



# Giving Kosovo 2022

## REPORT ON THE STATE OF PHILANTHROPY

The year 2022 was a key year in the expansion of the philanthropy ecosystem in Kosovo. More than EUR 3.45 million in giving was recorded through 920 unique donation instances. This marked a 33% increase compared to the value of donations recorded in 2021.



**EUR 3,455,000**

recorded donated amount



**920**

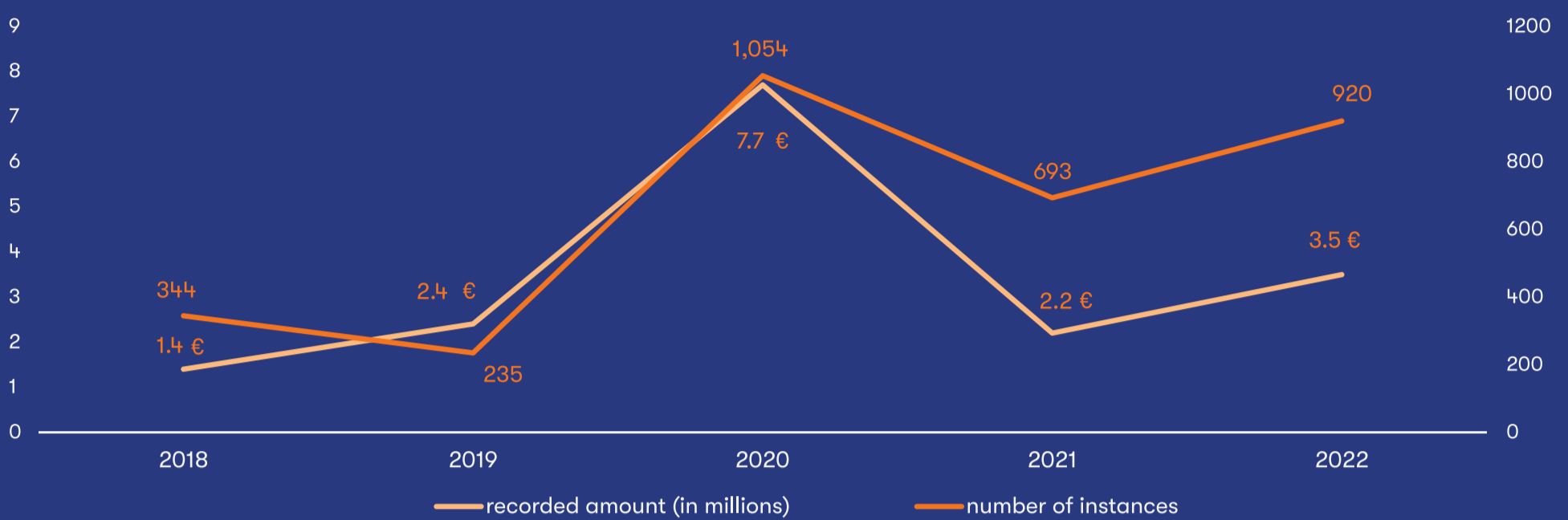
recorded donation instances



**EUR 1.9**

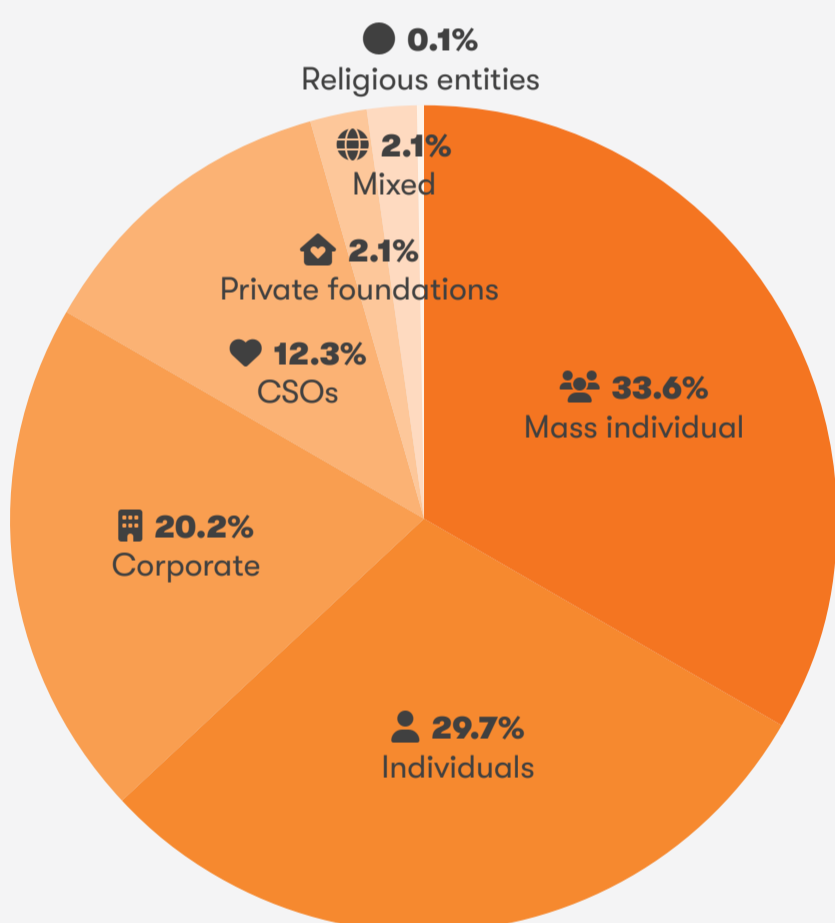
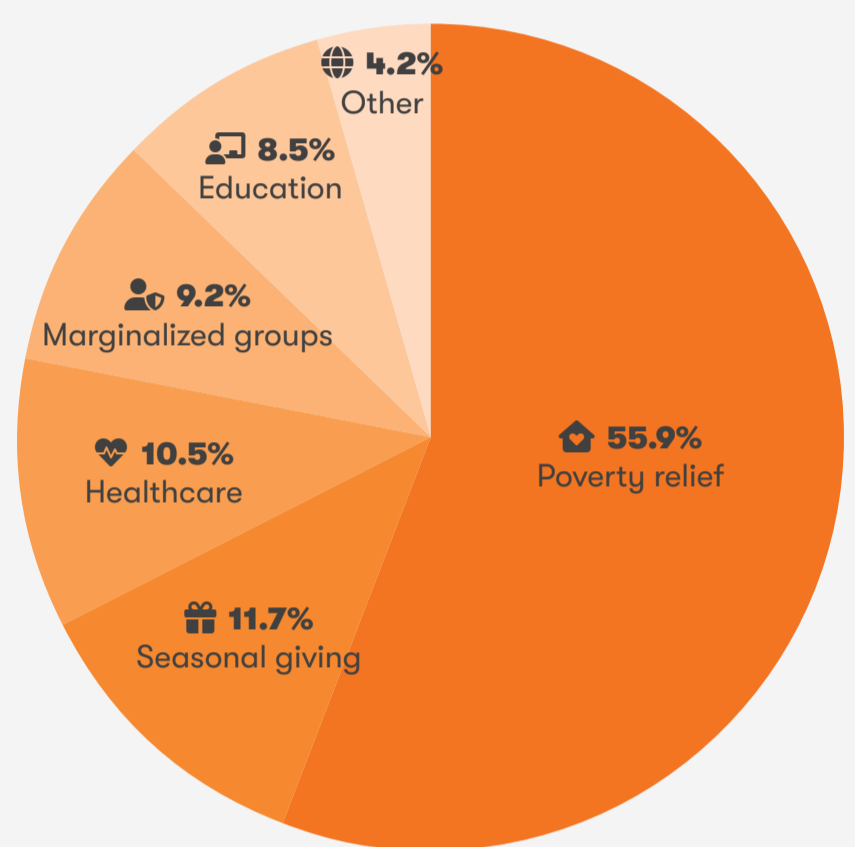
donated per capita

### Giving Trends 2018 – 2022



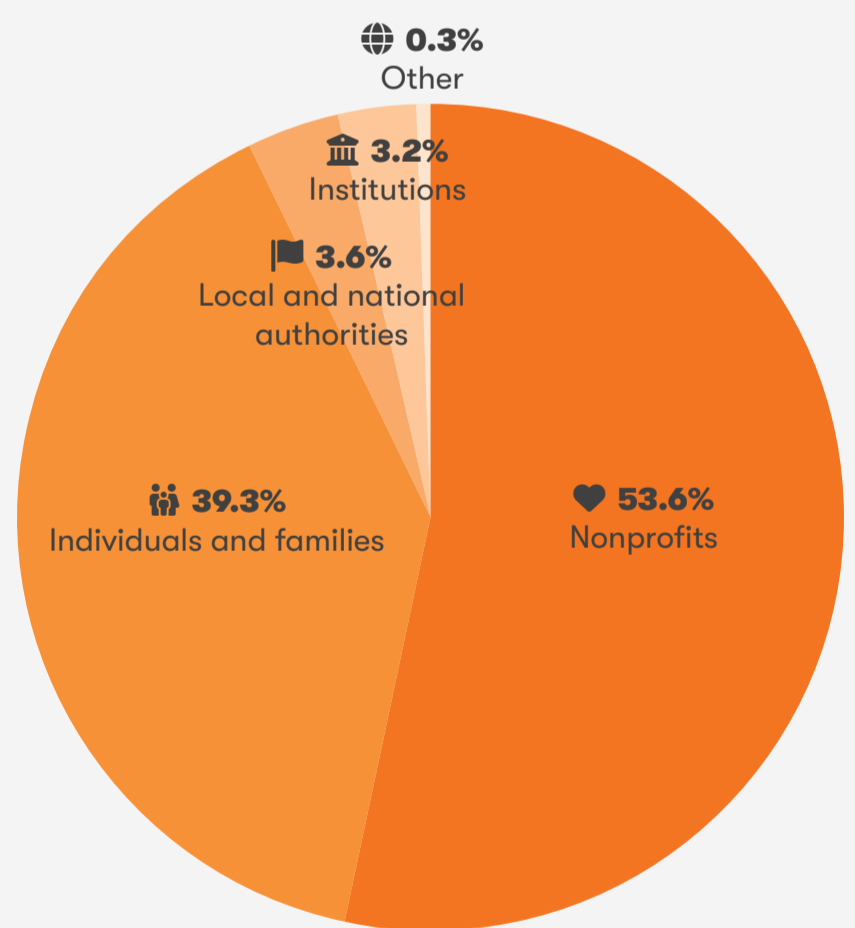
## Causes

In 2022, poverty relief became the most important cause, rising to 55.9% of instances from 13.2% in 2021. Other key areas: seasonal giving (11.7%), healthcare (10.5%), support to marginalized groups (9.2%), education (8.5%). Poverty relief mainly focused on short-term aid.



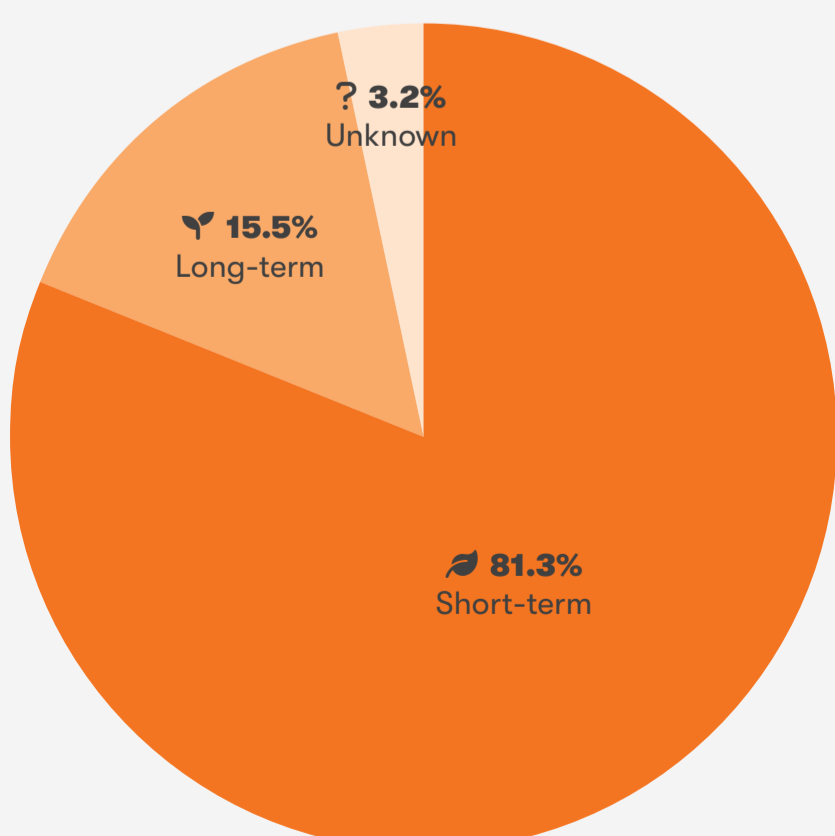
## Donors

Mass-individual giving was the main donor type in 2022 (33.6%), followed by known individuals (29.7%), totaling 63.3% of instances. Corporate sector participated in 20.2% of giving instances, and diaspora donations made up 18.3% of all donations, spread across donor types.



## Recipients

Nonprofits became top donation recipients in 2022 (53.6%, up from 25.2% in 2021), overtaking individuals and families (39.3% in 2022, down from 54.1% in 2021), reversing previous trends. Local and national authorities and public institutions received fewer donations in 2022.



## Intended effects

In 2022, 81.3% of donations focused on short-term humanitarian needs, the highest since 2013, when we began tracking philanthropy in Kosovo. This reversed a trend towards strategic, long-term giving, mainly due to the high concentration of poverty relief donations.



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