



Giving Kosovo

2022

REPORT ON THE STATE OF PHILANTHROPY QUICK FACTS



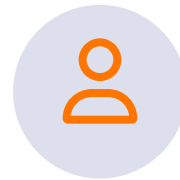
3,455,000

EUR recorded amount



920

of instances



1.9

EUR donated per capita

Source: givingbalkans.org/kosovo_en



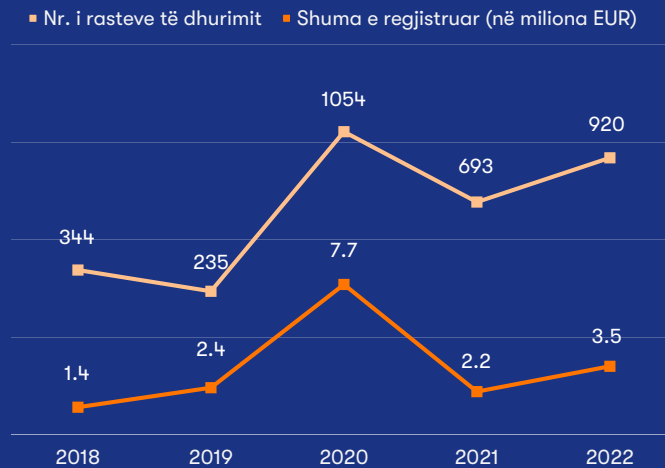
GIVING TRENDS

The trends in giving have experienced fluctuations, with occasional significant increases. These spikes can be attributed to humanitarian crises, such as the 2019 earthquake in Albania and the 2020 COVID-19 pandemic. The year 2020 saw the highest level of giving, followed by a decline in 2021.

However, a considerable increase in giving was observed in 2022. This growth in philanthropy is predominantly focused on poverty relief efforts. We believe that the reason for this may be negative economic trends, including lower GDP projections for 2022 and high inflation.

This marked a 33% increase compared to the value of donations recorded in 2021. Excluding COVID-19 relief-related giving in 2020, both the recorded value and the number of donations reached the highest level recorded in Kosovo since Catalyst Balkans started tracking philanthropy in 2015. The recorded value of giving equaled EUR 1.9 per capita of Kosovo's population.

Giving trends 2018-2022

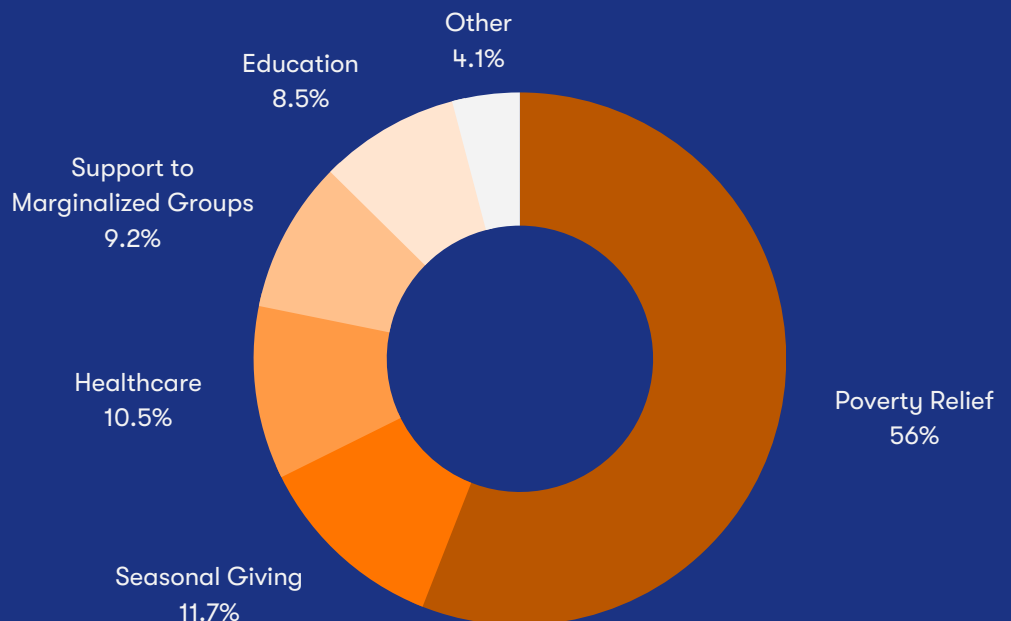


CAUSES

Giving for poverty relief emerged as the most frequent cause to which donors gave in 2022 – increasing from 13.2% of all donations in 2021 to 55.9% of overall donations in 2022. Other key cause areas in 2022 included healthcare (10.5%), support to marginalized groups (9.2%) and education (8.5%). Seasonal giving accounted for 11.7% of all giving..

Donations made for the purpose of poverty relief primarily focused on one-off humanitarian support, such as food packages and providing individual housing for socially disadvantaged citizens.

Giving causes in 2022 (% of instances)

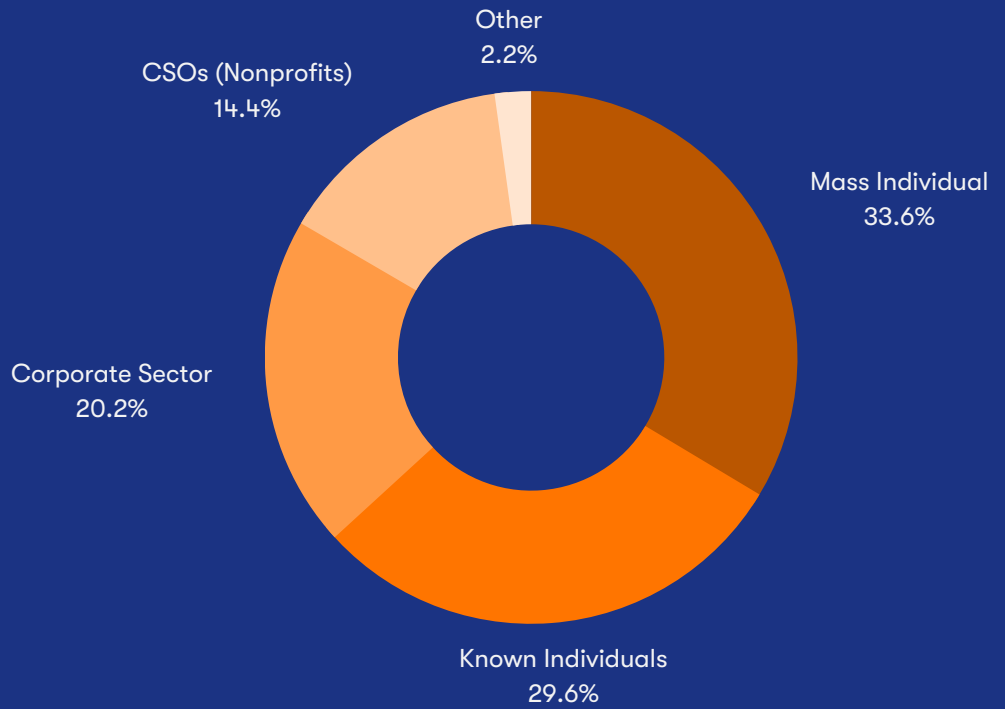


DONORS

Mass-individual giving (giving by a number of unnamed donors collectively) was the primary donor type in 2022, comprising 33.6% of donation instances. Known individuals were the second most frequent donor type (29.7%). This means that 63.3% of donation instances recorded in 2022 were donations made by individuals.

While giving by donors from the diaspora is spread across the donor types, donations sourced from the diaspora in 2022 amounted to 18.3% of all donations.

Top donors in 2022 (% of instances)

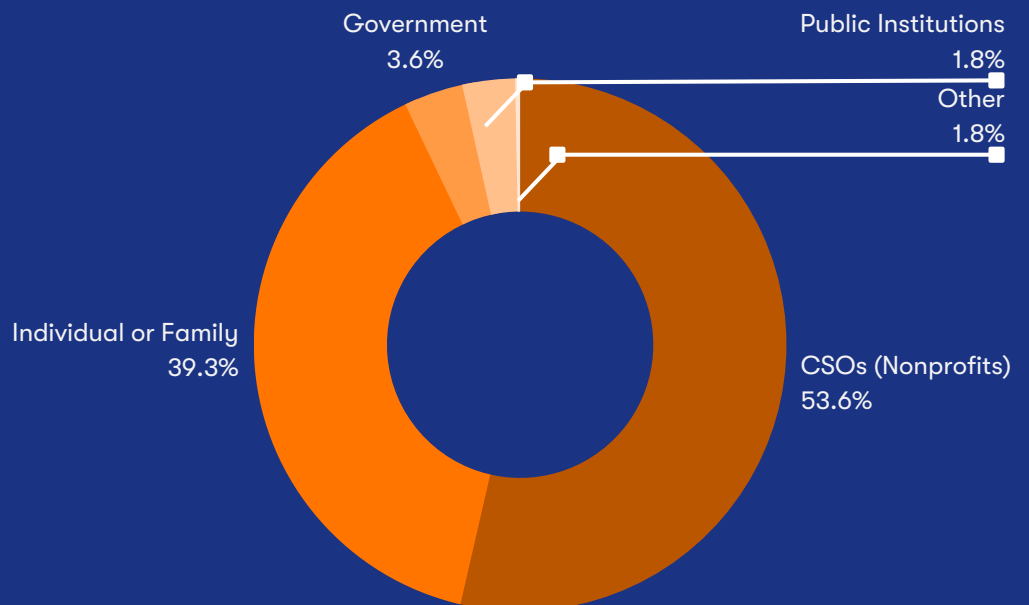


RECIPIENTS

Non-profit organizations emerged in 2022 as the most frequent recipient of donations (53.6% in 2022; 25.2% in 2021) changing places with individuals and families, which were the leading recipient type in 2021 (39.3% in 2022; 54.1% in 2021). This furthered a change in trend over the previous several years when most of the donations had been given directly to individuals and families in need.

Donations directed through local and national governments and public institutions garnered a smaller number of donations in 2022.

Donation recipients in 2022 (% of instances)

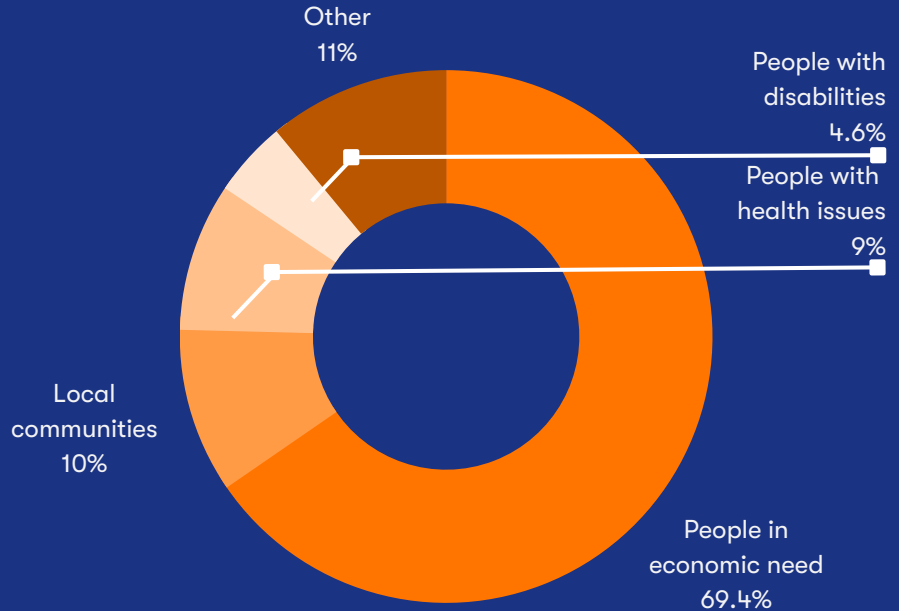


FINAL BENEFICIARIES

People in economic need were the final beneficiary group most frequently supported by the philanthropic community in Kosovo in 2022, comprising more than 65.4% of all recorded donations. This large percentage correlates with the high number of campaigns organized for the purpose of poverty relief during 2022.

Compared to 2021, the increase in the percentage of donation instances directed toward people in economic need was accompanied by a decrease in donations benefitting the population of specific local communities.

Final beneficiaries in 2022 (% of instances)

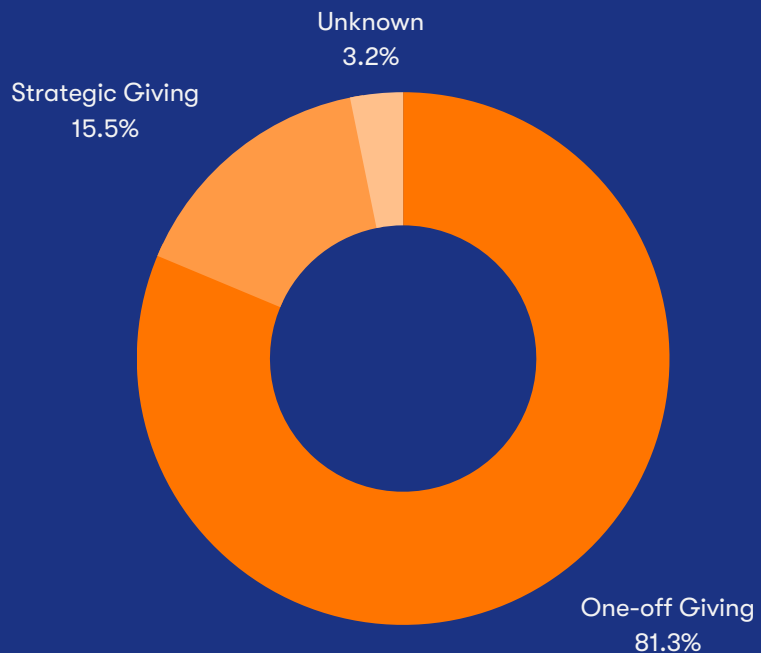


INTENDED EFFECTS

When analyzing the use of donations by recipients, Catalyst Balkans categorizes giving based on its intended effects: to support one-off humanitarian needs or to address strategic needs that make a long-term impact

In 2022, after a trend towards giving being more focused on strategic needs in previous years, a significant swing back towards humanitarian-focused giving took place, with 81.3% of all giving. This was the highest percentage of giving for short-term effects recorded by Catalyst since tracking started in 2015. This reversal of trend is due primarily to a high concentration of donations made for the purposes of poverty relief in 2022.

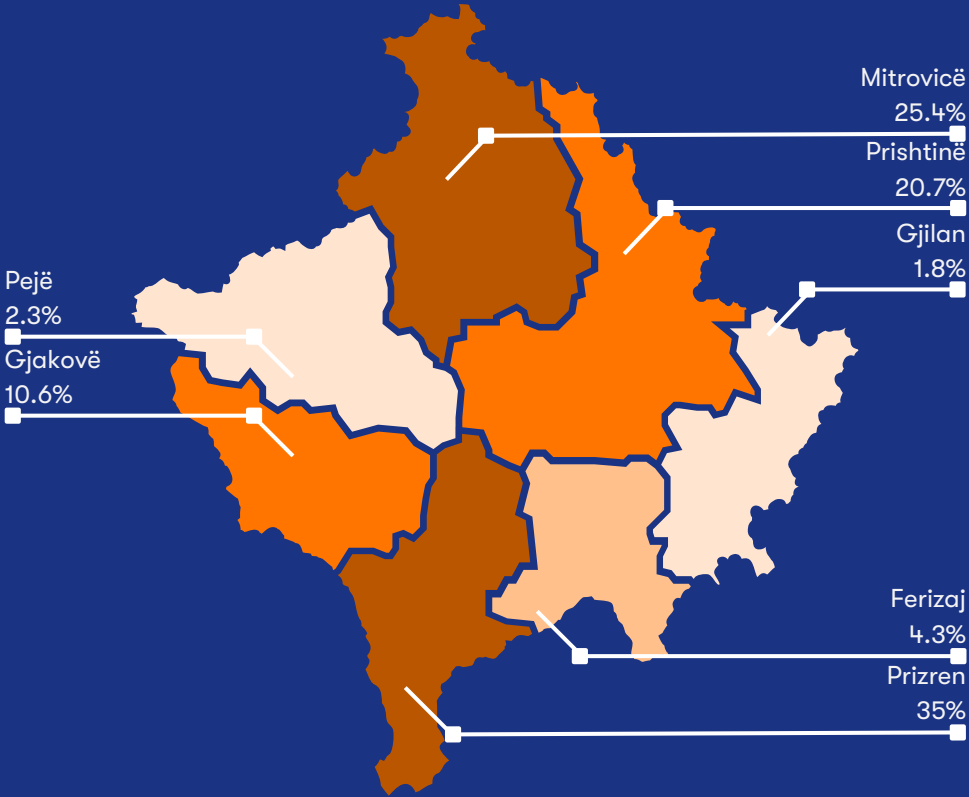
Intended effects of giving in 2022 (% of instances)



GEOGRAPHIC DISTRIBUTION

In 2022, the largest share of instances (35%) was directed to the Prizren region, which represents a change in the trend of Prishtinë being the most supported region. The increase in donations toward the Prizren region was correlated with the increase in humanitarian campaigns for poverty relief initiated by organizations with branches in Prizren. Mitrovicë was the second most supported region (25.4%), followed by Prishtinë (20.7%).

Geographic distribution of giving in 2022 by region (% of instances)



Kosovo's Giving Trends in 2022: A Spotlight on Poverty Relief and Healthcare Donations

Donations for the purpose of poverty relief achieved the highest share in the total number of donation instances and the donated amount in 2022. Specifically, more than half of donation instances and slightly less than half of the total recorded amount were intended for this purpose. Regarding the value of donations, a high amount was recorded for healthcare. Among other generally less supported causes, seasonal giving stood out in terms of the frequency of support, while a large share of the donated amount was intended for the support of the Kosovo Government's Security Fund.

Poverty relief has been a leading cause that the Kosovo philanthropy ecosystem supported throughout the years, fluctuating between 25.9% and 55.9% of all giving, except the COVID-impacted years of 2020 and 2021.

Giving for healthcare, education, and support to marginalized groups have consistently been additional key causes supported in Kosovo, but their levels have varied over the last eight years.

A full breakdown of all 2022 giving by cause areas shows the frequency of giving to less supported causes but still a focus of philanthropy. 2.3% of all giving fell under the category of Other and is reflective of the donations made to the Government of Kosovo's Security Fund. Giving for environmental protection and mitigation totaled 0.7% of the 2022 levels, followed by Culture and Arts (0.4%) and Religious Activities (0.2%). Heritage, Economic Development, and Social Entrepreneurship were supported with 0.1% of giving recorded in Kosovo. Continued giving for remediating the impacts of COVID-19 also amounted to 0.1% of donations.

Causes by Types of Donors

Citizens through mass-individual giving were the most frequent donor type in donations aimed at poverty relief, healthcare, and seasonal giving, while known individuals were the prevalent donor type for the support of education. The corporate sector, domestic associations, and identifiable individuals shared a similar percentage of donations to support marginalized groups.

Causes by Intended Effects of Giving

Giving to achieve short-term results was the prevalent form across the key cause areas in 2022. For example, 40.7% of giving for poverty relief was in the form of humanitarian support (food and other consumables).

Strategic support was predominant in the area of education, with scholarships and stipends for students being the most frequent form of donations.

All seasonal giving was intended for achieving short-term results, which corresponds to the nature of seasonal giving as being driven by various religious holidays and the tendency of faith-driven donations to be aimed at humanitarian support.

Examples of Giving

The Bereqeti Association, in cooperation with the Islamic Community of Kosovo, organized the traditional humanitarian campaign "Sofra e Ramazanit 2022" ("Ramadan Table") during the month of Ramadan. The action aimed to provide food packages to socially disadvantaged families in all municipalities across Kosovo. Several corporate donors, including the supermarket Lindi Center, Diamanti, Meka Halal Food, and AB Bajrami gave their cash or in-kind support along with numerous local and diaspora individual donors. More than EUR 45,000 was raised for this campaign.

"Sofra e Ramazanit 2022" ("Ramadan Table")

“Ec Me Këpucët e Mia”
 (“Walk In My Shoes”)

Actions of the KEDS
 and Twig

A solidarity march was held on World Down’s Syndrome Day (21 March) under the motto “Ec Me Këpucët e Mia” (“Walk In My Shoes”). Citizens supported the action by joining the march to raise public awareness of the needs of people with Down’s Syndrome. The Down Syndrome Kosovo Association organized the action as part of the campaign “Një Kartolinë për Ty” (“A Postcard For You”). During the campaign, stalls with postcards made by association members were placed in the Zahir Pajaziti Square in Pristina and other squares in cities throughout Kosovo. Various donors contributed to the campaign by donating directly and through the symbolic purchases of the postcards. By the end of the campaign, EUR 38,600 was raised across the four centers of Down Syndrome Kosova – in Pristina, Ferizaj, Mitrovicë, and Prizren.

Celebrating World Earth Day (22 April), the company KEDS donated twenty seedlings and organized their planting on the hill by the Faculty of Electrical and Computer Engineering (FIEK). Students of the faculty and students of the KEDS Academy planted the seedlings. Professor Avni Alidemaj initiated the action from KEDS.

In a similar action, the company Twig contributed to greening the Municipality of Mitrovicë by donating 27 seedlings. Representatives of the company, the Directorate for Environmental Protection, and volunteers helped plant the seedlings near Mitrovicë Lake.

Kosovo’s 2022 Donor Landscape: A Deep Dive into Individual, Corporate, and Diaspora Giving

Trends in Types of Donors Giving in Kosovo – 2018-2022

Individuals have been the most prominent donor in Kosovo since the tracking of philanthropy in Kosovo began in 2015. Over time, giving by known individuals has gained a larger share in giving. Giving by companies and SMEs has also seen a general rise in its share in overall giving.

Mass Individual Giving

Mass individual giving accounted for 33.6% of all donation instances and 56.9% of the total recorded amount in 2022. The high share of recorded mass individual donation instances was correlated with the high number of campaigns in which citizens are the most frequent donors. Non-profit organizations represented the main distribution channel for mass Individual donations in 2022.

Giving by Known Individuals

The second most active donor type in 2022 was known individuals, accounting for 29.7% of all donation instances and 15.5% of the total donated amount. Most frequently, giving from known individuals was provided directly to individuals and families in need or directed towards non-profit organizations.

Giving by Companies

Company and SME donors directed their support predominantly through domestic associations’ work, mainly for poverty relief. Of all corporate donation instances, 60.8% were from companies, while 39.2% were from small and medium enterprises.

To Whom Individuals Gave in 2022

Mass individual giving was primarily focused on giving through non-profit organizations (79.6%) and, to a lesser extent, directly to individuals or families (19.1%). Only 1.3% of mass

individual donations recorded were directed to public institutions. Because dedicated fundraising campaigns largely drive mass individual giving, and because non-profits organize most fundraising appeals targeted to mass individuals, this distribution makes sense.

Giving by known individuals was broken down more evenly in 2022, with 49.5% directed to individuals and families and 43.2% given through nonprofit organizations. 4.4% was directed to the local or national government, and 2.2% to public institutions. Known individuals tend to follow their own theory of giving in addition to responding to appeals, so having a more equal distribution across recipient types is expected.

For What Intended Effects Individuals Gave in 2022

More than 91% of all mass individual giving was directed to uses that aimed to achieve short-term impact, while just 4% was used in a way that would make a strategic difference. This contrasts with giving by known individuals, where nearly 33% of all donation instances could be classified as strategic giving, and almost 66% were directed to one-off impacts.

To Whom the Corporate Sector Gave in 2022

Companies split their giving between non-profit organizations (46.2%) and individuals and families (43.5%). Less than 5% of corporate instances of donations were directed to public institutions or to the local and national governments.

For What Intended Effects Companies Gave in 2022

While in previous years, corporate giving was more directed towards achieving long-term strategic impacts because the overall focus of giving in 2022 was on poverty relief, the overwhelming majority (87.1%) of all instances of corporate giving were for the creation of short-term impacts. Just 7.5% of corporate giving was directed toward strategic outcomes in 2022.

To Whom the Diaspora Gave in 2022

The primary focus of giving from the diaspora was to give directly to individuals and families (53.6% of instances) in 2022, with giving to non-profits (41.1%) being a second strong giving pathway.

For What Intended Effects the Diaspora Gave in 2022

In contrast to other key donor types giving in 2022, giving for achieving strategic impact by the diaspora was more prevalent with 44.6% of all instances. The short-term impact was still the focus of more than 52% of all giving from the diaspora.

Examples of Giving

“Music 4 All”

Through the KOSOVA Ideas crowdfunding platform, citizens helped raise funds for the project initiated by Roma Versitas Kosovo to support the “Music 4 All” Music School in Plementina. The school offers free music classes and workshops for children and youth. The campaign lasted until 8 January 2022, and more than EUR 5,000 was raised, intended to purchase necessary teaching and art materials and equipment, funds for transportation, events, and heating bills.

*Actions of the
NLB Bank*

NLB Bank donated didactic materials and equipment to the Speech Therapy Cabinet at the University Clinical Center of Kosovo (QKUK). The donated essential tools are intended for the treatment of children with communication and cognitive disorders. Additionally, the bank distributed gifts to several Kosovo associations that care for children with disabilities.

*“1 Cent – Donate a
little, help a lot!”*

An example of corporate support in 2022 was the campaign “1 cent – Dhuro pak, ndihmo shumë” (“1 Cent – Donate a little, help a lot!”). This action was organized by the company Fluidi Group through its newly established foundation Floil Cares. Using a cause-related marketing approach, one euro cent was donated from selling every bottle of Floil oil to support the Down’s Syndrome Kosova Association.

Shifts in Kosovo's Philanthropy: Recipient Trends and Giving Flows in 2022

Historically, giving directly to individuals and families has been the most frequent way to carry out philanthropy. However, this trend changed in 2022, when the majority (53.6%) of donation instances were directed to non-profit organizations, while only 39.5% of donations were given directly to individuals and families.

While giving to local and national governments and public institutions (schools, health clinics, culture centers, etc.) saw its apex in 2020 during the COVID-19 crisis, its decline in 2021 and 2022 brought the levels of giving through these recipient types down to the levels even lower than pre-COVID. This is specifically the case with giving to public institutions, which recorded single-digit levels for the first time in 2022, comprising just 3.2% of all donations.

Giving to Non-Profits

Under the term non-profit organizations, Catalyst Balkans recognizes the following types of organizations: domestic associations, foreign associations, diaspora associations, private foundations, and corporate foundations. In 2022, giving was recorded only to Kosovo domestic associations and private foundations.

Non-profit organizations stood out as the primary recipient in Kosovo in 2022, receiving 53.6% of all donations. Giving to domestic associations accounted for 50.2% of all donations, with the most frequent recipients including the Jetimët e Ballkanit Association, Bereqeti Humanitarian Association, Down's Syndrome Kosova Association, and Action for Mothers and Children.

Donations made to private foundations accounted for 3.4% of all donation instances in 2022.

Giving to the State

Giving to state institutions, including local and national government and health, education, culture, and social institutions, comprised a significantly less proportion of the instance of donations in 2022. Out of all donation instances, 3.2% was directed to institutions of various types, and 3.6% were directed to local/national governments. However, a significant value of donations – almost a quarter of the total recorded amount, was intended for the Security Fund of the Ministry of Defense of Kosovo.

Of the public institutions that received private philanthropic support in 2022, health institutions were the most frequent recipient, followed by educational, social, and finally cultural institutions.

Examples of Giving

Security fund

The Ministry of Defense of Kosovo opened the Security Fund to ensure support measures in potential times of crisis. The most prominent donors to the fund were individual donors such as country officials, entrepreneurs, artists, and companies and associations. The total recorded amount of donations raised for the Security Fund in 2022 was around EUR 838,600.

Well for the Hasan Pristina Elementary School

The Bereqeti Humanitarian Association in Drenas, in cooperation with the Chairman of the Council of the Islamic Community in Drenas, announced the opening of a well for the Hasan Pristina Elementary School in the village of Llapushnik. The already existing wells on the grounds of the school no longer produced potable water, so an urgent solution was needed. A neighboring landowner, Jeton Rrahim Thaçi, donated the use of his land for the digging of the well.

Kosovo Philanthropy: Beneficiary Groups and Support Channels in 2022

Beneficiary Groups Receiving Support from Domestic Giving in 2022

In 2022, 65.4% of all instances (and 47.3% of the amount) in Kosovo were directed toward people in economic need. These higher levels of giving for the benefit of this particular group of people represent the continuation of a trend that started in 2020. It also corresponds to the socio-economic trends and higher food insecurity and inflation occurring in Kosovo over the same period of time.

Other key beneficiary groups in 2022 include the population of specific local communities (10% of donation instances and 4.4% of donated amount) who have benefitted from community-based improvements that impact the local environment and people with health issues (9.0% of instances and 13.7% of donated amount).

Notably, while the frequency of donation instances focused on the general population of Kosovo in 2022 was at 2.5%, the donated amount of giving was 24.8% of overall giving; this is due to the giving done in 2022 in support of the Kosovo Security Fund.

How Beneficiary Groups are Supported by Various Types of Donors

Mass individual giving was the primary source of giving for people in economic need and people with health issues. Mass individual campaigns were the source of funds in more than half of all donation instances for people with health issues and more than a third for people in economic need.

Known individuals were the donors in 57.6% of all actions intended for the population of specific local services. Predominantly, these actions included donations of scholarships from diaspora donors that were earmarked for students from particular towns or communities.

Intended Effects of Giving for Key Final Beneficiary Groups

Examining how funds given were used provides insight into whether a particular donation would have a short-term impact to address the symptoms of a problem or a more strategic impact to address the root problem.

In 2022, 96% of the resources dedicated to supporting people in economic need were used to address their felt needs and provide humanitarian assistance, food support, or other short-term inputs that would temporarily address the problem. More than 78% of funds directed towards people with health issues were for short-term solutions, with only 13% of funds used to create long-term health and wellness outcomes.

Strategic forms of giving were more frequent in donations that supported people with disabilities (31% of instances had strategic intent) and especially so when the population from a specific local community (67.4% of instances) benefitted from a donation.

Examples of Giving

The Sakuntala NGO successfully raised EUR 850 through a KOSOVA Ideas crowdfunding platform campaign to provide vocational training to women and girls from the Roma, Ashkali, and Egyptian communities. The five-month training was organized by the Yunus Emre Institute in Prizren, aiming to improve the economic development of Roma women and girls in the municipality of Prizren and promote traditional handicrafts.

#EcPërMua
(#WalkForMe)

Donation of 100
computers

In June 2022, using the hashtag #EcPërMua (#WalkForMe), the SOS Fshatrat e Fëmijëve Kosovë Association organized the regional campaign #IT+SOS in cooperation with the Association for Information and Communication Technology of Kosovo. The aim of the action was to raise funds for the support of children without parental care. Various companies, such as Raiffeisen Bank, NLB Banka, ProCredit Bank, 3CIS JSC, Appstellar, and Global CT Digital Kosovo, responded to the initiative. The total amount raised was EUR 12,500.

The Naim Fasheri LAPSH diaspora association in Switzerland donated 100 computers along with needed accessories to the SHFMU “Vëllezërit Frashëri” in Lipjan. The donation was worth EUR 30,000.

Understanding the Intended Effects of Philanthropic Giving in Kosovo: Short-Term vs. Long-Term in 2022

The use of donations can be categorized based on the intended effect that a donation has on the issue that it aims to help. Accordingly, the use of donations as either one-off or long-term. Long-term donations refer to support that is supposed to provide beneficiaries with strategic solutions to their problems, while one-off support has a short-term effect and addresses the symptoms of a problem but not the underlying cause.

Over the last eight years, an expansion and then a contraction of the relevant levels of strategic giving have been recorded, ranging from a high of 43.6% in 2019 to a low being recorded in 2022 of 15.5%. The level of strategic giving is not indicative of the quality of philanthropic giving but is more a reflection of the socio-economic conditions in the country and the availability of resources to address both short-term and long-term impacts at the same time.

Breakdown of Short-Term Effect Giving in 2022

Short-term effect giving in Kosovo comprised 81.3% of all donation instances and 65.4% of the total donated amount in 2022.

Of the uses of donations that are classified as having a short-term effects, 33.2% were the delivery of humanitarian support (food, cash, and in-kind goods to individuals and families). Supplies and consumables made up 31% of all short-term effect donations, while individual housing comprised 26.6% of that total. Medical treatments and procedures made up 9.2% of the overall short-term effect giving in Kosovo.

Measuring it based on the value of donations, the highest percentage (41%) was allocated to the provision of individual housing, followed by 11.9% for medical treatments and procedures.

Breakdown of Long-Term Effect Giving in 2022

Strategic giving, or giving with the intention of long-term effect, can be broken down into a variety of uses of donations, including the purchase of equipment, provision of stipends or scholarships, provision of services, and capital investments.

Long-term effect giving comprised 15.5% of donation instances and 29.3% of the donated amount in 2022. The most frequent use of donation was equipment (46.2% of instances) followed by scholarships (37.8%).

Yet when viewing it from the donated amount, 97.5% of the funds donated were recorded with the intent for long-term effect done in the form of equipment. Examples of equipment donations made in 2022 include educational equipment (laptops, computers, monitors), medical equipment (hospital beds, ambulance vehicles, diagnostic machines), and adaptive equipment for people with disabilities.

Intended Effects of Giving by Recipient Types

More than 43% of all strategic giving in 2022 was directed to individuals and families as recipients, with the primary use of donations being scholarships.

Nearly 59% of short-term effect giving was programmed through non-profits in 2022, with the primary use of donations being medical treatments and the provision of supplies and consumables.

Use of Donation by Recipient Types

100% of scholarships and 65.3% of humanitarian support were given directly to individuals and families.

88.9% of services, 72.4% of supplies and consumables, 71.0% of medical treatments, and 68.3% of donations for individual housing were given to a non-profit to program and reach final beneficiaries rather than giving directly to final beneficiaries.

Examples of Giving

With the support from various donors, the Jetimët e Ballkanit Association distributed 122 beds and assistive equipment that included wheelchairs, crutches, walkers, and physiotherapy equipment to the municipality of Kaçanik, and to the associations Heroinat and Handikos Suhareke.

Januz Mustafa, a taxi driver from Ferizaj, opened a humanitarian kitchen on the occasion of Ramadan. Funds needed to provide meals – around EUR 120 for each meal – were raised by Januz with the help of family and friends. Thanks to the work of the humanitarian kitchen, during the month of Ramadan, meals were provided daily to around sixty socially disadvantaged families from Ferizaj.

*Donation of 122
beds and assistive
equipment*

Humanitarian kitchen



givingbalkans.org/kosovo_en

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