



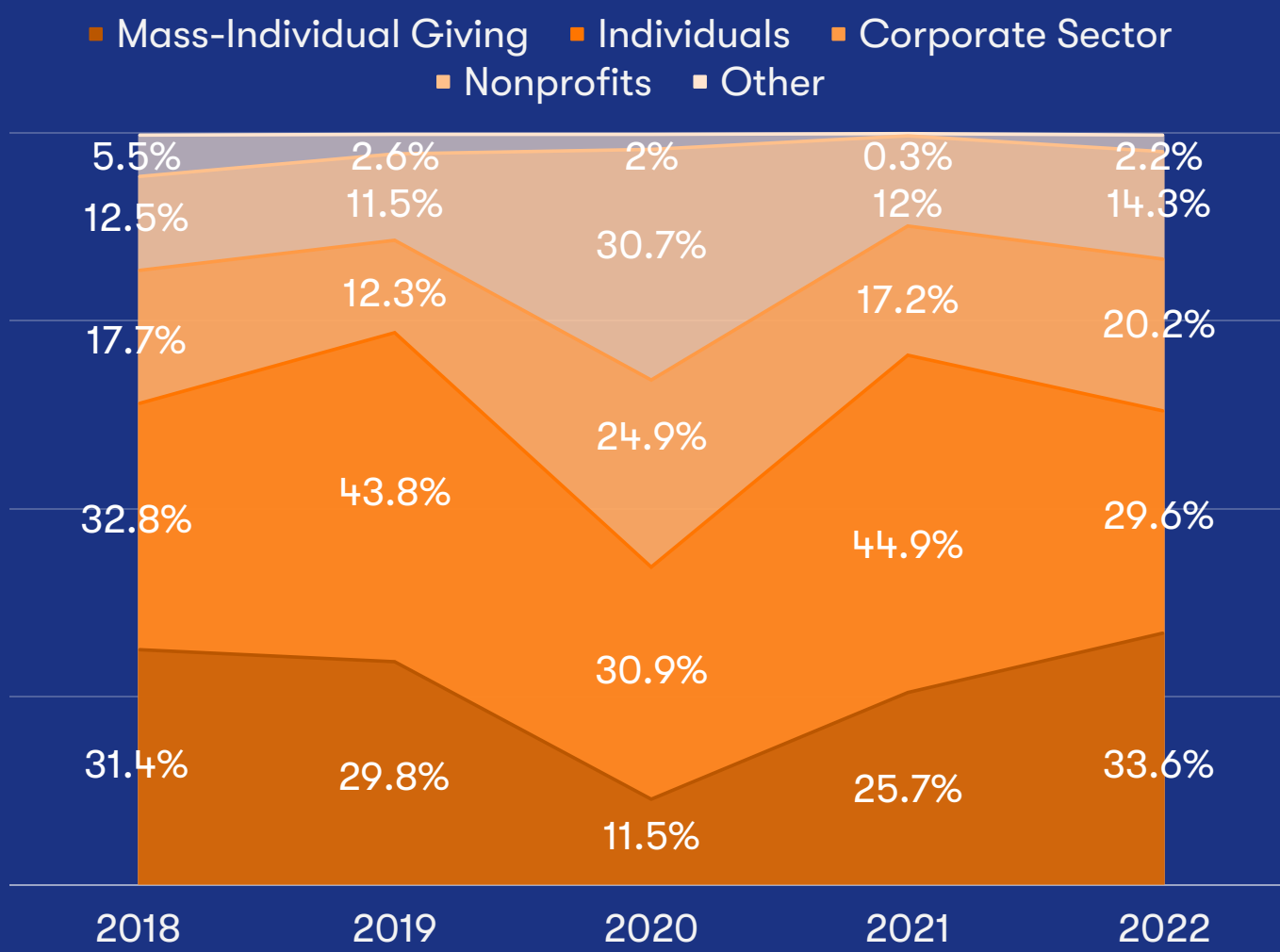
Giving Kosovo 2022

REPORT ON THE STATE OF PHILANTHROPY

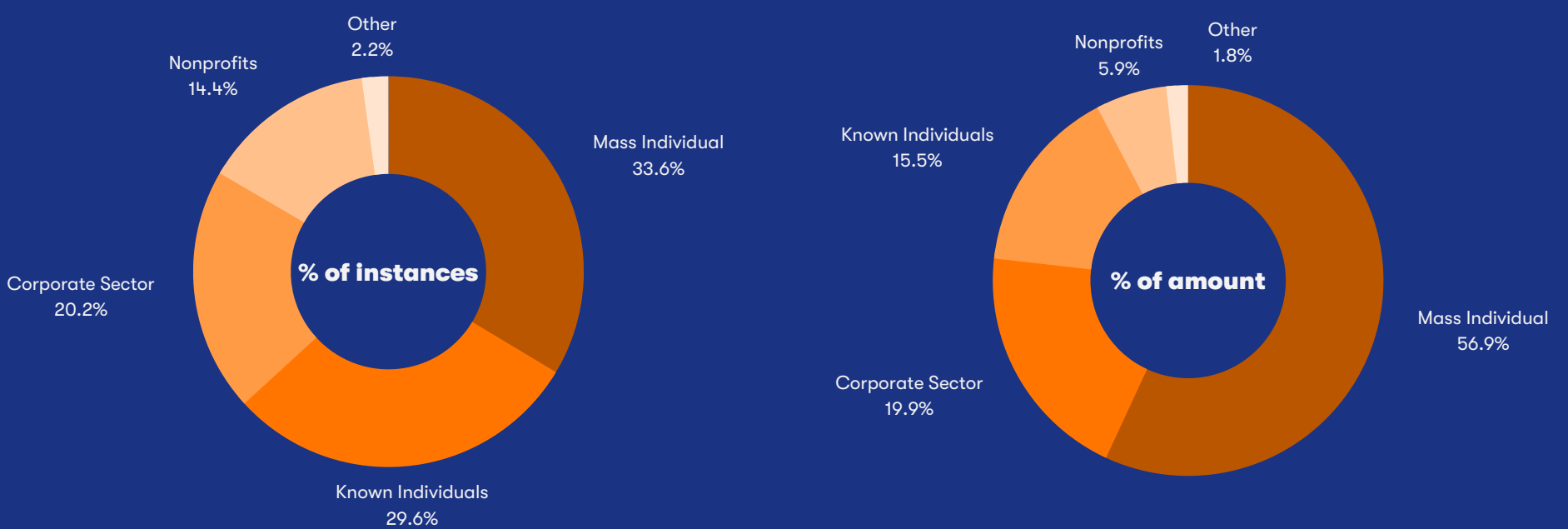
WHO GIVES THE MOST?

Kosovo's donor landscape since 2018 has seen a rise in individual and corporate giving, with mass individual donors leading at 56.9% of the donated amount in 2022. Nonprofits remain the main channel for donations, and short-term impacts dominate donor efforts, particularly in corporate giving.

Trends in Donor Types 2018 – 2022



Donors in Kosovo 2022



Mass individual giving dominated at 56.9% of total donated amount in 2022, primarily through non-profit organizations.

Known individuals contributed 15.5% of total donated amount, with 49.5% given directly to individuals and families.



Companies and SMEs donated mainly for poverty relief, with 87.1% of donation instances having short-term impact.

Diaspora giving showed 44.6% for strategic impact, but 52% still targeted short-term impact.



Nonprofits were key channels for mass individual giving and organized most fundraising appeals.

Source: givingbalkans.org/kosovo_en



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