



Giving Kosovo

2021

REPORT ON THE STATE OF PHILANTHROPY



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Table of contents

Introduction	1
Summary	3
Overview of giving practices in 2021	5
· Total Recorded Giving	6
· Themes for Giving	12
· Structure of Donors	16
· Structure of Recipients	18
· Structure of Final Beneficiaries	21
· Type of Donations	23
Diaspora Giving	27
Examples of prominent donations	30
Media reporting	34
Annex	36
· Methodology	36
· Glossary	38
· Trends of Giving	40

Introduction

The *Report on the State of Philanthropy in Kosovo 2021* is a unique annual report that details the level of development of charitable giving in Kosovo. Catalyst Balkans started tracking the giving prevalent in Kosovo in 2013. In recent years, a few events occurred that affected Kosovo's philanthropic ecosystem: firstly, the 2019 earthquake in Albania, and then the unprecedented COVID-19 pandemic crisis. While introducing serious challenges to Kosovo's economy and society, these crises also encouraged an expansion of the philanthropic community and an increased level of giving. As a result of the measures taken due to the pandemic, Kosovo experienced its largest recession in a decade—the GDP experienced a decline of 7.7% in the third quarter of 2020. Despite the challenges of the year before, the economy of Kosovo recovered the following year—the country's GDP rose by 14.5% in 2021¹, while the average wage increased by 18 euros². Taking into account the removal of restrictions, the improvement of the economy, and the adaptation of Kosovo's society to post-pandemic conditions, it is interesting to analyze the extent of which the philanthropic community has adapted to these changes. In this sense, this report can serve as a good basis for analyzing the impact of the COVID-19 crisis on the philanthropic ecosystem.

From a comparative perspective, this report provides a unique overview of giving in Kosovo, which adds to the findings of other research done on this topic. According to the latest estimates by the Charity Aid Foundation, in the world list of giving, Kosovo is in ninth place, ranking it amongst the top ten most generous countries in the world³. According to the Global Philanthropy Environment Index, the assessment of the regulatory framework in Kosovo is 3.9/5.0. However, these studies alone do not provide a complete insight into the development of philanthropy in Kosovo. This is because both of these indices are based on survey data, while the Catalyst Balkans' *Report on the State of Philanthropy in Kosovo 2021* is the only source of data that is not based on self-assessment or a subjective assessment of philanthropic activities. Subsequently, this report can be considered the most objective measure of the level of the development of philanthropy in Kosovo.

¹ Kosovo Agency for Statistics. *Gross Domestic Product (GDP) of the Expenditure and Production Approach*. Accessed on 01.06.2022, from <https://ask.rks-gov.net/media/6721/gross-domestic-product-gdp-of-the-expenditure-and-production-approach-q4-2021.pdf>

² Kosovo Agency of Statistics. *Wage level in Kosovo 2021*. Accessed on 01.06.2022, from <https://ask.rks-gov.net/en/kosovo-agency-of-statistics/add-news/wage-level-in-kosovo-2021>

³ Charity Aids Foundation (2021). *CAF World Giving Index 2021 – A global pandemic special report*.

The content of this report is divided into four chapters. In the first part of the report, standard indicators are shown: the geographical and monthly distribution of giving, the structure of the themes for giving, donor types, recipient types, final beneficiaries of support, and the structure of donations according to the ways of giving and intended effects of giving. Because diaspora donors have an important role in the philanthropy of Kosovo, diaspora giving is presented in the second chapter. The chapter after that lists examples of good practice, followed by a chapter about media reporting on philanthropy. The report concludes with an annex explaining the report's methodology along with a list of definitions of terms used and data trends from previous years. For the sake of conciseness, the main content of the report is preceded by a summary of the main findings.

Summary

During the previous year, a total of 243 donation instances were recorded at a total value of 2,220,000 euros. When excluding the pandemic year⁴, which was unique in terms of the highest donated amount, giving in 2021 is on a similar level as it was in 2019. The most significant share of the total donated amount was generated from only one donation instance in the value of one million euros—the Golden Eagle Foundation and the Frutex Company invested in starting a social enterprise. Generally, the diaspora had a significant role in philanthropic giving in Kosovo; diaspora donors initiated 28% of all donation instances and 12% of the total donated amount in 2021. The majority of donation instances from donors outside of Kosovo were from identifiable individuals.

The previous year was also marked by high levels of participation from private entities (citizens who donate through mass-individual giving and identifiable individuals) regarding the number of donation instances. More precisely, identifiable individuals remained the most active donor type, comprising approximately less than half of all donation instances, while citizens (mass-individual giving) participated in more than one-quarter of all donation instances. While identifiable individuals most frequently donated for the support of education, which was the most frequently supported theme in 2021, citizens (mass-individual giving) most commonly donated for medical treatments. The corporate sector held a share of 14% of the total number of donation instances, most of which were for the purpose of seasonal giving. In terms of the recipient type, both private and corporate entities more frequently donated directly to individuals and families in need, without the mediation of non-profit organizations or the state. Regarding the intended effect of giving, donations with one-off effects were most actively donated in 2021 both by private and corporate entities.

⁴ The term "pandemic year" refers to the year 2020, even though the COVID-19 pandemic marked 2021 as well.

Regarding the media reporting of philanthropy in Kosovo, a total of 582 media reports were recorded in 2021. Compared to 2020, the number of media reports declined; however, the ratio between the number of media reports and the total number of donation instances is somewhat higher. The majority of the media reports were published on internet portals. In terms of representation in the media space, internet portals reported on philanthropy in proportion to their share, while print media reported more frequently. In electronic media, 82% of news about philanthropy was broadcast during prime time. Considering the quality of media data, around half of all donation instances had a value associated with them.

Overview of giving practices in 2021

Since 2013, Catalyst Balkans has been tracking the state of philanthropy in the Western Balkans through media monitoring and direct communication with stakeholders. Each year, we provide a report on the state of philanthropy in Kosovo, in which the collected and analyzed data is presented. To estimate the level of philanthropic activity in a given country, two indicators are taken into account: the number of donation instances and the size of the donated amount. While the number of donation instances shows the frequency of philanthropic activity, the donated amount serves as a qualitative assessment of those instances. To provide a complete overview of philanthropy in Kosovo, this chapter consists of sections with data separated by the location of giving, time of giving, areas of giving, the structure of donors, recipients and final beneficiaries, ways of giving, and intended effects of giving.

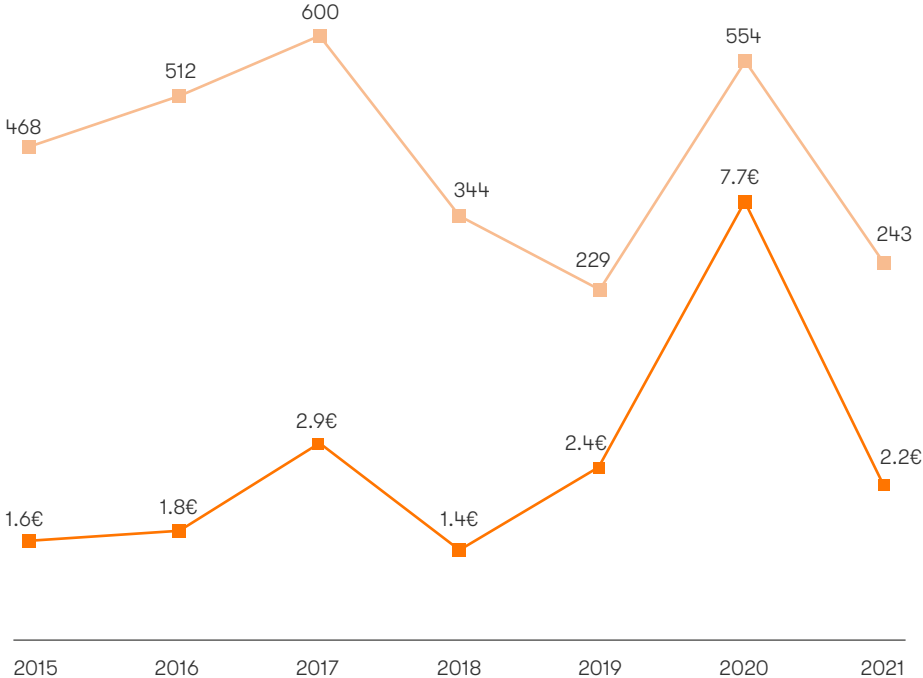
Total Recorded Giving

For the year 2021, Catalyst Balkans recorded 2,220,000 euros in donations that were collected through 243 unique donation instances. When comparing these numbers with those from previous years, the number of instances in 2021 was almost at the minimal level, while the total donated amount was somewhat below average. It is important to mention that almost half of all donation instances were from donors from countries outside of the Western Balkans. In comparison with philanthropic activity in 2020, a decrease is notable both in the frequency (instances) and intensity (amounts) of giving. More specifically, the recorded amount is 71% lower, while the number of donation instances is 56% smaller than in 2020. However, this decrease was expected, considering that 2020 was marked by the COVID-19 crisis, during which donors across the region acted greatly to mitigate the pandemic's negative effects. Taking this into account, philanthropic activity in 2021 returned to a similar level as in 2019. In other words, when observing the total recorded amount in relation to the number of inhabitants, it is noted that in 2021, the donated amount per capita amounted to 1.2 euros, which is much less than the regional average⁵.

⁵ It is important to note that this number is based on the number of media reports. Thus, it is not completely clear if the lower level of philanthropy is due to lower media activity or the actual state of philanthropy (see Annex: Methodology).

Giving trend 2015 – 2021

- Recorded Amount (Millions)
- Number of Donation Instances

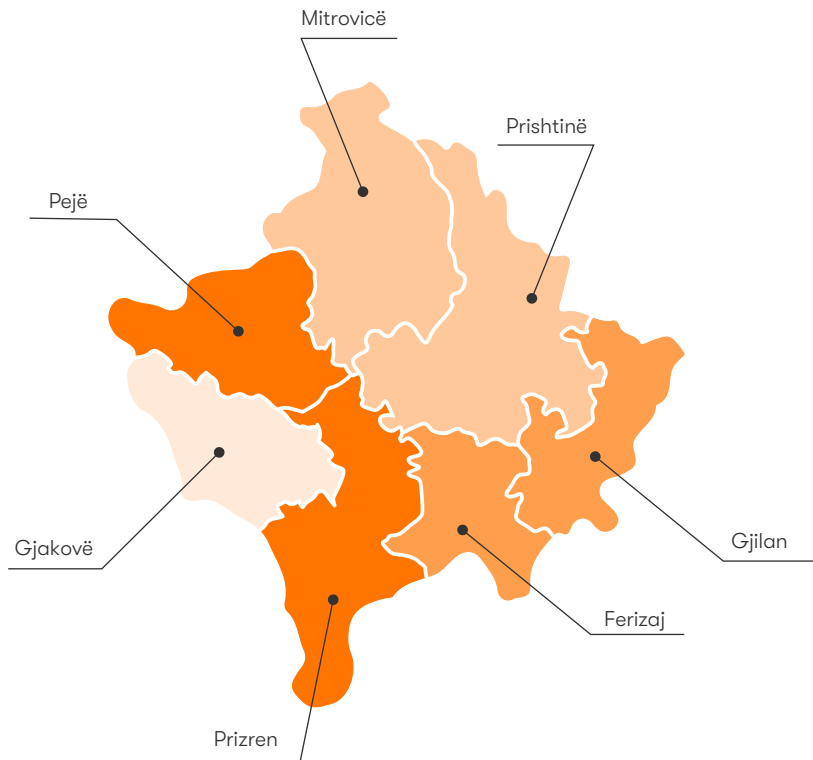
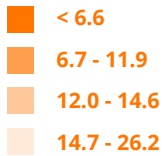


Geographic Distribution of Giving

The geographic distribution of giving in Kosovo can be observed as the number of donations directed to each region. Most donation instances were received in the Prishtinë region, which is expected since Prishtinë is the capital city and the economic and administrative center of Kosovo. However, as Prishtinë is the most populated region within the country, it is not quite clear whether donations were also most commonly received in this region. To control the population size effect, the regional distribution of giving is presented as the number of donated instances recorded per 100,000 inhabitants. In this sense, the largest number of donation instances in 2021 was directed to the Gjakovë region (26 instances per 100,000 inhabitants), followed by the Prishtinë region (15 donation instances per 100,000 inhabitants), and the Gjilan and Mitrovicë regions, which each had 12 donation instances per 100,000 inhabitants. A smaller number of donation instances was directed to other regions of the country.

Regional Map of Kosovo - Quartile

Number of Donation Instances per 100,000 Inhabitants

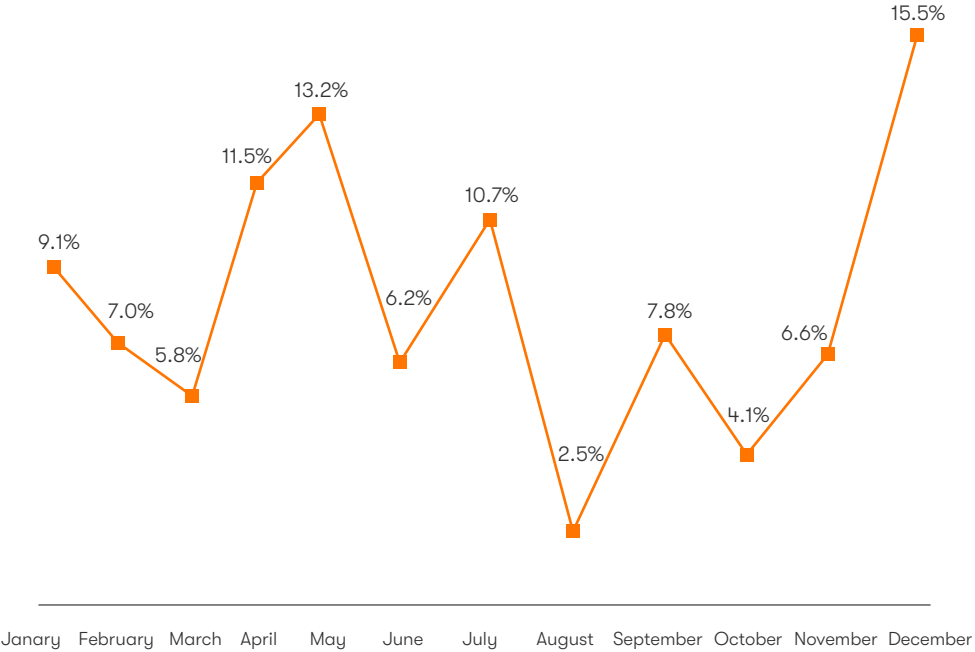


Monthly Distribution of Giving

Philanthropic giving can be conditioned by the annual cycles in which it takes place. Regarding monthly distributions, the largest number of donation instances was recorded in December. This is expected; many holidays occur in December, and the last month of the business year is when legal entities (companies and non-profit organizations) accelerate economic activity with funds remaining in their budget. Since Catalyst Balkans started tracking philanthropy in Kosovo, it has been noted that charitable actions are more frequent and/or prominent during religious holidays. This trend presented itself notably in the previous year. Specifically, a higher number of donation instances was noted in May, followed by April and July due to the support of socially vulnerable families during the month of Ramadan, Eid al-Fitr, and Eid al-Adha. During these holidays, various campaigns to distribute gift packages were initiated. The fewest number of donation instances was recorded in August during the period of annual vacations.

Monthly Distribution of Giving

Number of Donation Instances



Themes for Giving

Contrary to 2020, when donors were predominantly focused on mitigating the negative effects of the COVID-19 pandemic, donors in 2021 redirected their attention to other themes. In the structure of total giving, the largest share of donation instances was directed toward education, while support toward social entrepreneurship comprised most of the donated funds. More precisely, somewhat less than one-quarter of all donation instances were directed toward education. Most of this support was focused on lower education, including the donation of scholarships to pupils and the purchase of equipment for schools and kindergartens. An example of a scholarship-related donation in 2021 was the traditional program of Meridian Express and RIT Kosovo (the American University in Kosovo), through which 5,000 euros' worth of scholarships were awarded to students from socially disadvantaged families. This was the fifth year in a row that scholarships were awarded through this program. Diaspora donors have generally been the most important source of support, which is especially true when it comes to supporting education.

Regarding donations, social entrepreneurship comprised two-thirds of the total amount. This amount was generated by just one donation instance; the Golden Eagle Foundation and the Frutex Company collaborating on a project to start a social enterprise worth one million euros. Apart from social entrepreneurship, another theme that stood out in terms of monetary value was health care, which received 17% of the donated value and 13% of the total number of donation instances. Funds for the support of health care were raised mostly through fundraising campaigns, out of which the largest share was intended for medical treatments. During 2021, citizens (mass-individual giving) participated in a high number of donation instances for medical treatments. Notable actions for medical treatments included the calls for donations initiated by the Humanitarian Foundation Avni Hyseni: for the treatment of L.U., who suffered from heart disease, for which 32,000 euros were raised, as well as the call for donations for the treatment of a six-year-old child from Drenas, for which 23,000 euros were collected.

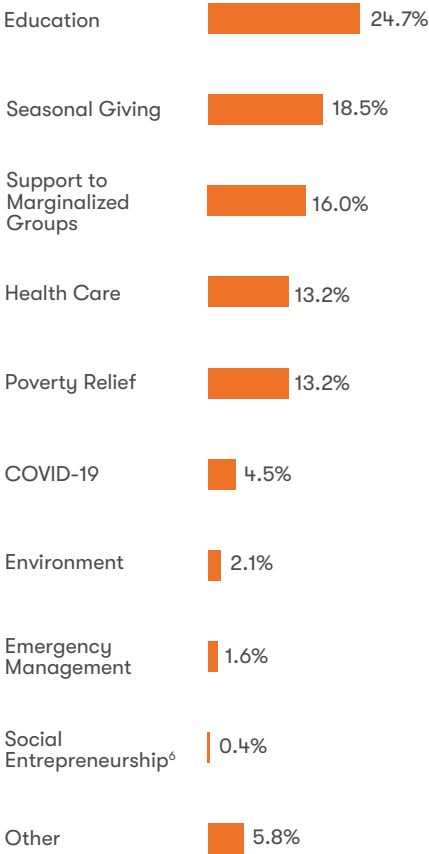
As mentioned in the previous section, philanthropic activity is influenced by annual cycles, including the holidays. Therefore, Catalyst Balkans categorizes giving related to holidays as seasonal giving. In terms of the frequency of donations, seasonal giving was the second most supported theme in 2021. Most of the donation instances for seasonal giving were in the form of supplies and consumables, including the donation of gift packages to socially disadvantaged families.

Donations for the support of marginalized groups, including people with disabilities, single parents, children without parental care, the elderly, ethnic minorities, sexual minorities, and others, comprised 16% of all donation instances in 2021, which is the largest percentage since 2017. Continuing a trend that has lasted four years, identifiable individuals in 2021 were the most active donors for the support of marginalized groups. The majority of these donors were individual diaspora donors.

Regarding themes that have been receiving less attention from donors throughout the years, 2021 saw a wider range of themes being present, especially when compared to the pandemic year. More precisely, from all donation instances, 19% were initiated for the support of less frequently supported themes. Compared to the pandemic year, a slightly higher share of giving was noted for the environment, emergency management, sport, culture and arts, public infrastructure, religious activities, economic development, and social entrepreneurship. In 2020, COVID-19 relief was the most prominent theme. In comparison, 2021 saw merely 5% of donation instances and 3% of the total amount being intended for mitigating the negative effects of the pandemic.

Themes for Giving

Share of Donation Instances



⁶ Social entrepreneurship had a share of 65.9% of the total donated amount.

Themes for Giving – Other

Share of Donation Instances

Sport 1.2%

Culture and Arts 1.2%

Public Infrastructure 0.8%

Religious Activities 0.8%

Economic Development 0.4%

Structure of Donors

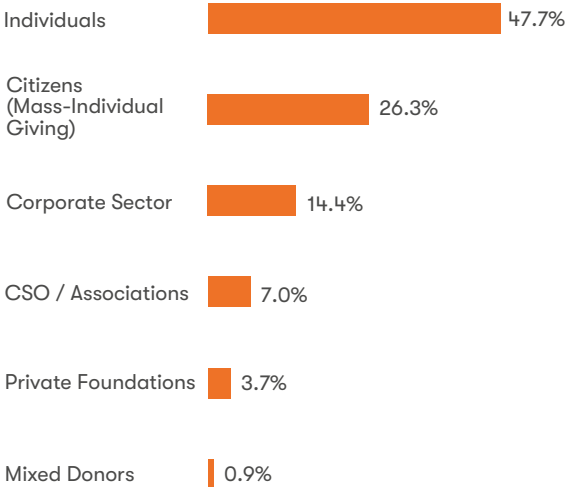
Private entities (including identifiable individuals and citizens partaking in mass-individual giving) notably stood out in the number of donation instances in 2021. More precisely, out of 243 charitable actions, 116 were initiated by identifiable individuals, while 64 were donations generated by mass-individual giving. Identifiable individuals remained the most frequent donor type with an even larger share of donation instances compared to the pandemic year. Those individuals focused mostly on the topic of education in 2021, most notably by providing scholarships.

The participation of citizens (mass-individual giving) in the total number of donation instances has increased since 2020. On the other hand, when observing the monetary value of donations collected through mass-individual giving, the recorded amount decreased when compared to the pandemic year, which is due to a smaller number of fundraising campaigns, that usually mobilize the wider support of citizens. Regarding the primary recipient type for citizens (mass-individual giving), donations were most frequently directed to non-profit organizations, mainly for medical treatments, followed by direct donations to individuals and families for the purpose of poverty relief.

The corporate sector was less active when compared to the pandemic year; in 2021, the corporate sector had a share of 14% of all donation instances. In merely the giving to the state, this share is higher: 30%, which indicates that the corporate sector was more active in donations directed toward the state, as opposed to giving to the non-profit sector (16%). However, when observing the monetary value of donations, companies together with small and medium enterprises were the most generous, giving more than two-thirds of the total donated value. Some of the companies that initiated the largest number of donation instances were the Petrol Company, NLB Bank Kosovo, and the Frutex Company. One donation instance in the value of one million euros from the Frutex Company generated the majority of this share, and when this donation instance is excluded, the participation of the corporate sector in the total donated amount is significantly lower (12%).

Donors Structure

Share of Donation Instances



Structure of Recipients

We categorize the main types of recipients of support into the following groups: non-profit organizations, public institutions, local and national governments, and individuals and families. While the non-profit sector and the state (institutions and local and national governments) act as only a channel for distributing support, individuals and families represent also the final user of the support. Since Catalyst Balkans started tracking philanthropy in Kosovo, the largest share of donation instances was given directly to individuals and families in need. This year was no different in that sense, as more than half of all donations were given directly to individuals and families without the mediation of NPOs or the state. When compared with previous years, the share of giving toward individuals and families in 2021 was lower than during pre-pandemic years; however, it was higher than in the pandemic year. This is because the participation of the state reached its highest level in 2020, which is due to donations for COVID-19 relief. These donations were most frequently distributed through local and national governments.

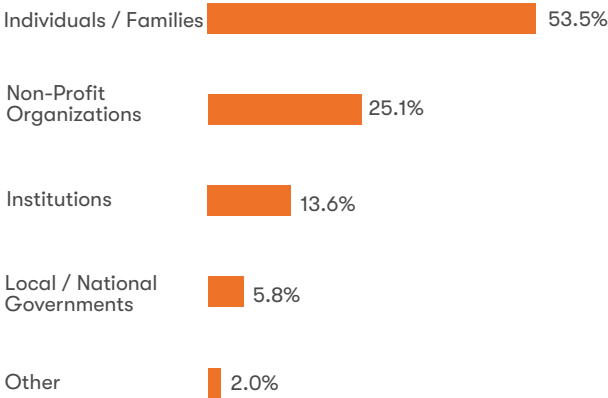
At first glance, the frequency of support directed toward local and national governments declined (27% in 2020 versus 6% in 2021). However, it must be kept in mind that 2020 was unique in terms of the ways support was handled during the pandemic. If we exclude the pandemic year, the frequency of giving to local and national governments in 2021 is somewhat higher than the average percentage during pre-pandemic years. Regarding support which was directed through institutions (educational, health, social, sport, and cultural), a decreased frequency of giving was noted when compared to the pandemic year. Health and educational institutions were most frequently supported, mainly through donations of equipment. One such strategic donation instance to institutions was the donation of a mobile incubator valued at 12,000 euros from the Rotary Club Prizren Macadam to the Regional Hospital of Prizren.

On the other hand, non-profit organizations experienced a rise in the frequency of giving. Looking at the data over the years, non-profit organizations participated the most in 2021 regarding the total number of donation instances. More precisely, one-quarter of all donation instances and more than three-quarters of the total donated amount was donated through the work of non-profit organizations. As expected, most support toward the non-profit sector was donated for the support of marginalized groups, including people with disabilities, children without parental care, the elderly, and single parents.

Individuals and families were mostly supported by prominent individual donors, while giving to nonprofits was most commonly provided by citizens through mass-individual instances. Prominent individuals were also the main type of donor for public institutions. Regarding all donation instances directed to the non-profit sector in 2021, slightly less than half were from mass-individual donations, and around one-third were from prominent individual donors.

Recipient Structure

Share of Donated Instances



Structure of Final Beneficiaries

In the cycle of a donation instance, we look at the final beneficiaries as the final user of the support. In other words, final beneficiaries are individuals or groups of citizens for which a certain donation has been intended. In 2021, the largest share of donation instances was directed to beneficiaries of local community services (see Annex: Glossary), while the most support in terms of the donated value was directed toward people with disabilities. More precisely, beneficiaries of local community services had a share of more than one-third of all donation instances. In 2021, a donation from the Kosovo Banking Association stood out in the local community; the association donated 50,000 euros to support the vaccination process in Kosovo.

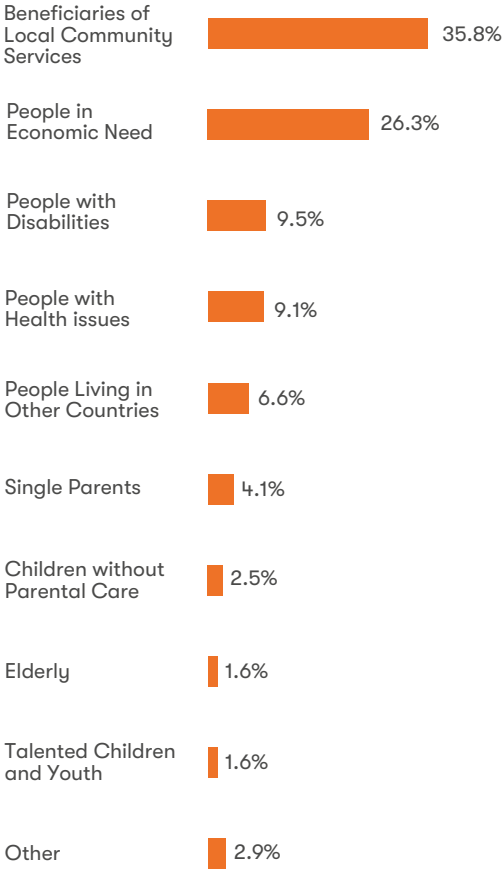
One in ten donation instances in 2021 were directed toward people with disabilities. However, regarding the donated amount, the participation of support for this beneficiary is significantly larger: two-thirds of the total donated amount was toward people with disabilities. This is due to one donation instance from the Golden Eagle Foundation and Frutex, which by far exceeded other donation instances in 2021 in terms of amount. The Golden Eagle Foundation and Frutex opened a factory that is intended to provide a workplace for people with specific needs. This donation instance is valued at one million euros.

Amongst other issues in society, poverty reduction and support to marginalized groups remained part of the main themes for giving in 2021. Consequently, people in economic need remain frequently supported, with a share of 26% of donation instances. These philanthropic actions were most frequently in the form of humanitarian support, such as the distribution of food and hygiene packages to socially disadvantaged families. However, when compared to the pandemic year, there has been less frequent support for this beneficiary type.

Categories of final beneficiaries that have typically received less frequent support gained slightly more attention from donors in 2021. During the pandemic year, 15% of all donation instances were directed toward less supported beneficiaries, while in 2021, the share increased to 19%, which is the highest share in the past five years. From other less supported beneficiary groups, people living in other countries were most frequently supported, followed by single parents.

Final Beneficiaries Structure

Share of Donation Instances



Type of Donations

Besides the types of donors, recipients, and beneficiaries, Catalyst Balkans categorizes donations by the way they were funded. Additionally, it is important to distinguish the intended effect that a donation has on the issue that it aims to help. Accordingly, we categorize donations as either one-off or long-term. Long-term donations refer to support that is supposed to provide beneficiaries strategic solutions to their problems, while one-off support has a short-term effect.

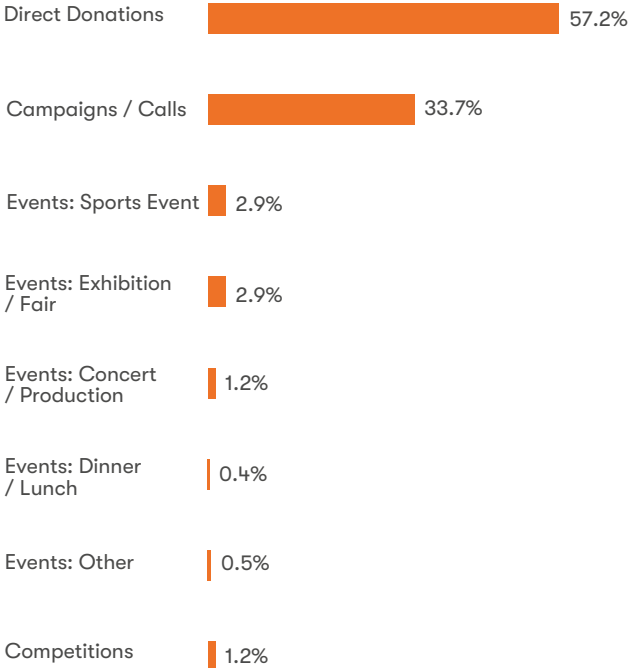
Ways of Giving

Since 2018, fundraising campaigns have been a prominent way of collecting donations. However, in 2021, support was most frequently given through direct donations. On the other side, giving through fundraising campaigns was lower compared to the pandemic year, representing one-third of all donation instances and more than one-quarter of the donated amount. The reason behind this is that in 2020, a large number of campaigns were initiated for COVID-19 relief.

Donations raised through events were more common in 2021 than in 2020, which was expected since events were less frequently organized in 2020 due to the pandemic. More precisely, 8% of all donation instances were collected in different types of events, out of which sports events and exhibitions were the most frequent. Most events in 2021 were organized to raise funds for medical treatments.

Ways of Giving

Share of Donation Instances



Intended Effects of Giving

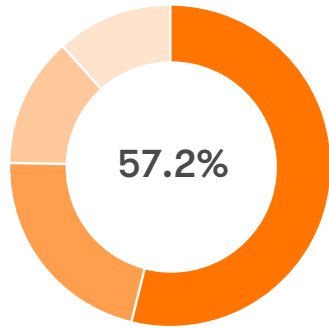
One-off donations consisted of more than half of donation instances in 2021. A large portion of one-off donation instances was in the form of supplies and consumables, including humanitarian packages with food and hygiene products for socially disadvantaged families. Almost half of the donations were in the form of supplies that were donated during the holidays. When observing the monetary value of donations, one-off giving generated 28% of the amount. A significant part of this amount was donated for medical treatments, out of which a donation instance that stands out is the Labinot Tahiri Foundation's campaign for the treatment of two people injured in an explosion in Ferizaj. This campaign raised 100,000 euros.

On the other hand, long-term support, such as equipment, capital investments, and scholarships, experienced a rise in percentage compared to the pandemic year, reaching a share of one-third of all donation instances. Still, this share is somewhat smaller than in 2019. Long-term donations were most frequently directed toward education, mainly in the form of scholarships. Equipment was also a prevalent form of long-term support in 2021. Specifically, one-third of all long-term donations were donated equipment, including assistive devices, medical equipment, and IT equipment for schools.

Intended Effects of Giving One-Off Support

- 30.9%** Supplies and Consumables
- 12.3%** Humanitarian Support
- 7.4%** Medical Treatments
- 6.6%** Individual Housing

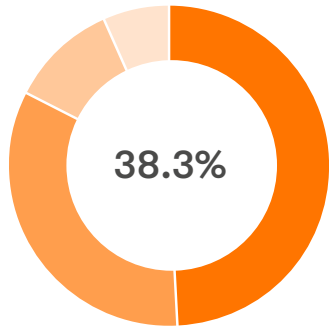
% Donation Instances



Long-Term Support

- 18.9%** Scholarships
- 12.8%** Equipment
- 4.1%** Social Services
- 2.5%** Capital Investments

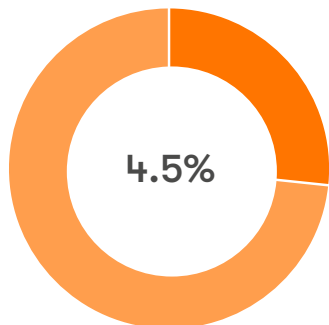
% Donation Instances



Unknown

- 1.2%** Organizational Support
- 3.3%** Other

% Donation Instances



Diaspora Giving

The diaspora, being one of the most significant assets in the development of the country's economy, has had a major and active role in the philanthropic ecosystem in Kosovo throughout the years. It is estimated that around 800,000 people from Kosovo live in the diaspora.⁷ According to data from Catalyst Balkans' database, in the period from 2015 until 2021, donors from the diaspora helped the citizens of Kosovo with donations valuing more than 6.5 million euros. In 2021, diaspora donors initiated 194 donation instances through which more than 276,000 euros were donated. Most of the support outside of Kosovo was directed toward education. Considering the intended effect of giving, strategic donations, such as the donation of scholarships, equipment, and services, were most frequent ones.

	2015	2016	2017	2018	2019	2020	2021
Number of Donation Instances	177	131	267	122	112	249	194
% of Total Donation Instances	37.8%	25.6%	44.5%	35.5%	48.9%	23.6%	28.0%
Donated Amount (EUR)	372,779	307,330	712,178	262,771	1,000,582	3,620,033	275,748
% of Total Donated Amount	23.3%	16.9%	24.6%	18.6%	43.0%	47.0%	12.4%

⁷ *Diaspora as a Driving Force for The Development in Kosovo*. (2009). Accessed from https://www.eda.admin.ch/dam/deza/en/documents/laender/resource-183043_EN.pdf

Structure of Diaspora Donors

Regarding the structure of donors, identifiable individuals were by far the most prominent donor type. More precisely, in the period from 2015 to 2021, the average share of identifiable individuals in the structure of donors was 62%. Individual diaspora donors were found to most frequently donate directly to individuals and families in need without the mediation of non-profit organizations or the state. In terms of the theme for giving, individual donors most commonly donated to support education.

After identifiable individuals, donors from the diaspora commonly donated through mass-individual donations. Citizens (mass-individual giving) participated at 27% on average within the structure of diaspora donors. Most support from citizens (mass-individual giving) was directed to individuals and families. Poverty relief received the largest percentage of donation instances from citizens.

Associations and companies from the diaspora participated in a small share. While diaspora associations donated 7% on average, the corporate sector participated at just 2%. It can be concluded that the majority of companies and associations that provided help to the citizens of Kosovo were from Kosovo, not diaspora (see Annex: Trends of Giving).

Examples of Diaspora Support

As mentioned, identifiable individuals were the most prominent donor type from the diaspora. A donor that stood out is the singer and songwriter Dua Lipa, who provided support to citizens of Kosovo through the Sunny Hill Foundation. Dua Lipa's foundation funds various causes but mainly focuses on culture and the arts. On August 10, 2018, Dua Lipa and her father, Dukagjin Lipa, organized the *Sunny Hill Festival* for the first time in Prishtinë. This annual international music festival is the largest festival organized in Kosovo. The festival lasted three days, and part of the income from tickets sold was directed toward the activities of the Sunny Hill Foundation. More recently, the foundation donated 5,000 euros in 2020 to create a new website for the Dodona Theater.

From 2015 to 2021, donations of equipment comprised the largest share of the donated amount from diaspora donors. A prominent example includes Blerim Selimi donating an ambulance vehicle valued at 35,000 euros to the Family Medical Center in Skenderaj in 2016. Another example occurred in 2020; Mehmet Sopa, a compatriot from Gjilan currently living in Switzerland, donated 73 medical beds valued at around 927,000 euros to health institutions in Kosovo. Additionally, Halili Haxhija, who is living in Germany, donated professional equipment to the Professional Firefighting and Rescue Unit in Drenas.

From January 2015 until December 31, 2021, donors from the diaspora donated scholarships totaling 1.3 million euros to students in Kosovo. A donation instance that stood out in 2017 includes the Association of Kosovar Businesses in Germany donating 143 scholarships to students in Kosovo valued at 134,000 euros. Additionally, the American University of Kosovo organized a fundraising event in New York in 2018. Their goal was to raise funds for students from socially disadvantaged families. During the event, around 42,000 euros were raised to finance the studies of students in Kosovo.

Apart from strategic donations, donors from the diaspora directed more than half of their donation instances as one-off giving from 2015 to 2021. An example of this was the donation instance from the Humanitarian Association Peja in New York. In 2021, the association raised a total value of around 52,000 euros to support 500 families in need from Peja, Deçan, Klina, Istog, Mitrovica, and Drenas. Additionally, the association collaborated with the Bereqeti and Handikos Associations to distribute food and hygiene packages valued at around 15,000 euros to 371 socially disadvantaged families on Eid al-Fitr.

Examples of prominent donations

The Corporate Sector Donated IT Equipment

During the previous year, the corporate sector had an important role when it came to supporting education through the donation of IT equipment. Some donations that stood out include the Kosovo Energy Corporation (KEDS)'s donation of fifteen computers with accompanying equipment to the „Dëshmorët e Vitise“ primary school as well as their donation of fifty computers to the SOS Children's Villages Kosovo.

NGO QIPS Established a Suicide Prevention Helpline

In November 2019, the nonprofit organization Qendra për Informim dhe Përmirësim Social (QIPS) established a suicide prevention helpline called *Linja e Jetës (Lifeline)*. Twenty-nine volunteers have been trained to use methods taught by partners of the organization, including the 113 Netherlands helpline. In 2021, QIPS launched a fundraiser on the *Kosovoideas* platform to continue training activities for volunteers and to improve and advance techniques for daily activities. Thanks to donors, the campaign amassed a total of 5,295 euros.

Foundation Avni Hyseni Supported Healthcare

The Humanitarian Foundation Avni Hyseni continued its support of medical treatment for children and adults and addressed other issues in society, including poverty relief, through a number of calls for donations in 2021. Some of the donation instances that stood out in terms of the raised amount include the foundation's call for the treatment of L.U., who suffered from heart disease and lived abroad. Local donors and donors from the diaspora raised 32,000 euros. Another successful call for donations raised 23,000 euros for the treatment of a six-year-old child in Turkey.

Non-Profit Organizations Provided New Homes for Socially Disadvantaged Families

In 2021, the non-profit sector in Kosovo served as the main channel for the support of poverty relief. Regarding the support of socially disadvantaged families through the provision of housing, a few donation instances stood out. Balkan's Orphans initiated a call for donations to purchase a new flat for the Gërdellaj family, who lived in poor conditions and with insufficient income. A total value of 37,000 euros was raised. Red Cross Kamenica called for donations to construct a new house for 85-year-old M.K. and her daughter.

The Labinot Tahiri Foundation Raised Funds for Medical Treatments

The Labinot Tahiri Foundation raised 100,000 euros for the medical treatment of two people injured in a gas cylinder explosion in Ferizaj. The explosion injured over 40 people, with some of them suffering from severe burns. The funds for the treatments in Austria were raised over two days with the help of generous citizens from Ferizaj through mass-individual donations.

NGO Shtatëmbëdhjetë Supports Culture and the Arts

The NGO Shtatëmbëdhjetë opened a new gallery, Galeria 17, to focus on social issues and contribute to the art scene in Prishtina. The organization initiated a campaign on the *Kosvoideas* platform to raise funds needed for renovating the space of the gallery, which is supposed to serve as an experimental space for artists. Through September 2021, various donors helped raise a total of 15,000 euros.

The Golden Eagle Foundation and Frutex Opened a Social Enterprise

One of the most prominent donation instances of 2021 in terms of the donated amount was the Golden Eagle Foundation and Frutex's project of opening a new social enterprise: a factory for paper and packaging. The main goal of this project was to encourage the inclusion of people with specific needs in society by employing them to work in the factory. Initial plans are to have the factory employ 30 people, with the number of employees increasing in the future. The project is financed by the Frutex Company, part of which the Golden Eagle Foundation operates. The total cost of the project is one million euros.

NLB Bank Helps in Raising Awareness of Breast Cancer

At the end of October, which is Breast Cancer Awareness Month, NLB Bank supported an annual international campaign that aims to raise awareness and educate people about breast cancer. The campaign was initiated by the NGO Have Hope. NLB Bank donated epitaphs, bras, and wigs for women affected by breast cancer.

Seasonal Giving to Socially Disadvantaged Families

During the previous year's holiday season, several campaigns for the support of socially disadvantaged families were initiated. One such campaign was the traditional humanitarian marathon *Run with Santa Clause* held in Prishtinë. Organized by the NGO Projekti 5 Cent, this event raises funds to help socially disadvantaged families. In collaboration with the Red Cross, food and gift packages were distributed to 700 families. Another donation instance that stood out was the distribution of 300 food packages to families in economic need during the month of Ramadan. The donation was made by Shaip Mikullovi, the owner of the market network Interex, in collaboration with the Bereqeti Association. The total value of the distributed packages was 15,000 euros.

Citizens and Companies Supported Therapeutic Services for Children

In order to help support the continuation of their program's work, the Down Syndrome Kosova Association invited donors to help through several campaigns during 2021. In cooperation with evroTarget and the Euroenergie Company, the Down Syndrome Kosova Association started the campaign *A Po M'sheh*. Through this campaign, monthly therapeutic services were provided to ten children with Down syndrome for a period of one year. The total cost of the services was 9,600 euros. The association also initiated the campaign „A Postcard for Grandparents“, during which citizens had the opportunity to buy handmade postcards. The profits were used to support the association's programs. Through the initiative, a total of 15,415 euros was raised.

Crowdfunding Campaign for Opening a New Music School

In 2021, a new private music school „In Tune“ opened in the Gjakova Municipality. Before „In Tune“, there was only one music school in the municipality, which could not accommodate all students interested in learning about music. „In Tune“ is supposed to offer classes for a wide range of instruments for students of all skill levels. The school intends to educate and prepare students for further education in music. To complete the opening of the school, a fundraiser was started on the Kosovoideas platform. Through the platform, funds were raised to buy needed equipment and materials.

FIDES Awards

The FIDES Awards are granted annually by the Forum for Civic Initiatives (FIQ) to those who contribute to the community through humanitarian projects. On December 22, 2021, FIQ announced the winners of the FIDES 2021 Awards in Prishtina. The „Hasan Prishtina“ Award for contribution at the national level was granted to Sanie Desku for her help in the birth of 100 children during the war in Kosovo. The FIDES Award for diaspora contribution was granted to Mark Kosmo, the founder and president of the Global Albanian Fund, for his efforts to promote philanthropy in the diaspora and develop innovative ways of raising funds outside the borders of Kosovo and Albania. Finally, the IPKO company was granted the FIDES Award for corporate contribution. During 2021, this company donated an ultrasound device for identifying breast cancer in its early stages to the Main Family Medicine Center QKUK. The company also launched a platform for free sponsoring and promotion of education, culture, environment protection, and health.

Media reporting

Media represents a vital part of the philanthropic ecosystem. The media serves as a channel through which potential donors can be informed of various crises and calls for donations. Also, it can influence citizens' views on philanthropy. And, in addition to direct indicators of the level of development of philanthropy, such as the number of donations and the donated amount, the manner and scope of media reporting on philanthropy are indicators of the media's attitude towards philanthropy, and thus, indirectly, the place in society that philanthropy occupies.

In the period from January 1st to December 31st, Catalyst Balkans recorded a total of 582 media reports. The majority of these media reports were published on internet portals, which is expected since this form of media takes up the largest share of media space. However, in relation to representation in the media space, online reports were proportional to the share of online media, while print reports were somewhat more common than print media in general. On the other hand, philanthropy was less commonly covered by electronic media.

To see how prominent the news on philanthropy were in print media, we tracked which pages philanthropy-related news were printed on. For electronic media, we recorded the time of broadcasting. We found that none of the news on philanthropy were published in the first five pages. In 34% of cases, philanthropy-related news were published within the second five pages, and 66% of it was published on the pages after that. Regarding the period in which the news on philanthropy were reported through electronic media (TV and radio), a majority of the reports were broadcast during the most-watched period of the day. More specifically, 82% of all recorded media reports on philanthropy were broadcast during prime time (between 7 P.M. and 10 P.M.). While philanthropy is a more common topic in print media, electronic media tends to emphasize giving more when it covers philanthropy.

Type	Number of Media	Share of Media	Number of Reports	Share of Reports
Web Media	50	89.3%	534	91.7%
Print Media	2	3.6%	37	6.4%
Electronic Media	4	7.1%	11	1.9%
TOTAL	56	100.0%	582	100.0%

The number and content of media publications represent more relevant indicators to analyze the view of the media on the topic of philanthropy. However, a higher number of media publications does not necessarily mean better media coverage since media reports are only supposed to reflect real-world situations. In other words, a higher number of reports might be caused simply by a higher number of donations made in a given year. Therefore, this indicator should be observed in relation to the total number of donation instances⁸. In 2021, the relation between the number of media reports and the number of donation instances was 2.4. In other words, 2.4 media publications reported on one donation instance. When compared to previous years, this number is within the average and higher than in the pandemic year. Another indicator that is important to take into account when it comes to the quality of media data is the coverage of donation instances with value. In this sense, from all donation instances, 48% had a value associated with them. In other words, for 52% of donation instances in 2021, no data on the donated amount was available. In conclusion, the number of media reports in 2021 has declined. However, when placed in relation to the total number of donation instances, media coverage is somewhat higher than in 2020. The most active media reporting on philanthropy was online media, while print media reports were more frequent regarding the number of print media in general.

	2015	2016	2017	2018	2019	2020	2021
Number of Donation Instances	468	512	600	344	229	554	243
Number of Media Reports	716	1,400	1,844	2,203	767	1,189	582
Ratio Between Media Reports and Donation Instances	1.5	2.7	3.1	6.4	3.3	2.1	2.4
Coverage of Donation Instances with Value	30.1%	38.7%	53.5%	51.7%	59.8%	37.7%	47.7%

⁸ A donation instance might be covered by several media reports. If the ratio between the number of reports and the number of instances is higher, it suggests that more media reported on a single instance on average, which indicates the media reporting was more comprehensive.

Annex

Methodology

Research practice shows that the degree of development of philanthropy in a society can be measured in three different ways: public polls, expert survey research, and relying on registered data. Survey research provides insight into the views of public opinion or the expert public on a topic, in this case philanthropy. However, the assessment of the degree of development of philanthropy is, apart from attitudes, based on the behavior of citizens and legal entities, which cannot be precisely determined through surveys. Among many other methodological limitations, the self-assessment of respondents is the biggest shortcoming of the surveys conducted globally by the Charity Aid Foundation and the Lilly Family School of Philanthropy. However, these two research centers, at least when it comes to national philanthropy, can rely on registered data collected and published by the national tax service. Unfortunately, this source of data is not available in any country in the Western Balkans because the national tax services do not register donation data. For that reason, Catalyst Balkans opted for alternative ways of collecting data, first with the use of media, and then through other available, direct data sources. More specifically, Catalyst Balkans collected the data in this report through media monitoring at the local, regional and national levels, and included electronic, print, and online media in the period from January 1st to December 31st, 2021.

This methodology shows several limitations that need to be emphasized. First, there is an undeniable gap between the actual situation on the ground and the data that is registered. Since the method of data collection is multi-stage, it is quite certain that the registered values underestimate the actual scope and intensity of philanthropic activities. Apart from the fact that the media does not report on philanthropy comprehensively, the method of media clipping itself cannot be comprehensive, so the assessment of the state of philanthropy is limited by incomplete data. Given that this is sample data, not population data, and given that the media reports on actions that are visible to itself, it is certain that media reports overestimate the presence of large donors compared to small ones, as well as the share of money in the structure of donation goods and services. At the same time, the value of goods cannot always be precisely monetized, so Catalyst Balkans' estimates of donated values are approximate. Moreover, even if media reports were comprehensive, there is no methodologically perfect way to control the reliability of data. However, although the previous limitations cannot be overcome until there are officially registered data on the frequency and intensity of donations, data reliability control is partially achieved through data cross-referencing (because multiple media channels often report on the same action) and a verification process through direct communication with donors and the recipients of donations.

Notwithstanding the above limitations, it can be safely argued that registered values, although not comprehensive, provide reliable estimates of the minimum level of giving. Thus, when it comes to the number of charitable actions, it can be said with certainty that the number of donations shown represents a minimal assessment of the actual situation because the presented actions certainly happened, and that the real values are certainly higher. The same applies to other indicators, such as the amount donated, the structure of donors, recipients, beneficiaries of donations, and more. Thus, Catalyst Balkans' data can be used as indicators of the minimum level of development of giving for the common good in a particular country, which consequently allows continuous monitoring of trends in the volume and intensity of giving as well as trends in quantity and quality of media coverage.

Glossary

Philanthropy	Giving for the social good without receiving compensation, i.e., the voluntary giving of money, goods, time, or services to help someone or improve society.
Donation	The subject of donation, i.e., money, goods, time, and/or services provided voluntarily to those in need, without compensation.
Donation instance	A unique event (i.e., a case of collecting donations). It can consist of single or multiple donations (e.g., a campaign in which citizens collect mass donations for someone's treatment). Donation instances, although shown in aggregate, are not the same size, thus they are incomparable among each other.
Donor	A private or legal entity that donates money, time, services, and/or goods. To make it easier to follow trends, donors are divided into types.
Citizens (mass-individual giving)	A type of donor: a large number of citizens who therefore cannot be identified by name.
Corporate sector	A type of donor: companies (more than 50 employees), corporate foundations and small and medium enterprises (fewer than 50 employees).
Individuals	A type of donor: identifiable citizens.
Mixed Donors	A type of donor: cases in which one donation instance includes several types of donors.
Recipients	Private and/or legal entities that receive donations directly from donors. The types of recipients are non-profit organizations, individuals and families, public institutions, and local and national authorities. As recipients, individuals and families are mostly beneficiaries of donations, while other types of recipients are often a channel for providing assistance to final beneficiaries.
Final Beneficiaries	Target groups for whose benefit the donations are intended. For example, if a particular school is the recipient of a donation, the end-users are pupils of that school.
Beneficiaries of Local Community Services	Target groups that benefit from the use of services for which the local community has received a donation.
Intended Effect of Giving	The type of effect that the donation intends to achieve. Short-term donations include consumables, materials, and supplies, while long-term donations include capital investments, equipment, and scholarships.
Ways of giving	How a donation instance was realized. In this sense, we divide donations into the following categories: direct donations, campaigns, events, and competitions.

Direct donation	An instance in which a known donor selects the recipient (beneficiary institution) and donates directly without intermediaries; the donation may or may not be part of the wider campaign.
Campaign	Wide published call for donations for a specific purpose. It is continuous, takes place over a longer period of time, and can consist of multiple events. Campaigns can be local, regional, or national.
Event	A happening organized with the purpose to raise funds for a specific single or multiple causes. It can be a standalone event or organized as part of a campaign.
Competition	A publicly announced call for proposals/applications for grants/donations. It is announced by the donor and usually has well-developed criteria for selection.

Trends of Giving

Geographic Distribution of Giving (Number of instances per 100,000 inhabitants)

	2015		2016		2017		2018		2019		2020		2021
Prishtinë	29	↔	38	↗	55	↔	30	↘	15	↔	36	↔	15
Ferizaj	31	↔	33	↔	30	↘	7	↔	2	↗	13	↔	8
Gjilan	26	↔	23	↔	36	↔	16	↔	8	↗	41	↔	12
Gjakovë	16	↔	17	↔	25	↗	22	↗	30	↘	28	↗	26 ⁹
Mitrovicë	32	↔	30	↔	27	↔	17	↔	14	↔	32	↔	12
Prizren	7	↗	18	↘	15	↗	13 ¹⁰	↔	8	↔	22	↔	7
Pejë	8	↗	21	↔	11	↔	8	↔	5	↔	11	↔	2

Monthly Distribution of Giving (Share of Donation Instances)

	2015		2016		2017		2018		2019		2020		2021
January	5%	↔	7%	↔	6%	↔	6%	↔	8%	↘	3%	↗	9%
February	5%	↔	2%	↗	5%	↔	8%	↔	11%	↘	1%	↗	7%
March	5%	↔	7%	↔	7%	↗	11%	↘	6%	↗	11%	↘	6%
April	10%	↘	6%	↗	19%	↘	7%	↔	4%	↗	28%	↘	12%
May	8%	↔	9%	↔	8%	↔	8%	↗	15%	↔	15%	↔	13%
June	8%	↔	9%	↔	12%	↔	11%	↘	5%	↔	7%	↔	6%
July	11%	↘	6%	↔	5%	↔	8%	↔	7%	↔	5%	↗	11%
August	8%	↔	6%	↔	5%	↗	15%	↔	12%	↘	4%	↔	3%
September	10%	↘	7%	↔	6%	↔	4%	↗	12%	↘	6%	↔	8%
October	13%	↔	10%	↘	6%	↔	4%	↔	6%	↔	5%	↔	4%
November	8%	↔	9%	↘	6%	↔	6%	↔	3%	↔	5%	↔	7%
December	9%	↗	22%	↘	15%	↔	12%	↔	11%	↔	10%	↗	16%

⁹ In absolute values there is a decrease of donation instances in Gjakovë region between 2020 and 2021. However, in proportion to the total number of instances in each year, 26 donation instances are actually more than 28.

¹⁰ Ibid.

Themes for Giving	2015	2016	2017	2018	2019	2020	2021
Share of Donation Instances							
Poverty Relief	51%	37%	47%	26%	28%	9%	13%
Healthcare	15%	16%	14%	26%	20%	8%	13%
Education	7%	10%	10%	22%	31%	12%	25%
Support to Marginalized Groups	16%	20%	13%	15%	14%	10%	16%
Other	11%	17%	16%	11%	7%	61%	33%
Share of the Donated Amount							
Poverty Relief	37%	14%	22%	23%	21%	10%	6%
Healthcare	18%	53%	33%	42%	34%	24%	17%
Education	6%	7%	10%	16%	1%	17%	1%
Support to Marginalized Groups	18%	9%	11%	12%	38%	15%	2%
Other	21%	17%	24%	7%	6%	34%	74%
Structure of Donors							
Share of Donation Instances							
Citizens	49%	45%	34%	31%	29%	18%	26%
Corporate Sector	11%	16%	13%	18%	12%	28%	14%
Individuals	22%	28%	38%	33%	45%	37%	48%
Other	18%	11%	15%	18%	14%	17%	12%
Share of the Donated Amount							
Citizens	38%	35%	36%	50%	41%	45%	24%
Corporate Sector	31%	11%	24%	9%	8%	19%	70%
Individuals	15%	22%	8%	6%	17%	7%	3%
Other	16%	31%	32%	35%	34%	29%	3%

Diaspora Giving	2015	2016	2017	2018	2019	2020	2021
Share of Donation Instances	38%	26%	45%	36%	49%	31%	28%
Share of Donated Value	23%	17%	24%	25%	43%	55%	12%

Structure of Recipients	2015	2016	2017	2018	2019	2020	2021
Share of Donation Instances							
Individuals / Families	72%	68%	63%	58%	69%	43%	54%
Non-Profit Organizations	12%	12%	23%	20%	18%	13%	25%
Institutions	11%	18%	12%	17%	13%	16%	14%
Local / National Governments	1%	1%	1%	3%	0%	27%	6%
Other	4%	1%	1%	2%	0%	1%	1%
Share of the Donated Amount							
Individuals / Families	62%	58%	53%	52%	27%	37%	15%
Non-Profit Organizations	24%	13%	12%	16%	41%	24%	79%
Institutions	11%	22%	16%	14%	26%	19%	2%
Local / National Governments	1%	2%	19%	6%	6%	19%	3%
Other	2%	5%	0%	12%	0%	1%	2%

Category of Final Beneficiaries	2015	2016	2017	2018	2019	2020	2021
Share of Donation Instances							
People with Disabilities	7%	7%	5%	8%	6%	4%	10%
People with Health Issues	9%	13%	9%	20%	12%	10%	9%
People in Economic Need	55%	42%	56%	31%	29%	42%	26%
Beneficiaries of Local Community Services	13%	15%	14%	24%	36%	30%	36%
Other	16%	23%	16%	17%	17%	14%	19%
Share of the Donated Amount							
People with Disabilities	16%	9%	1%	10%	10%	8%	66%
People with Health Issues	6%	25%	17%	35%	14%	23%	15%
People in Economic Need	37%	15%	24%	28%	22%	29%	10%
Beneficiaries of Local Community Services	25%	10%	14%	9%	18%	6%	1%
Other	16%	41%	44%	18%	36%	34%	8%
Ways of Giving							
Share of Donation Instances							
Direct Donations	42%	50%	53%	35%	41%	28%	57%
Campaigns / Calls	48%	47%	38%	47%	52%	71%	34%
Events	10%	3%	9%	14%	7%	1%	8%
Competitions	0%	0%	0%	4%	0%	0%	1%
Share of the Donated Amount							
Direct Donations	38%	42%	40%	8%	10%	11%	72%
Campaigns / Calls	58%	51%	56%	58%	73%	88%	26%
Events	4%	7%	4%	26%	17%	1%	2%
Competitions	0%	0%	0%	8%	0%	0%	0%

Intended Effect of Giving

2015 2016 2017 2018 2019 2020 2021

Share of Donation Instances

One-Off Support	74%	↔	74%	↔	73%	↓	56%	↔	55%	↗	70%	↓	57%
Long-Term Support	18%	↔	18%	↔	19%	↗	36%	↗	44%	↓	28%	↗	38%
Unknown	8%	↔	8%	↔	8%	↔	8%	↓	1%	↔	2%	↔	5%

Share of the Donated Amount

One-Off Support	60%	↔	69%	↔	53%	↔	55%	↔	46%	↔	44%	↓	28%
Long-Term Support	23%	↔	24%	↔	23%	↔	32%	↗	53%	↔	53%	↗	72%
Unknown	17%	↓	7%	↗	24%	↓	13%	↓	1%	↔	3%	↓	0%

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