DESMOS Non-Profit Foundation
Impact Assessment
Athens, April 2021
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EXECUTIVE SUMMARY

Introduction
DESMOS is a non-profit foundation founded in Athens in 2012 as a response to the humanitarian crisis, which had worsened and reached unprecedented levels during the economic downturn in Greece. The organization remains as relevant as ever, given the challenges that the country faces due to the global COVID-19 pandemic and its consequences on Greek society and economy.

The goal of DESMOS is to effectively utilize private initiatives, to assist in creating sustainable networks of solidarity and to cultivate social and humanitarian responsibility.

DESMOS supports social welfare and public interest institutions (e.g., schools, senior care homes), which face increasing budget constraints, by facilitating donations in kind and managing financial donations.

Demand for support has grown significantly during the last years and DESMOS has responded by evolving support and by engaging a distinct operating model with offices in Athens since 2012 and in Thessaloniki since 2013.

Hub Function & Programs
DESMOS is a "hub" connecting the private sector and NGOs, by channeling donations and surplus products to Civic Society Organizations (CSOs) in need. DESMOS creates value throughout the donation process, by handling research, communication with donors, the matching of supply and demand, logistics and reporting of the donation process and results.

DESMOS has initiated four areas of focus, further broken down to programs, targeting different societal challenges. Among DESMOS' activities has also been DESMOS DIRECT, an online platform, which was designed and created to connect CSOs and donors directly in order to simplify the donating process - ultimately engaging DESMOS DIRECT on an innovative online platform and creating value throughout the donation process.

Impact Assessment
The present analysis was conducted to measure the socio-economic impact of DESMOS, based on the interdependencies between different economic activities that are affected through the organization's operations. The distinctive value of the engaged approach is the ability to capture both, the contribution each activity makes directly and the indirect contribution due to spill-over effects to surrounding ecosystems.

The link from direct to overall effects is known as the "multiplier effect".

The impact assessment of DESMOS is conducted for each program and area of focus separately and for the organization itself, providing an in-depth picture of the impact of DESMOS' overall activity.

The reach of DESMOS operations was also captured through the quantification of the total number of beneficiaries impacted by the programs / areas of focus.

Where available, figures regarding total number of beneficiaries are presented as the "reach" of each program. However within the scope of the project, a more holistic calculation of beneficiaries impacted by DESMOS programs is pursued, as additional beneficiaries are quantified as full equivalents. By using a standardization metric, in cash and in kind donations are converted into full equivalent beneficiaries, namely the number of beneficiaries for which DESMOS could cover the full demand of their needs over the course one year, e.g. the full demand for clothing for 1 individual over the course of 1 year.

Overall beneficiaries encompass the number of persons served by collaborating NGOs and public interest institutions (e.g. schools) as well as the full equivalent beneficiaries calculated on the basis of in cash and in kind donations achieved by DESMOS efforts.

Combined, the socio-economic impact assessment and the number of overall beneficiaries (reach and full equivalent beneficiaries) depict the added value of DESMOS as an organization supporting Greek economy and society.

It should be noted that all data used for the analysis are historic data or data from a satisfaction survey conducted with beneficiaries, CSOs as well as donors at the end of the year 2020.

DESMOS footprint – aggregates since 2012
The result of the impact assessment highlights the overall strong effect DESMOS has on its economic environment, since its inception in 2012.

DESMOS leverage effect is x9.2, which means that for every euro spent for the operation of the organization, the organization is able to generate €9.2 of output within the wider Greek economy. Over the period 2012-2020, DESMOS has impacted 215,752 beneficiaries, out of which 29,910 are full equivalent beneficiaries.

DESMOS can also be credited for 167 sustained Full Time Equivalent employees (FTEs) and the generation of public revenues of €2.2 mn, including savings due to non-payable unemployment benefits, over the course of its operations since 2012.
KEY TAKEAWAYS

01
DESMOS leverage effect is x9.2 in 2020, marking a 4.5% increase since the 2018 Deloitte report, when leverage effect was x8.8.

02
DESMOS has raised €7.3 mn. of funds, covering program funding and own operations, since its establishment in 2012.

03
Aggregate economic output of €13 mn. has been generated since 2012 in the wider Greek economy, as a result of funds mobilized by DESMOS.

04
DESMOS has impacted 215,752 beneficiaries, out of which 29,910 are full equivalent beneficiaries, over the period 2012-2020.

05
€2.2 mn. of public revenues have been generated over the course of DESMOS operations since 2012.

06
DESMOS is a hub operating under a framework of continuous improvement, taking actions towards the upgrade of its operations, such as the introduction of Organization Relationship Officer role.
The decrease in overall economic activity has led to a sharp decrease in living standards in Greece, while median disposable income has continually decreased between 2010 and 2016. Current figures have still to recover their pre-crises levels and at the same time public social transfers cannot cover the total needs.

**Degree of Poverty**

The Poverty gap measures the degree of poverty and is calculated as the difference between the median disposable income of people below the at-risk-of-poverty threshold and the at-risk-of-poverty threshold (60% of median income). It therefore indicates the additional income necessary to reach the poverty threshold. In 2016 the poverty threshold in Greece lied at €4,502, while the median disposable income of people below the at-risk-of-poverty threshold was €3,066. Thus, the poverty gap, i.e. the necessary income to reach the poverty threshold was €1,436.

The data further shows that the median income of €7,504 in 2016 (upper graph on the right) has been trending towards the poverty threshold of €7,178 in 2010 (lower graph on the right), further indicating the incline in overall poverty in Greece. The poverty gap has slightly decreased after 2016, but the overall poverty threshold still remained significant in 2019.

**Greek Government Expenditure**

The Greek government’s social expenditure has fallen substantially in the great majority of social expenditure categories during the 8 year period from 2011 to 2018. The biggest budget decline is seen for unemployment, health, and the elderly. The magnitude of the change is unprecedented among other European countries, leaving a vacuum that can only be filled by NGOs and other private initiatives.
PROFILE OF DESMOS

DESMOS is a non-profit Foundation founded in 2012 in response to the humanitarian crisis in Greece, that has also affected social welfare and public institutions. DESMOS acts as a hub between private donors and CSOs, providing a platform for both parties to increase efficiency in the donation process.

| Description | DESMOS is a non-profit foundation in Greece, founded in 2012 by a team of young, dynamic individuals, who are connected by the honest vision for the need to responsibly and effectively utilize the private initiative in addressing the humanitarian crisis afflicting the country. |
| Vision | The ultimate goal for DESMOS is to assist in creating sustainable networks of solidarity and the cultivation of social and humanitarian responsibility. |
| Values | DESMOS is founded on the principles of social solidarity, the personal, social and corporate social responsibility as well as waste reduction and the reuse of material for humanitarian causes. |
| Action | DESMOS acts as a hub between the private sector and NGOs, facilitating donations in kind and managing financial donations to materially support CSOs in Greece supported by the work of an Organization Relationship Officer. DESMOS also helps distribute surplus products to people in need, handling research, communication, coordination, logistics and reporting. |

Source: DESMOS
DESMOS FOUNDATION’S TIMELINE

Over time DESMOS has established many programs, a second office in Thessaloniki and a nine-year contribution in various needs of Greek society. The organization maintains an integral role for the collection and distribution of donated items, and has contributed in emergencies like Wildfires and COVID-19.

Source: DESMOS
DESMOS’ UNIQUE VALUE PROPOSITION

DESMOS has developed a differentiating strategy in order to distinguish itself among other Non-Profit Organizations which are operational in Greece. Main aspects of the DESMOS’ unique value proposition, which also aims to guide the organization in its future endeavors are presented below.

- Focusing on project impact evaluation, transparency and open communication towards stakeholders
- Assuming dynamism and innovation in all aspects of operations
- Executing “tailor-made” projects efficiently in order to maximize value of giving
- Defining impact and finding solutions to problems via responsible giving
- Focusing on the creation of “giving” ecosystems
- Researching, updating and evaluating the needs of CSOs on a national scale
- Being the advisor of choice for corporates, foundations, public institutions, and individuals for most impactful giving
- Shaping & cultivating the “giving” mentality in Greece – Helping people help others

DESMOS Non-profit Foundation – Impact Assessment Study
DESMOS VALUE CHAIN

The distinct value of DESMOS lies in comprising a hub between donors and Civic Society Organizations, catering to both parties and seeking to maximize the effectiveness of the donation process, continuously monitoring the results and improving on them.

1. Recognition of Needs
   - DESMOS is in constant communication with CSOs, monitoring and assessing their needs
   - The recent introduction of an Organization Relationship Officer aims to build trustful relationships and communication channels with stakeholders, by performing Due Diligence and getting continuous feedback with qualitative and quantitative data in order to provide them the best support

2. Donor attraction & advice
   - DESMOS gives donors the opportunity to define the cause they wish their donation to be used for themselves and ensures reliable and transparent reporting on the use of funds
   - Irrespective of the size of their intended donation, donors can contact DESMOS in order to gain advice on where their donation would be most useful / impactful

3. Consolidation of donations (goods & services)
   - Financial donations transferred to DESMOS are spent directly on goods & services (as in the case of salaries covered of DESMOS for Youth program)
   - In case of goods, DESMOS acts as an hub for in-kind donations of various categories and allocates them to CSOs based on the results of the monitoring of needs

4. Communication Coordination Logistics
   - DESMOS is the point of reference for both donors and beneficiaries and oversees all communication, coordination and logistics of the donation process

5. Matching donations & delivery
   - The matching of goods and services to the respective CSOs in need is one of the key value adding activities of DESMOS and one of its key differentiating factors, distinguishing the organization from other NGOs

6. Project evaluation and result publishing
   - Project evaluation and result publishing are an integral part of DESMOS’ work to inform stakeholders and donors and to constantly improve its own operations

DESMOS Non-profit Foundation – Impact Assessment Study
DESMOS’ AREAS OF FOCUS

DESMOS’ projects and programs are grouped under four areas of focus, which encompass a wide range of causes, types of CSOs and vulnerable groups.

Social Welfare

The area of focus involves donations, projects and programs that provide goods and services necessary for survival, such as food & water, shelter, clothing, heating, and other essential goods across charitable organizations in Greece.

Area of focus programs:

• DESMOS FOR WARMTH

Building a Better Future

The area of focus aims at empowering children and youth through education, employment and strengthening of community bonds. Provided support includes equipment for schools, job creation for unemployed youth, and an innovative educational program to promote volunteering in schools.

Area of focus programs:

• DESMOS FOR YOUTH
• DESMOS FOR SCHOOLS
• I CARE & ACT

Healthcare

The area of focus involves donations, projects and programs that provide medical equipment, medical supplies and medicines to public hospitals, social clinics and social pharmacies, mobile medical units, and charitable organizations that provide medical services.

Emergency Response and Recovery

The area of focus involves provision of critical immediate relief in natural disasters and humanitarian crises, as well as recovery in the aftermath of such crises. DESMOS connects with networks of public authorities, NGOs working in the field, and local community stakeholders to cover immediate needs and create projects with long-term social impact.

Area of focus programs:

• COVID-19 RESPONSE
• EAST ATTICA WILDFIRES RESPONSE

Note: The DESMOS In Kind Donations and the Donor Tailored Made Programs, which will be analyzed further in next pages, cross multiple areas of focus, as the recipient cause or social group of the donation may relate to any one of the four above-mentioned areas of focus (Social Welfare, Building a Better Future, Healthcare or Emergency Response and Recovery).
Below is presented an overview of the overall impact of DESMOS, broken down by area of focus. As previously presented, DESMOS is active in four areas of focus, which are “Social Welfare”, “Building a Better Future”, “Healthcare” and “Emergency Response and Recovery”.

### DESMOS | IMPACT BY AREA OF FOCUS

<table>
<thead>
<tr>
<th>Area of Focus</th>
<th>Economic Output</th>
<th>FTEs Sustained</th>
<th>Public Sector Income</th>
<th>Overall Beneficiaries</th>
<th>Economic Output</th>
<th>FTEs Sustained</th>
<th>Public Sector Income</th>
<th>Overall Beneficiaries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Welfare</td>
<td>€3.2 mn</td>
<td>29</td>
<td>~€336,000</td>
<td>12,210</td>
<td>€4 mn</td>
<td>50</td>
<td>~€890,000</td>
<td>154,405</td>
</tr>
<tr>
<td>Building a Better Future</td>
<td>€4 mn</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Healthcare</td>
<td>€570,000</td>
<td>8</td>
<td>~€62,000</td>
<td>1,648</td>
<td>€4.7 mn</td>
<td>75</td>
<td>~€521,000</td>
<td>47,489</td>
</tr>
<tr>
<td>Emergency Response &amp; Recovery</td>
<td>€4.7 mn</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Notes:
- The “SOCIAL WELFARE” Area of Focus is comprised by the Program “DESMOS FOR WARMTH”
- The “BUILDING A BETTER FUTURE” Area of Focus is comprised by the Programs “DESMOS FOR YOUTH”, “DESMOS FOR SCHOOLS” AND “I CARE AND ACT”
- The “EMERGENCY RESPONSE & RECOVERY” Area of Focus is comprised by the Projects “DESMOS COVID-19 RESPONSE” AND “DESMOS FOR EAST ATTICA WILDFIRES”
- The “DESMOS IN KIND DONATIONS” AND “DONOR TAILORED MADE PROJECTS” PROGRAMS, touch upon multiple Areas of Focus, as the recipient cause or social group of the donation may relate to any one of the four above-mentioned Areas of Focus.
- The above Economic Output, FTEs and Public Sector Income figures have been adapted to include the leverage effect of operating expenses of DESMOS incurred for each program. The respective figures related exclusively to DESMOS operations, which cannot be attributed to program/area of focus, are not included in the above.
The overall economic impact of DESMOS since its establishment in 2012 results from the organization itself and the different programs that are maintained. The multiplier effect is \( x9.2 \) resulting in €13 million of economic output, that is, for every €1 spent for DESMOS’ operations, €9.2 flow back into the economy as a result of funds mobilized by DESMOS’ efforts.

For every €1 spent by DESMOS for its operations, €9.2 of economic output is generated in the wider economy as a result of funds mobilized by DESMOS.

Previous impact assessment performed by Deloitte in 2018, covering the period 2012-2017 estimated leverage effect at x8.8, thus DESMOS has increased its impact by 4.5%.
DES莫斯 | OVERALL BENEFICIARIES

Since DESMOS’ establishment in 2012, over 215,000 individuals have benefitted from the Programs designed and implemented by the organization’s 7 employees, with the support of more than 50 active volunteers.

<table>
<thead>
<tr>
<th>Overall Beneficiaries</th>
<th>(Reach + Needs of Full Equivalent (FE) Beneficiaries covered)</th>
</tr>
</thead>
<tbody>
<tr>
<td>83,505 serviced through CSOs</td>
<td>81,707 beneficiaries reached + additional needs of 1,798 FE beneficiaries covered</td>
</tr>
<tr>
<td>74,831* Students</td>
<td>67,395 beneficiaries reached + additional needs of 7,436 FE beneficiaries covered</td>
</tr>
<tr>
<td>20,675 People at Risk of Poverty</td>
<td>Needs of 20,675 FE beneficiaries covered</td>
</tr>
<tr>
<td>36,715** people at affected areas</td>
<td>36,715 beneficiaries reached</td>
</tr>
<tr>
<td>26 Unemployed Youth</td>
<td>26 beneficiaries reached</td>
</tr>
</tbody>
</table>

* Includes approx. 67,400 volunteers of the I Care & Act program
** Includes population of Nea Makri and Rafina

Overall beneficiaries encompasses number of beneficiaries served by collaborating NGOs and public interest institutions (e.g. schools), while aiming at a more holistic calculation of beneficiaries impacted by DESMOS programs additional “full equivalents” (FE beneficiaries) are calculated. By using a standardization metric an additional number of beneficiaries are calculated for which DESMOS could cover the full demand of their needs over the course one year.
DESMOS has an overall very high effect on its economic ecosystem. Since its establishment in 2012, DESMOS’ operation has resulted in a total economic output of €13 mn, impact on 215,752 beneficiaries out of which 29,910 are Full Equivalent beneficiaries, while generating public sector income of ~€2.2 mn. The organization’s leverage effect is calculated at x9.2.

- **Public Sector Income**: €2.2 mn of public sector income and savings generated.
- **Economic Output**: €13 mn of economic output generated.
- **Beneficiaries**: 215,752 beneficiaries impacted, out of which 29,910 FE beneficiaries (full equivalent individuals benefitted through DESMOS).

**Leverage Effect** for every €1 spent by DESMOS for its operations, €9.2 of economic output is generated in the wider economy as a result of funds mobilized by DESMOS.

**Job Creation**
- 271 FTEs sustained through the programs in the long term.
- 167 indirect FTEs created in the economy.

**Notes:**
1. Includes 7 participants of the Youth program running at the time of this report, who are expected to be further employed after the program’s completion.
2. Indirect FTEs refer to jobs sustained in the economy due to DESMOS economic activity.
3. Includes 67,395 volunteers of the I Care & Act program, ~82,000 indirect beneficiaries of the Youth program and ~36,700 benefitted population of fire-affected areas for whom the concept of “Full Equivalent” could not be applied.
Appendix
For the assessment, the whole operation of DESMOS between 2012 and 2020 is considered, measuring the direct impact of DESMOS, the indirect impact in the supply chain and the induced impact due to the consumption of income of sustained salaries, which lead to economic output, public sector income and employment.
APPENDIX - DESMOS’ ECONOMIC IMPACT PER PROGRAM

The below break-down indicates each program’s contribution to DESMOS leverage effect and output generated.

Aggregate Figures since DESMOS’ establishment in 2012

<table>
<thead>
<tr>
<th>Year</th>
<th>DESMOS In Kind Donations</th>
<th>Donor Tailored Made Projects</th>
<th>DESMOS for Youth</th>
<th>DESMOS for Schools</th>
<th>I Care &amp; Act</th>
<th>DESMOS Gives Warmth</th>
<th>COVID-19 Response</th>
<th>East Attica Wildfires</th>
<th>DESMOS own operations</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>€155,000</td>
<td>€138,000</td>
<td>€73,000</td>
<td>€44,000</td>
<td>€223,000</td>
<td>€100,000</td>
<td>€316,000</td>
<td>€88,000</td>
<td>€270,000</td>
<td>€1.4 mn</td>
</tr>
<tr>
<td>Input*</td>
<td>€808,000*</td>
<td>€720,000</td>
<td>€381,000</td>
<td>€229,000</td>
<td>€1.16 mn</td>
<td>€519,000</td>
<td>€1.65 mn</td>
<td>€458,000</td>
<td>€1.4 mn</td>
<td>€7.3 mn</td>
</tr>
<tr>
<td>Total Donations</td>
<td>x13</td>
<td>x9.8</td>
<td>X14.7</td>
<td>X12.6</td>
<td>x10.2</td>
<td>x9.7</td>
<td>x10.8</td>
<td>x11</td>
<td>x1.4</td>
<td>X9.2</td>
</tr>
<tr>
<td>Leverage Effect</td>
<td>€2 mn**</td>
<td>€1.4 mn</td>
<td>€1.1 mn</td>
<td>€552,000</td>
<td>€2.3 mn</td>
<td>€970,000</td>
<td>€3.4 mn</td>
<td>€967,000</td>
<td>€386,000</td>
<td>€13 mn</td>
</tr>
</tbody>
</table>

Note: Inputs relate to the operating expenses incurred by DESMOS. As no official breakdown of DESMOS operating expenses per program was available, above break down was calculated on the basis of the share of the donations raised for each per program to total donations raised. The leverage effect is calculated by dividing the outputs by the inputs for each year. *includes only values of first hand goods **includes residual value of second hand goods (€456,000), for which however no multiplier effect has been calculated.