

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 served by collaborating social welfare (e.g. NGOs) and public interest institutions (e.g. schools) 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.

CRISES IN GREECE

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.

Living Standards

Living standards have declined sharply in Greece. As a respective measure, the Median Equivalised Disposable Income declined by 37.3% from around €12,000 in 2010 to ~€7,500 in 2016, and has only seen an rise of 9.3% since then. Individuals in the lower income class are especially affected. The at-risk-of-poverty threshold income is set at 60% of the median disposable income after social transfers, which constitutes the poverty line. Individuals with a lower income are considered poor, while extreme poor are individuals of income lower than 40% of the Median Disposable Income.¹

Degree of Poverty

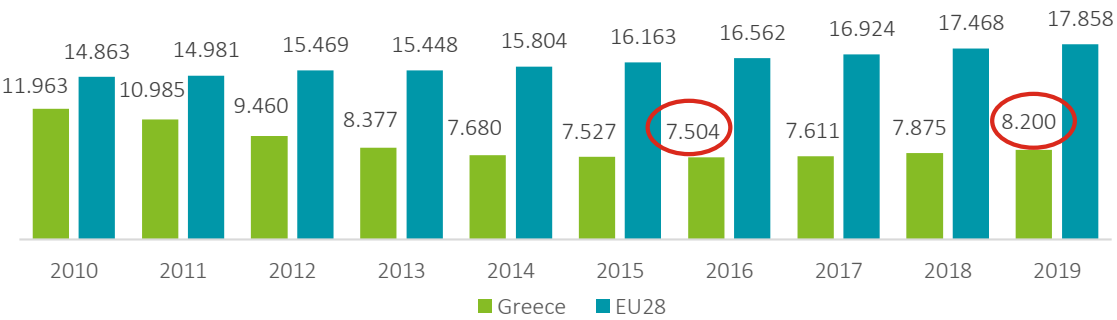
The Poverty gap measures the degree of poverty and is calculated as the difference between the median disposable income of people below the at-risk-of-poverty threshold and the at-risk-of-poverty threshold (60% of median income). It therefore indicates the additional income necessary to reach the poverty 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.

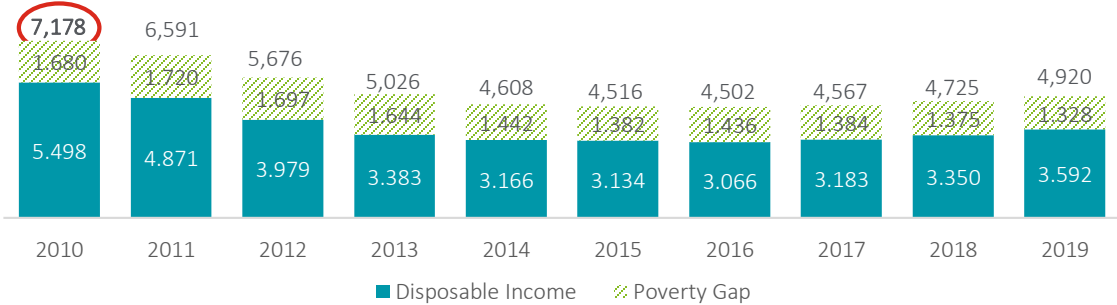
Greek Government Expenditure

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.

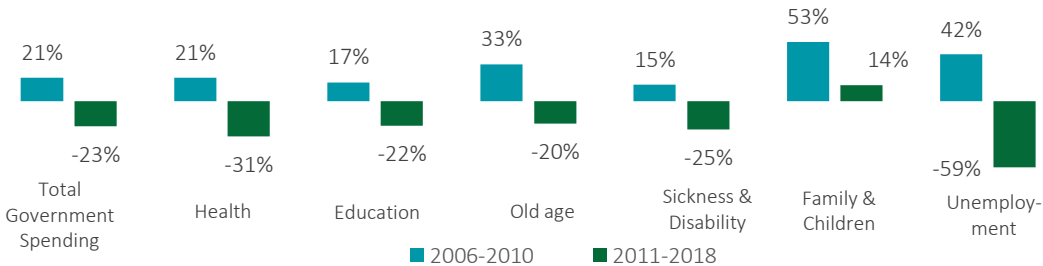
Median Equivalised Disposable Income in Greece per person and year (€)



Poverty Gap at the 60% Median Income Poverty Threshold in Greece (€)



Greek Government Social Expenditure percentage change 2006 - 2018







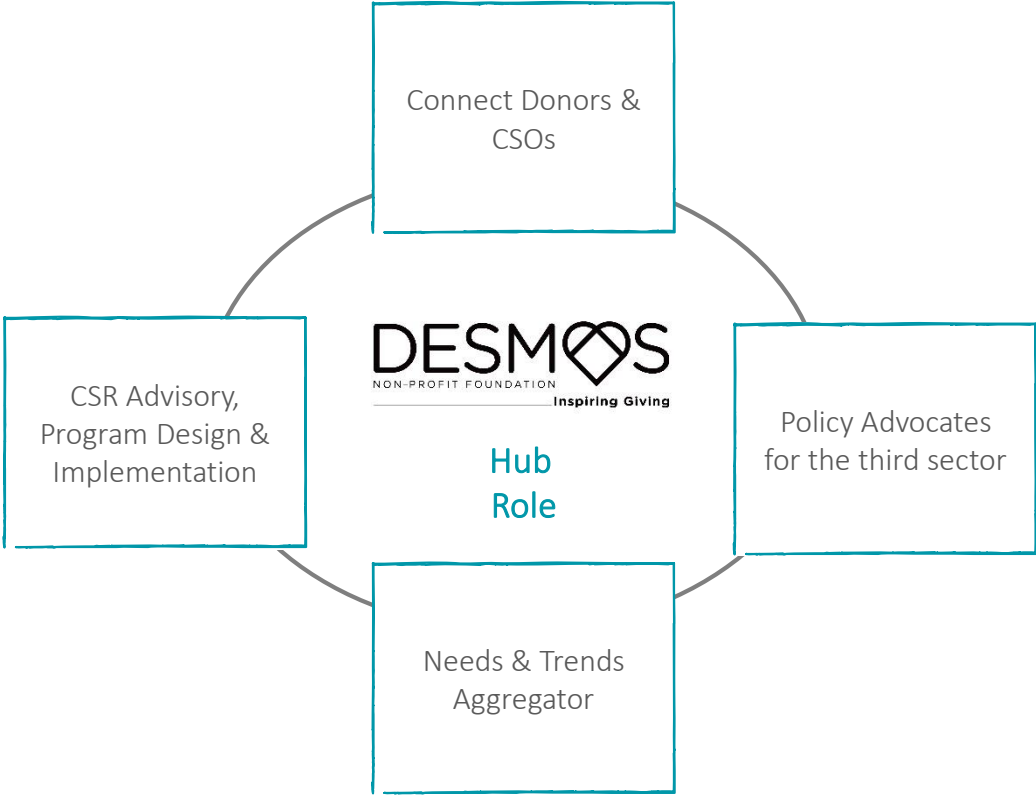
1 Definition EUROSTAT

Source: EUROSTAT

PROFILE OF DESMOS

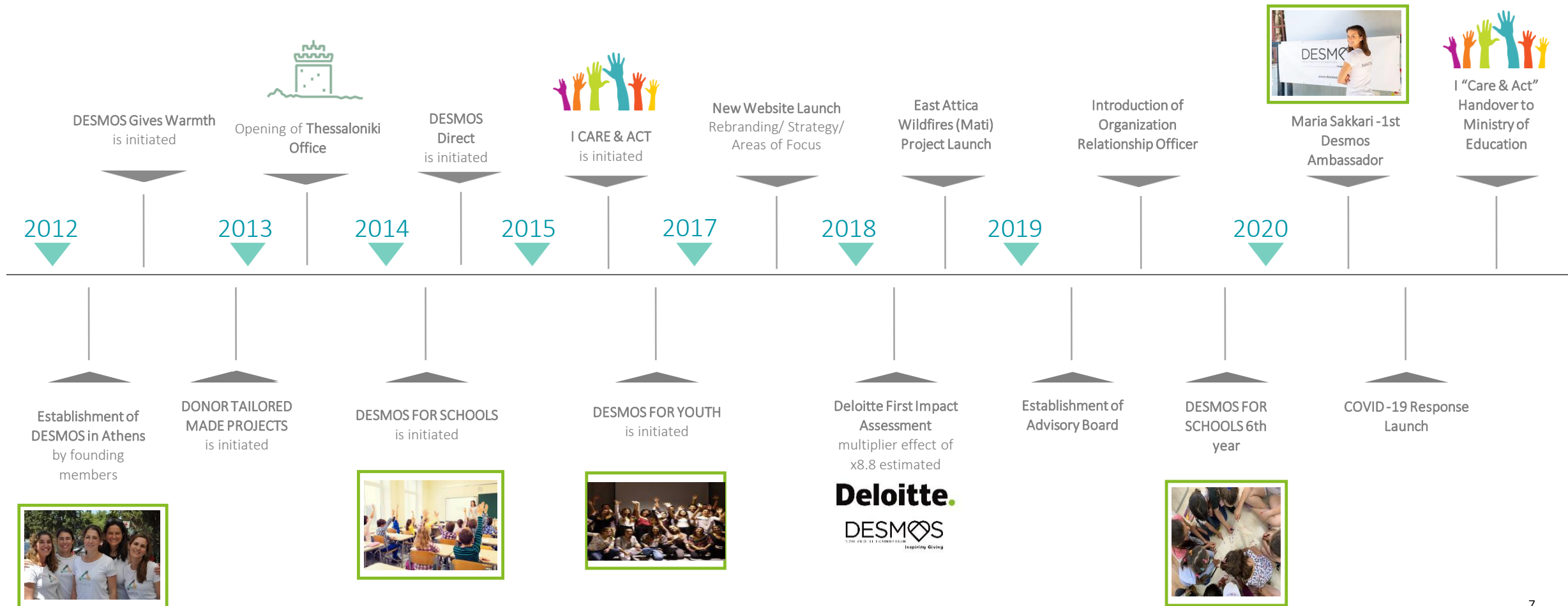
DESMOS is a non-profit Foundation founded in 2012 in response to the humanitarian crisis in Greece, that has also affected social welfare and public institutions. DESMOS acts as a hub between private donors and CSOs, providing a platform for both parties to increase efficiency in the donation process.

Description	 <p>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.</p>
Vision	 <p>The ultimate goal for DESMOS is to assist in creating sustainable networks of solidarity and the cultivation of social and humanitarian responsibility.</p>
Values	 <p>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.</p>
Action	 <p>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</p>



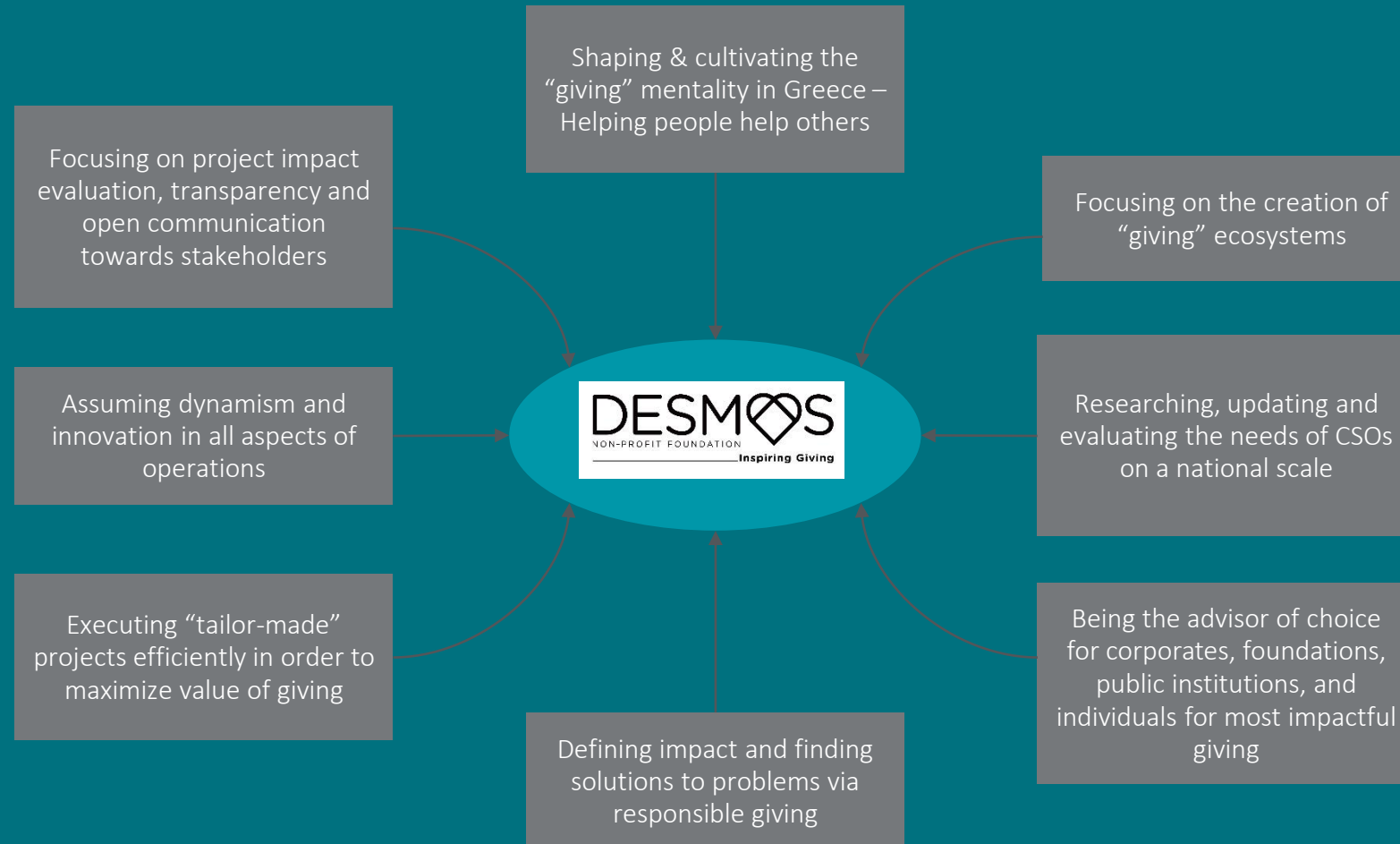
DESMOS FOUNDATION'S TIMELINE

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.



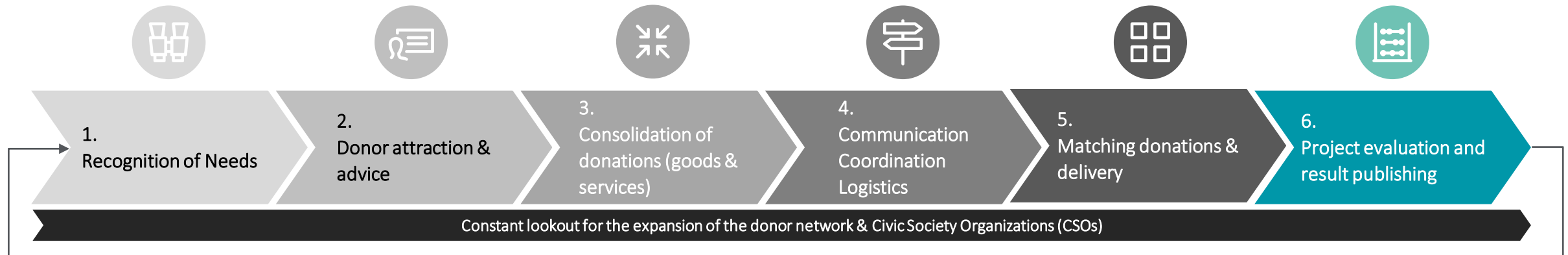
DESMOS' UNIQUE VALUE PROPOSITION

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.



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.



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

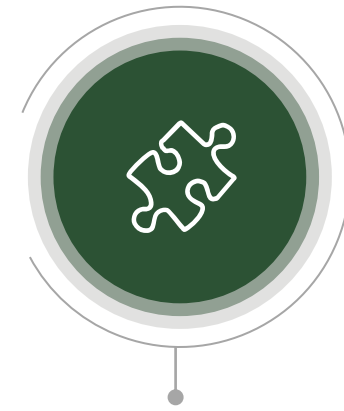
Area of focus programs:

- **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.

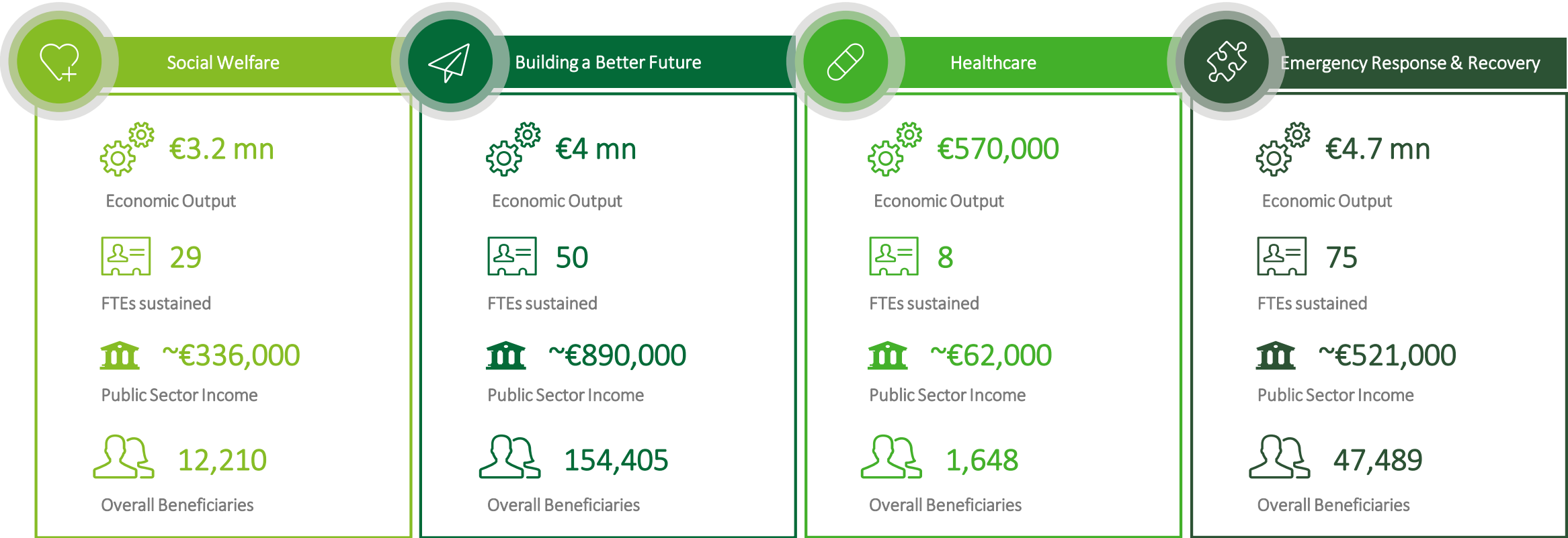
Area of focus programs:

- **COVID-19 RESPONSE**
- **EAST ATTICA WILDFIRES RESPONSE**

Major Programs - DESMOS In Kind Donations and Donor Tailored Made cross multiple areas of focus

DESMOS | IMPACT BY AREA OF FOCUS

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”.

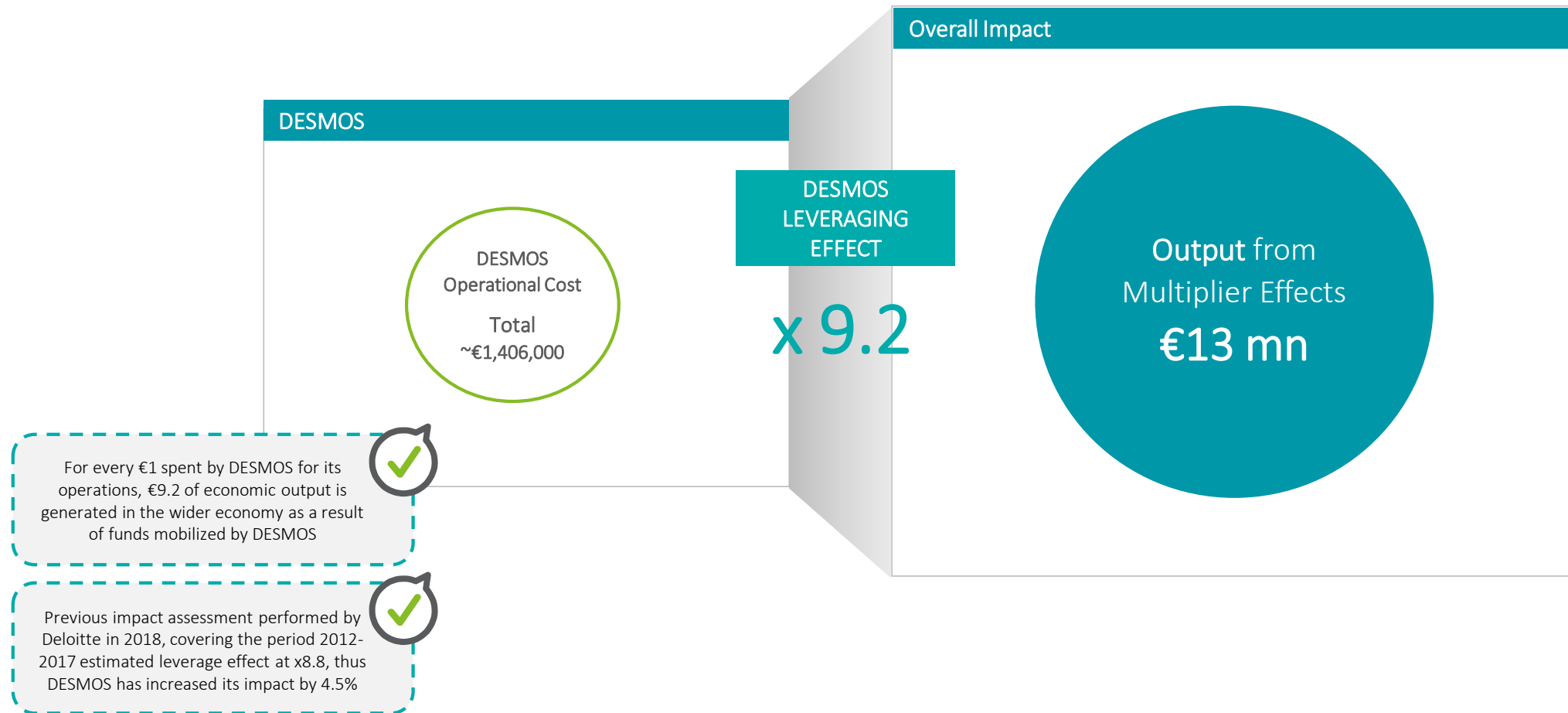


Notes:

- 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.

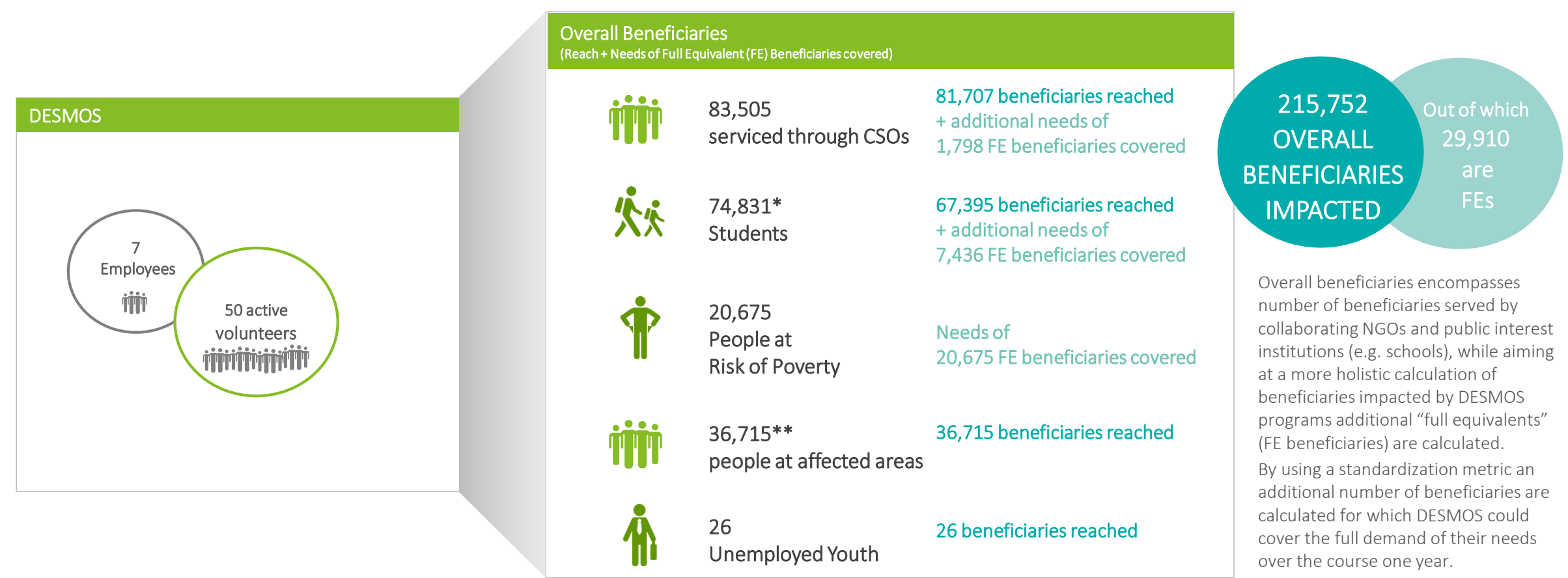
DESMOS | OVERALL OUTPUT

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.



DESMOS | OVERALL BENEFICIARIES

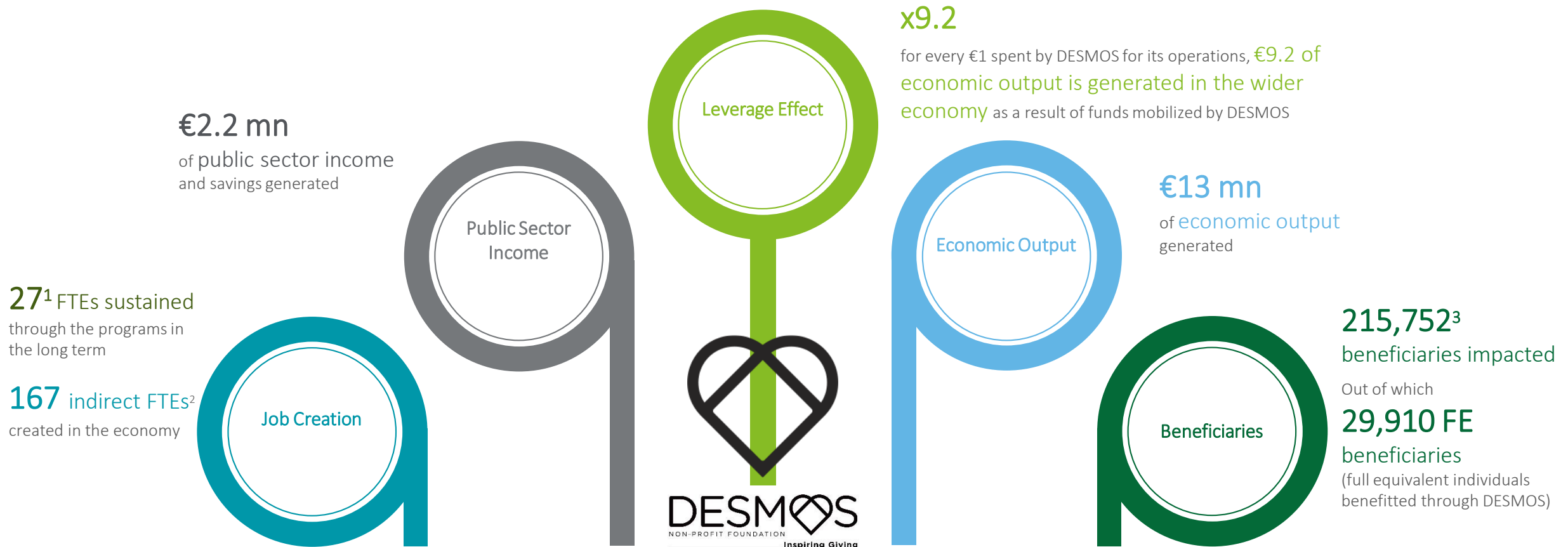
Since DESMOS’ establishment in 2012, over 215,000 individuals have benefitted from the Programs designed and implemented by the organization’s 7 employees, with the support of more than 50 active volunteers.



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

DESMOS | OVERALL IMPACT OF DESMOS

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**.

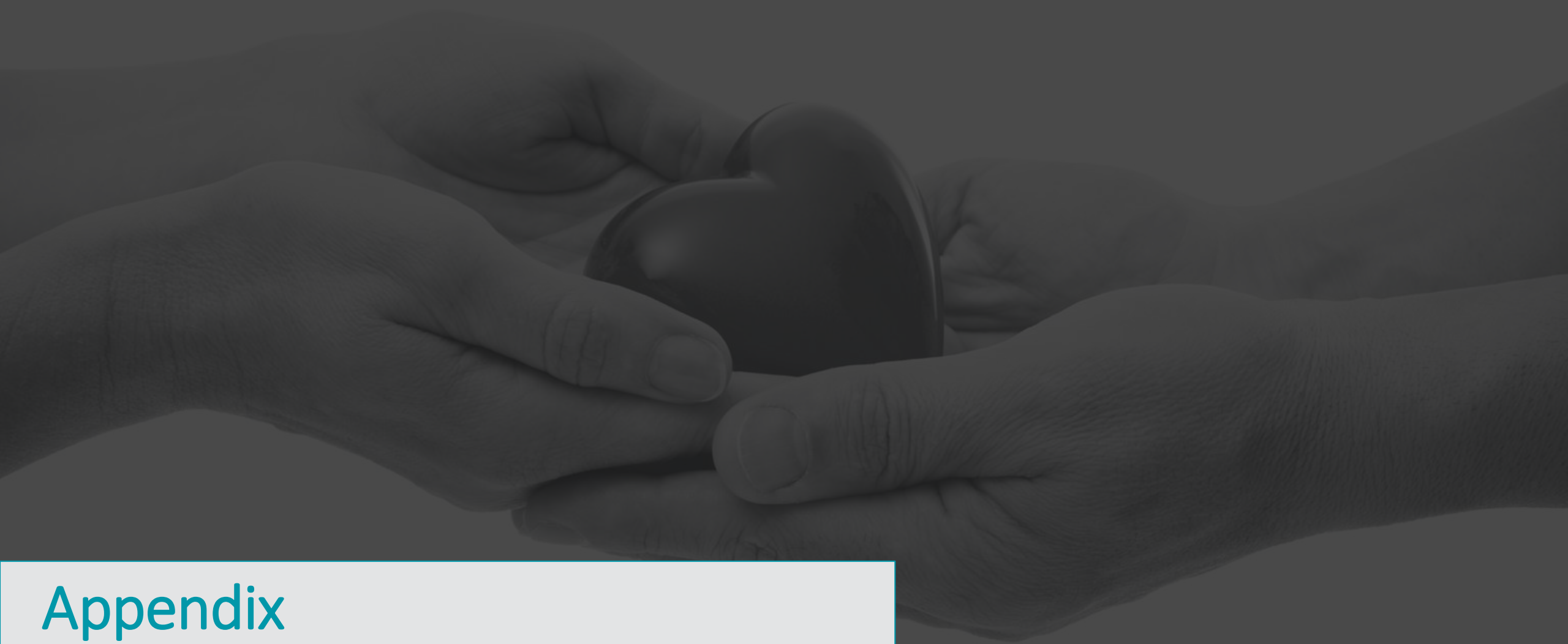


Notes: Above figures analyzed on a per Program basis are presented in the Appendix.

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

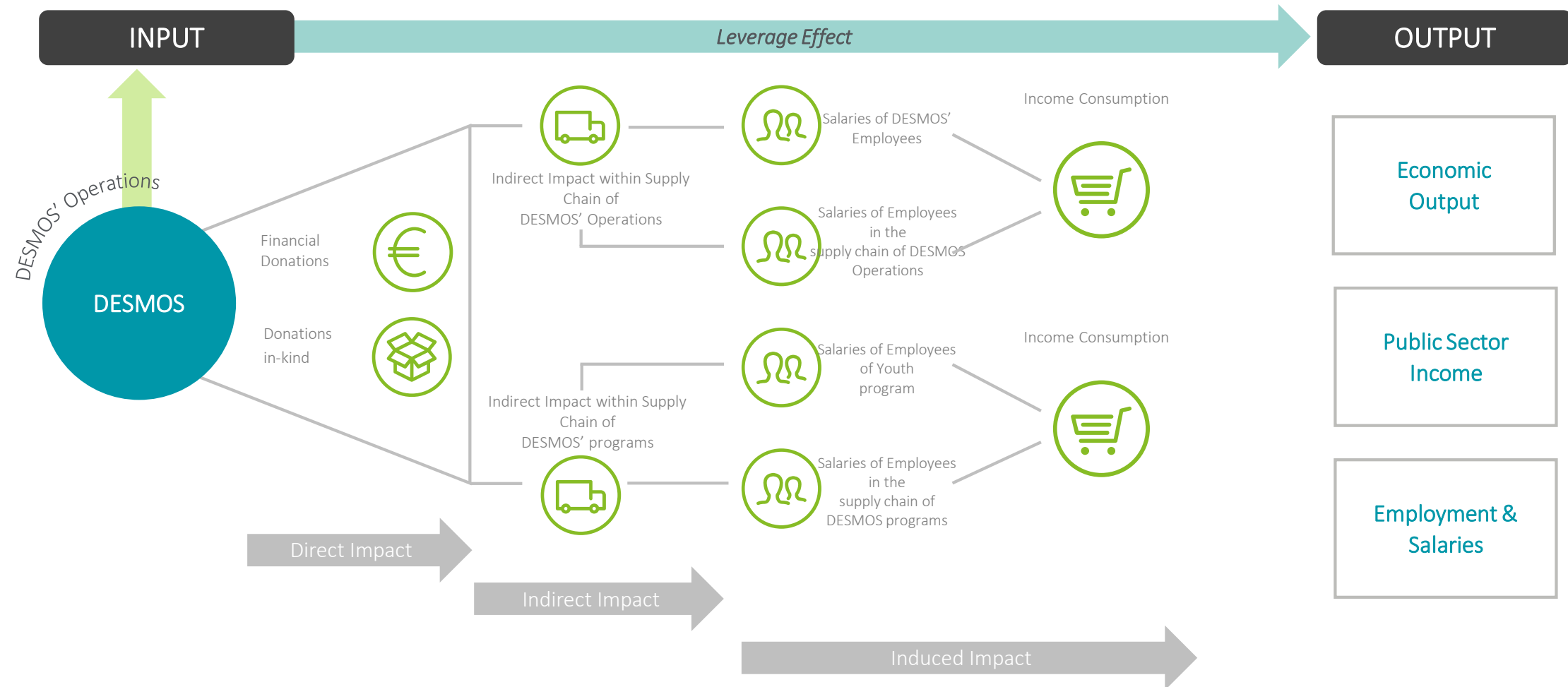
³ includes 67,395 volunteers of the I Care & Act program, ~82,000 indirect beneficiaries of the Youth program and ~36,700 benefitted population of fire-affected areas for whom the concept of "Full Equivalent" could not be applied.



Appendix

APPENDIX - IMPACT ASSESSMENT METHODOLOGY | I/O MODEL

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

Year	DESMOS In Kind Donations	Donor Tailored Made Projects	DESMOS for Youth	DESMOS for Schools	I Care & Act	DESMOS Gives Warmth	COVID-19 Response	East Attica Wildfires	DESMOS own operations	Total
 Input*	€155,000	€138,000	€73,000	€44,000	€223,000	€100,000	€316,000	€88,000	€270,000	€1.4 mn
 Total Donations	€808,000*	€720,000	€381,000	€229,000	€1.16 mn	€519,000	€1.65 mn	€458,000	€1.4 mn	€7.3 mn
 Leverage Effect	x13	x9.8	X14.7	x12.6	X10.2	x9.7	x10.8	x11	x1.4	X9.2
 Output	€2 mn**	€1.4 mn	€1.1 mn	€552,000	€2.3 mn	€970,000	€3.4 mn	€967,000	€386,000	€13 mn

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



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