

EYEZON ETHIOPIA REPORT

EyezonEthiopia.com

24 Oct. 2021 - 27 Jan. 2022 (3 months)

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EYEZON ETHIOPIA AT A GLANCE

\$6,047,842

Total amount raised (3 months)

Key Successes



Raised 6 million USD



Reached more than 21,137
unique donors.



Utilized \$1,103,186.78
USD (18.2%) for the IDPs in
Afar and Amhara in Feb.
2022.

Main Cause

Internally Displaced People (IDP)

This cause is created by the National Disaster and Risk Management Commission (NDRMC), with the main goal to support the millions of people displaced due to the conflict in the northern part of Ethiopia.



NATIONAL DISASTER RISK
MANAGEMENT COMMISSION
(NDRMC)

REPORT SUMMARY

October 24, 2021 to January 27, 2022 (3 months)

Eyezon Ethiopia, the Ethiopian National Causes Donation Platform was launched on 24 October 2021. The platform enables Ethiopians around the globe to support their home country through various initiated causes.

The initial cause was launched by the National Disaster Risk Management Commission (NDRMC) to support the millions of people who are displaced due to the conflict in the country.

Since the launch of the platform, thousands of donors have made successful donations using their credit and debit cards. By Jan 31, 2022, Ethiopians and supporters of Ethiopia around the world managed to raise more than \$6,000,000 USD through the platform.

Eyezon Ethiopia was developed by Chapa in partnership with the Ethiopian Diaspora Agency (EDA), the National Disaster Risk Management Commission (NDRMC), and the Commercial Bank of Ethiopia (CBE).

- Chapa developed Eyezon Ethiopia.
- EDA owns it.
- CBE handles the transaction of money from the donor to the official bank account of the Ethiopian Ministry of Foreign Affairs (MoFA) in foreign currency.
- NDRMC is responsible for allocating and utilizing the raised funds to aid displaced communities within Ethiopia.

This quarterly report entails a summary of donations, donors' and transactions' behaviors, and feedback and reflection on the platform.

INTRODUCTION

Since the start of the conflict in the Northern part of Ethiopia many people have been displaced from their home. The Ethiopian Diaspora community have been trying to help those in need through different channels. Ethiopian Diaspora Agency, Chapa and Commercial Bank of Ethiopia launched EyezonEthiopia, the official donation platform for different causes in the country. The platform managed to collect more than \$6,047,842 USD in three months.

In this report, we walk through a summary of donation, donors' and transactions' behaviour, and people's reflection on social media about the platform and the cause. The report covers data between (24 Oct 2021 - 27 Jan 2022) only. From this data, we were able to understand that many people rally for the betterment of Ethiopians and rely on Eyezon Ethiopia to deliver the necessary funds.

Key Partners



ETHIOPIAN DIASPORA AGENCY
(EDA)



NATIONAL DISASTER RISK
MANAGEMENT COMMISSION
(NDRMC)



COMMERCIAL BANK OF ETHIOPIA
(CBE)

DATA ANALYSIS

Data analysis is a process of inspecting, cleansing, transforming and modeling data with the goal of discovering useful information, informing conclusions and supporting decision-making. The data used for this report ranges from the launch date of the platform, October 24/2021, to January 27/2022. The analysis includes transaction behaviours to reactions of donors on social media.

What was the main goal for the first round (October 2021 - January 2022)?

The main goal for the first six months of the platform was to raise \$5,000,000 by mobilizing the Ethiopian diaspora community around the globe. As Ethiopia is estimated to have around 4 million diaspora community the main goal for the first half a year of the launch was to have one cause that targets mainly the internally displaced people (IDP) due to the conflict in the Northern part of the country. In general Eyezon outshined in the first three months by raising more than 6,000,000 USD in 95 days.

DONATION BEHAVIOR

How many people made successful donations?

Since the launch of eyezonethiopia.com to the date where the data used for this report there is a span of 95 days. During these days more than 25,246 successful transactions have been made. 21,137 individual donors have contributed towards these transactions.

What is the highest amount of donation?

Here we look at the amount of donation made by individual names. By individual names means the donor could be a single individual or could be a group of individuals donating in a common group name. In this context the cumulative amount by an individual name is taken. If the individual contributed five times, we added the five transaction amounts. Accordingly, The top five highest total donations by individual/group accounts are \$60,519 USD, \$50,000 USD, \$26,912 USD, \$22,180 USD and \$39,964 USD respectively. There are a number of accounts with more than 10,000 USD donations. There are some donations as well with \$5, which is the lowest amount of donation that was made through the platform.

What is the average donation amount?

Donations flow in various amounts. As discussed earlier in this section, there is one major cause and various smaller campaigns. The donations have been made mainly through the major cause but also via the smaller campaigns as well. The income from all the sources (the cause and the campaigns) target the internally displaced people in the country. Here we look at the most common donation amounts that has been made. Figure 2.1 shows the average gift size.

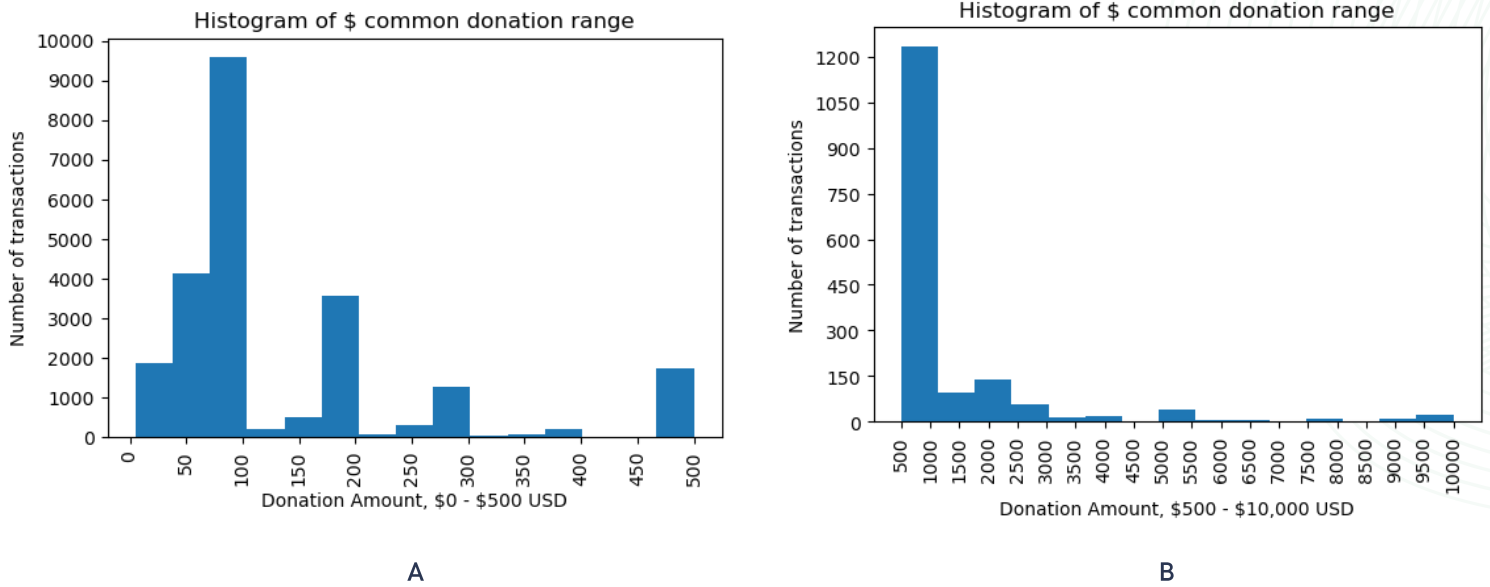


FIGURE 2.1 AVERAGE GIFT SIZE (24 OCT 2021 - 27 JAN 2022)

As it can be observed from figure 2.1 (A) which entails 93% of the transactions (\$3,487,342 USD in amount), the most common amount of donation is \$50 - \$100. Figure 2.1 (B) covers 7% of the transactions (\$2,560,500 USD in amount). It can be observed that the majority of the donations are between \$500 - \$1,000.

It can also be observed that 57% of the total donation is raised from 93% of the total number of transactions while 42% of the total donation is raised from only 7% of the total number of transactions.

What is the average number of active donors per day?

The number of donors changes every day. Hundreds of donors have been donating each day to support the displaced people. The ten consecutive days one month after launching had the highest number of donors. Table 1.0 shows the top Ten days that have large number of transactions. On average, 265 number of successful donations has been made every single day.

Date	Number of transaction	Percentage (%)
2021-11-23	1701	6.7
2021-11-25	1361	5.3
2021-11-24	1248	4.9
2021-11-22	1082	4.2
2021-11-20	1050	4.1
2021-11-27	1046	4.1
2021-11-26	1015	4.0
2021-11-21	976	3.8
2021-11-28	936	3.7
2021-11-19	805	3.1

TABLE 1.0 TOTAL NUMBER OF SUCCESSFUL DONATIONS (DAILY)

(24 OCT 2021 - 27 JAN 2022)

Rank of countries with total amount of donation

Ethiopians around the globe have been donating through Eyezon Ethiopia. The platform is able to reach donors from various countries. Donors from 100 countries have left their footprint in supporting the displaced people in their home country. Table 1.1 shows the rank of countries (top 10) by the total amount of donation.

Country Name	Donation	Percentage (%)
United States	5,189,307	85.8
Canada	264,111	4.3
United Kingdom	91,170	1.5
Sweden	80,009	1.3
Australia	76,011	1.2
Germany	64,058	1.0
Ethiopia	57,585	0.9
Switzerland	31,295	0.5
Norway	25,433	0.4
Malawi	21,938	0.3

TABLE 1.1 TOP 10 RANK OF COUNTRIES BY TOTAL AMOUNT OF DONATION
(24 OCT 2021 - 27 JAN 2022)

What is the Repeat Giving Rate (RGR) of the platform?

Repeat giving rate is a proportion of how much of the donors donated more than once. Since the launch of the platform up to 27th January 2022 there were 25,246 individual donations. 21,137 unique donors. Out of these 2,704 donors donated more than once. Hence the repeat giving rate of the platform is 10.7%.

We also observed the frequency of donations by individual name donors. Individual accounts have visited the platform several times and are leaving their footprint on supporting the displaced societies in the country. A single account made 111 successful donations being the highest one. There are other individuals who have made successful transactions 49 times and 30 times as well. Moreover, a number of accounts have made more than 10 successful donations. It can be seen that once you start giving through the platform considering its simplicity and transparency it will be your first choice to donate to various causes in the country.

Donors Acquisition Rate (DAR)

Donors acquisition rate is a percentage of new donors acquired over a specific period of time. Here we look at the rate of new donors acquired per month. As can be observed in Table 1.2 there are 19 donors in the first month of the launch. In the following month, the number of unique donors increased to 13,358 which is 70,205% growth. In the next month, the number of donors decreased to 6,918 which is a 48% reduction. These numbers indicate that there should be an improvement in the donors' acquisition in the upcoming campaigns.

		Number of donors	Donor Growth Rate (%)
Year	Month		
2021	10	19	0.0
	11	13,358	70,205.26
	12	6,918	-48.21
2022	1	842	-87.82

TABLE 1.2 DONOR GROWTH RATE (MONTH) (24 OCT 2021 - 27 JAN 2022)

Donation Growth Rate (DGR)

The donation growth rate is a percentage of growth in donation over a specified period of time. Table 1.3 shows that there has been 2,285 total amount of donation in the last few days of October. 2,608,441 USD is raised in the following month of November. The total amount of donation increased by 3% in the next month regardless of the 48% reduction in the number of new donors.

		Donation (USD)	Donation Growth Rate (%)
Year	Month		
2021	10	2,285	0.0
	11	2,608,441	114,054.96
	12	2,691,236	3.17
2022	1	745,880	-72.99

TABLE 1.3 DONATION GROWTH RATE (MONTH) (24 OCT 2021 - 27 JAN 2022)

What are the most commonly used cards?

The platform accepts VISA and Mastercard as the only payment methods. Table 1.4 shows the most frequently used card among the two cards. VISA card is the most commonly used card accounting 72% of the total transactions.

Card Name	Number of transactions	Percentage (%)
VISA	22,968	72.1
Mastercard	8,880	27.8

TABLE 1.4 CARDS USED BY DONORS (24 OCT 2021 - 27 JAN 2022)

What does the daily donation behavior look like?

Since the launch of eyezonethiopia.com, donations have been flowing in everyday. Table 1.5 shows a summary of the top 15 days with the highest amount of donation. On average, \$64,486 USD donations has been made each day.

Date	Donation (USD)
2021-11-23	447,570
2021-11-24	387,242
2021-11-25	338,355
2021-11-27	334,922
2021-11-20	312,422
2021-11-30	301,780
2021-11-26	280,477
2021-11-22	277,990
2021-11-28	258,807
2021-12-01	250,664

TABLE 1.5 DAILY DONATION BEHAVIOR (24 OCT 2021 - 27 JAN 2022)

PEOPLE'S FEELING ON EYEZON ETHIOPIA

What is people's perception of the donation site?

Most of the community share their feelings on social media. The most popular social media used to express feelings, especially by the diaspora community is Twitter. Therefore, we analyzed different tweets about the donation platform, eyezonethiopia.com, including hashtags and mentions.

Technically, this is called Sentiment Analysis. Sentiment Analysis is a contextual mining of text to identify subjective information in source materials. Figure 1. shows that, From the total reactions available on Twitter 27.2% are positive, 56.3% are neutral and the rest 16.5% are negative.

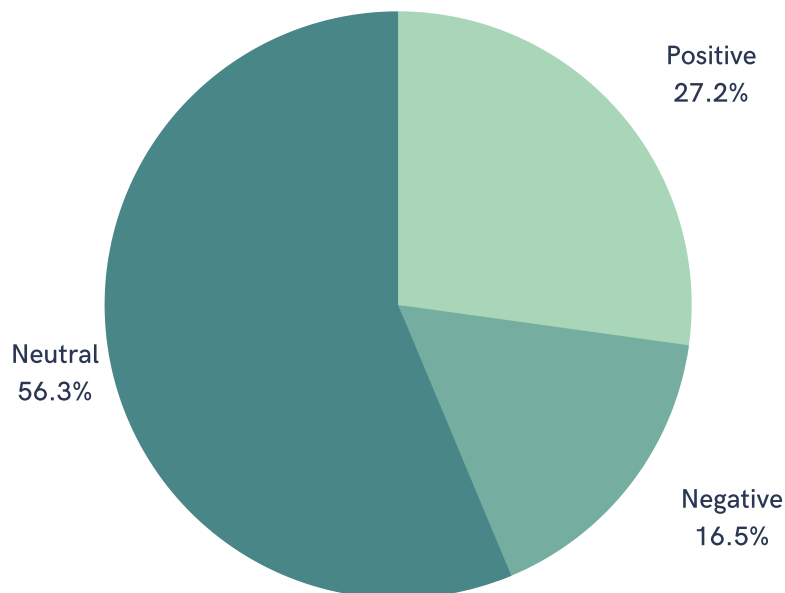


FIGURE 1. SENTIMENT ANALYSIS OF TWEETS ON EYEZON ETHIOPIA
(24 OCT 2021 - 27 JAN 2022)

We highly consider the reaction of donors and how they feel about the platform. In addition to this, we have made a thorough analysis of live tweets about the platform. The real-time analysis could be found at <https://ai.chapa.co/eyezonethiopia>

In addition, we looked at the sentiments based on time series. This shows how the sentiment of tweets evolves through time. This includes when people are hearing good/bad news or some decisions by the government. Figure 2. Shows details of how the social media reactions change on a daily basis.

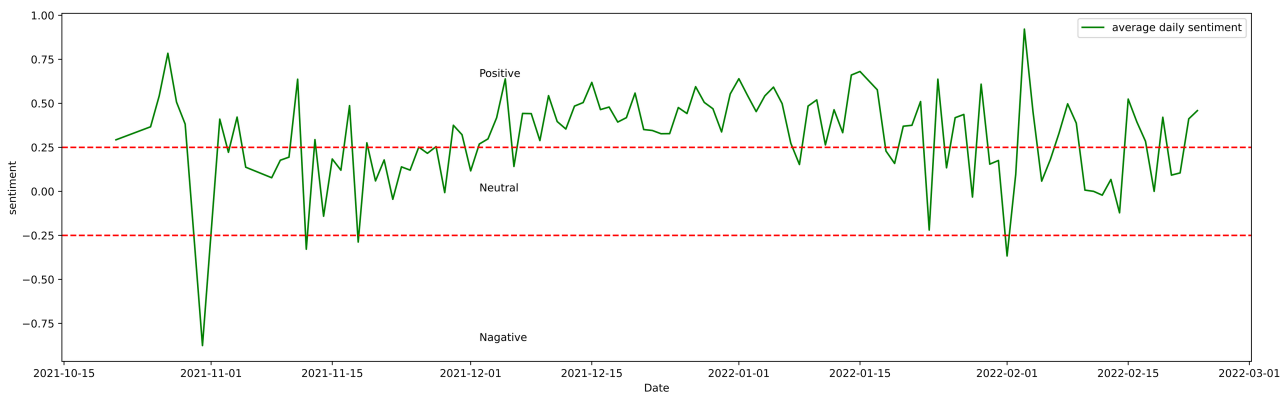


FIGURE 2. SENTIMENT ANALYSIS OF TWEETS ON EYEZON ETHIOPIA (DAILY)
(24 OCT 2021 - 27 JAN 2022)

What is people’s perception of the donation site?

Here we look at the most commonly used words when talking about eyezon Ethiopia. We used topic modeling, a statistical model to retrieve topics from documents, to classify the tweet's discussion in different topic categories. Topic modeling helps us in understanding and discovering hidden topical patterns that are present across the collection. In this case, we took the top two topics from the reactions on Twitter. Figure 3. shows that in the first topic words such as EyezonEthiopia, EthiopiaPrevail, Africaunite, NoMore, and so on are used most frequently. It can be observed the unity in the Ethiopian community that is boosted through the donation platform.

What languages have been used to express feelings about the donation platform?

The most widely used language to express feelings about the donation platform is English. Which covers 97.8% of the total reviews, while Amharic make up only 2.2%.

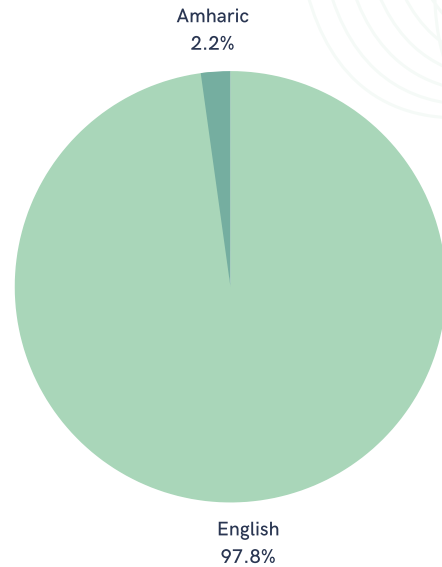


FIGURE 5. LANGUAGE ANALYSIS OF TWEETS
ON EYEZON ETHIOPIA
(24 OCT 2021 - 27 JAN 2022)

INTERESTING TWEETS

Hear from others about Eyezon Ethiopia.

Mr. Worku Ayitenew: -

In the meantime, I have contributed 50mil ETB for the cause “ኢትዮጵያ ትጣራለች”! #EthiopiaPrevails For Ethiopians leaving abroad, here you go: <https://eyezonethiopia.com>

Mr. Yared Tilahun: -

I just donated to EyezonEthiopia and I urge you to join the EyezonEthiopia challenge by donating and mentioning ten of your friends and families.

Mr. Santosh Verdhana: -

I was so honored to contribute to this amazing movement, championed by my friend and colleague @MisekerAbate. Please consider donating to help innocent Ethiopians who have been caught in the crossfire of this ongoing conflict:

Mr. Solomon Kassa : -

Just a month & half! 17K people; \$3.1 million! #Ethiopia needs you! This’s an official platform to give your donation! Donate & share with others! Yes, we can hit \$5m soon! ድር ሲያብር አንበሳ ያስር! #ኢድዞንኢትዮጵያ #EyezonEthiopia

CONCLUSION

Short summary of the report.

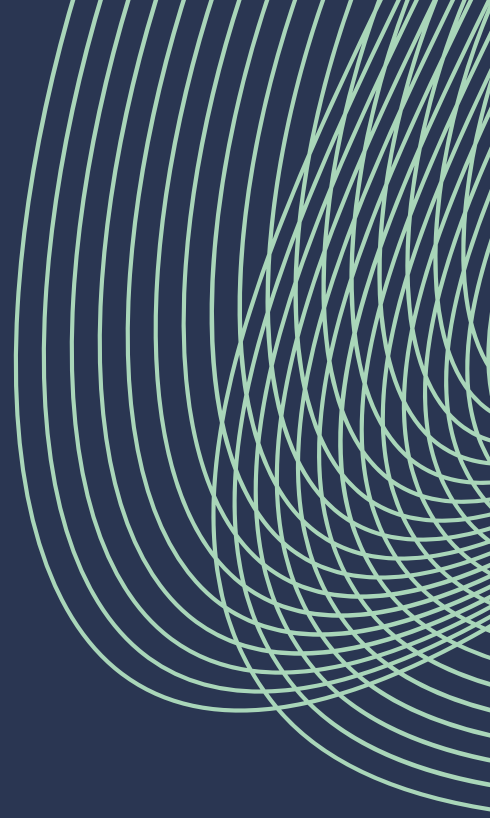
In this short report we have analyzed transactions and donors patterns as well as people's reaction about the donation platform on social media. We tried to answer some of the questions about the donation platform.

This report is prepared based on the dataset from October 24/2021 - January 27/2022. The report provides a close vision to the activities on the first cause of the platform which is support for the internally displaced people (IDPs) in the country. The details range from daily donation behaviours to people's reactions to the platform. We will provide more recent reports every quarter.

If you have any questions and for collaboration send us an email:

- Chapa AI: chair@chapa.co
- Customer Support:
 - Chapa Support: <https://chapa.co/contact>
 - Eyezon Support: <https://eyezonethiopia.com>

QUESTIONS? CONTACT US.



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