



Giving Kosovo 2022

REPORT ON THE STATE OF PHILANTHROPY

HOW DO CITIZENS DRIVE MASS FUNDRAISING IN KOSOVO?

Mass individual giving represents instances of philanthropy fundraised by citizens en masse, such as through crowdfunding, donations boxes, events, etc. For the period in which we have recorded data (2018-2022), there has been a steady uptick in the number of instances of mass individual giving in Kosovo, from 108 to 161.

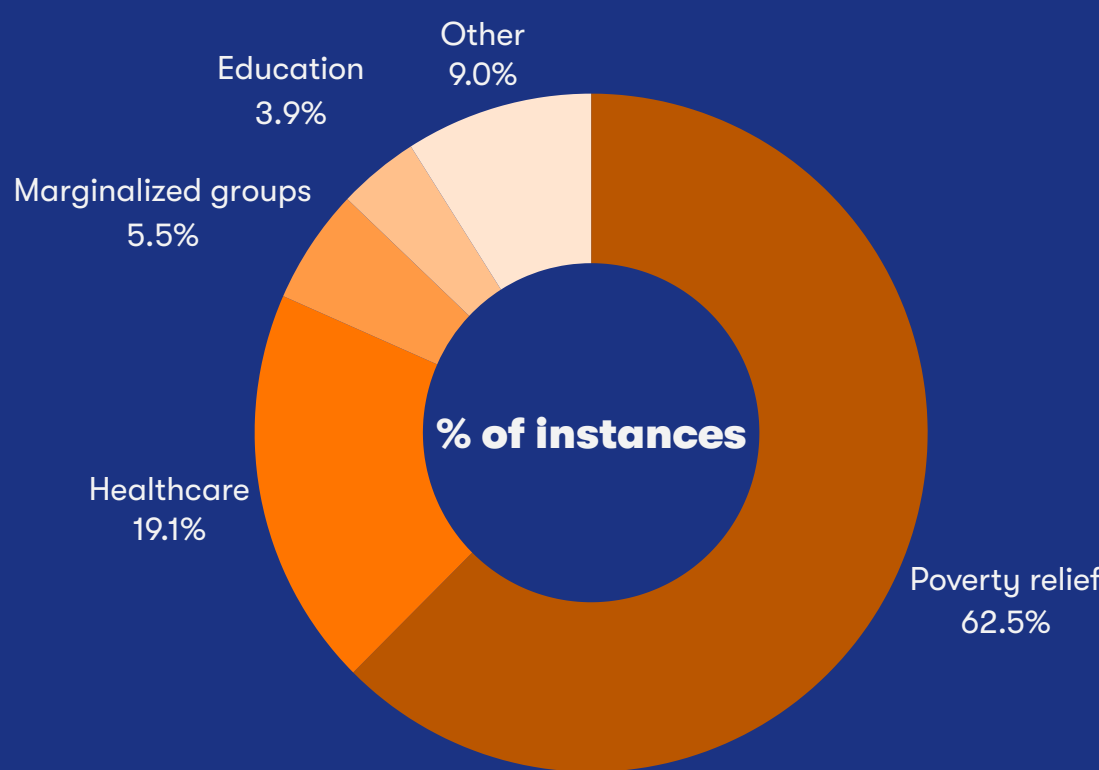
The sum raised through these actions year-on-year, however, has increased even more dramatically. In 2022, we have recorded a rise in the recorded amount of over 160% compared to 2021. This indicates an important increase in citizens' engagement in philanthropy.

Trends in Mass Individual Giving



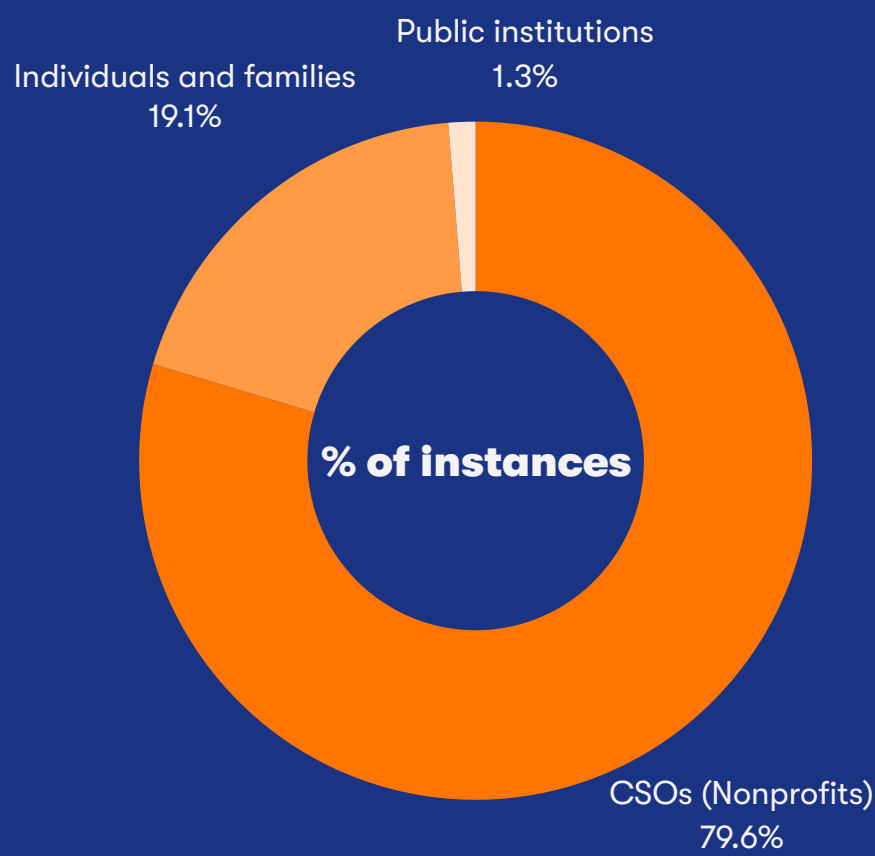
What Causes Were Supported Through Mass Individual Giving in 2022?

In 2022, citizens' mass individual giving was overwhelmingly directed towards poverty relief. This cause was supported in more than 60% of the recorded instances of giving.



Who Were The Recipients of Mass Individual Giving in 2022?

Civil society organizations (CSOs), have been the recipients in nearly 80% of the instances of mass individual giving in 2022. The increase, compared to 2021's 46%, marks a notable rise in CSO involvement in domestic mass individual fundraising.



People in economic need have been the beneficiaries in 67.6% of the instances of mass individual giving in Kosovo in 2022, a greater share compared to 2021's 53.4%



Despite an increase in citizens' engagement, most of the instances of mass individual giving remain focused on short-term effects, with only 4.2% having strategic, long-term intended effects.

Want to know more? You can find all the information about mass individual giving in Kosovo [at the link](#).

Source: givingbalkans.org/kosovo_en



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The Citizen Engagement Activity in Kosovo is a five-year initiative implemented by Kosovar Civil Society Foundation (KCSF) in partnership with the United States Agency for International Development (USAID).