2022 IMPACT REPORT

GOAL 01 RAISE AWARENESS

300 publications in the global media

Media reach: 120,000,000*

Engagement in social media: +600%

Total media reach**

51.2% of Croatia’s population
13.5% of Poland’s population
12.2% of Slovakia’s population
10.5% of the Czech Rep.’s population
7.8% of Hungary’s population

GOAL 02 CREATE A SUPPORTIVE ECOSYSTEM

countries: Croatia, Czech Rep., Estonia, Hungary, Latvia, Lithuania, Slovakia, Slovenia

target group: general public, experts and national key players

recommendations: of soft & legal changes formulated for public, private and social sectors

exploration: of social expectations and market needs through research

analysis: of the philanthropic potential, barriers and incentives

GOAL 03 IDENTIFY SOLUTIONS

1 We prepared a Guide to Employee Volunteering tax and legal issues to overcome barriers reported by Polish entrepreneurs, mainly SMEs.

2 We opened a discussion on VAT on pro bono activity and on the introduction of additional social criteria into the Polish Public Procurement Law.

GOAL 04 ENCOURAGE COLLECTIVE ACTION

We established strategic partnerships with organizations that are shaping the national social impact ecosystem in 7 out of 11 CEE countries we operate in to define needs, establish priorities and direct further action.

GOAL 05 EQUIP DECISION-MAKERS WITH RELIABLE DATA

1,400 downloads of our reports from 68 countries (+230% vs. 2021)

4,200 online interviews with citizens of 7 CEE countries

168 hours of in-person interviews with key players in 7 CEE countries

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