off giving has increased, while the share of strategic support decreased.

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