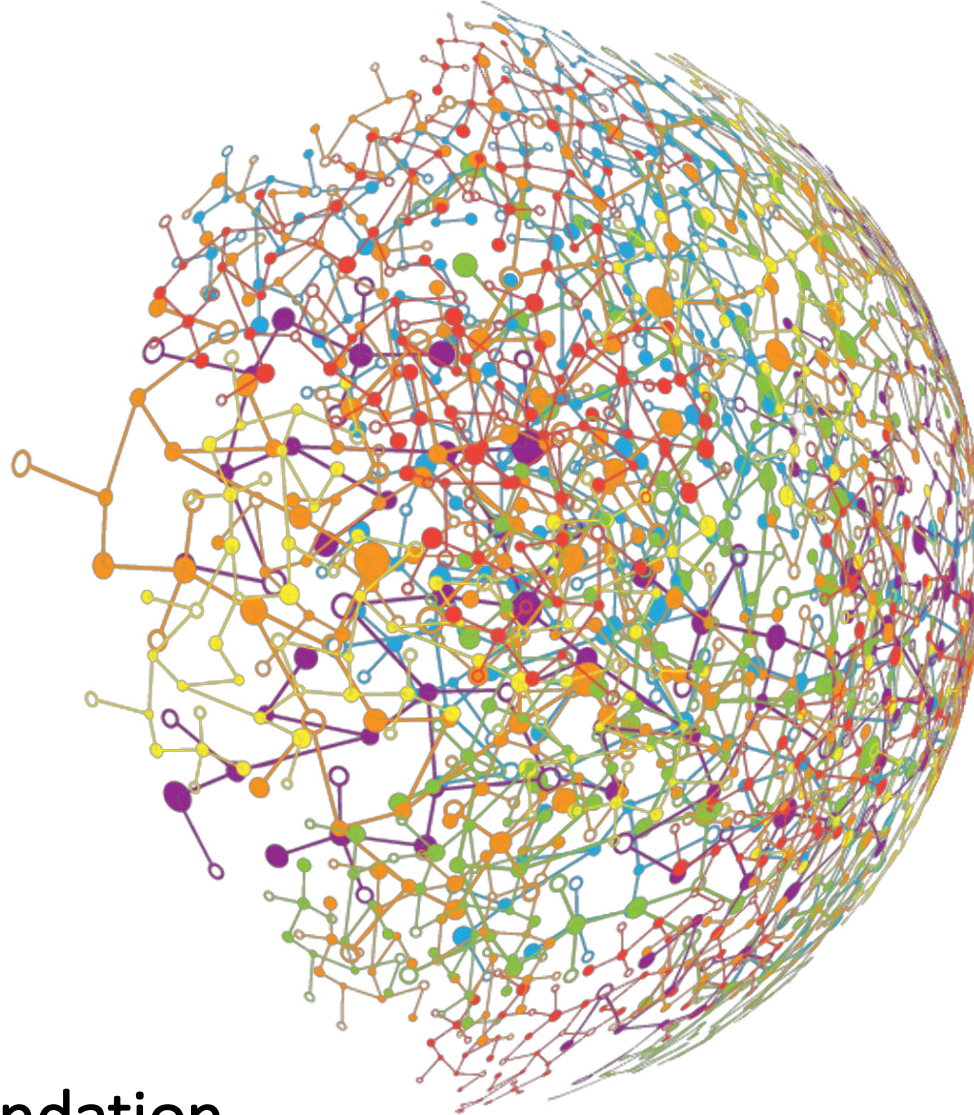


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DESMOS
NON-PROFIT FOUNDATION
Inspiring Giving



DESMOS Non-Profit Foundation

Impact Assessment

Athens, April 2025

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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 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 pillars, further broken down to programs, targeting different societal challenges.

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

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, 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.

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 x 10.7, which means that for every euro spent for the operation of the organization, the organization is able to generate €10.7 of output within the wider Greek economy. Over the period 2012-2024*, DESMOS has impacted 556,582 beneficiaries, out of which 77,142 are full equivalent beneficiaries.

DESMOS can also be credited for 335 sustained Full Time Equivalent employees (FTEs) and the generation of public revenues of €4.2 mn, including savings due to non-payable unemployment benefits, over the course of its operations since 2012.

KEY TAKEAWAYS



01

DESMOS **leverage effect** is **x10.7 in 2024**, marking a **16% increase** since the 2020 Deloitte report, when leverage effect was x9.2.



04

DESMOS has impacted **556,582 beneficiaries**, out of which **77,142 are full equivalent beneficiaries**, over the period 2012-2024.



02

DESMOS has raised **€14.8mn of funds**, covering program funding and own operations, **since its establishment in 2012**.



05

€4.2mn of public revenues have been generated **over the course of DESMOS operations** since 2012.



03

Aggregate **economic output of €25.6mn** has been generated since 2012 **in the wider Greek economy**, as a result of funds mobilized by DESMOS.



06

DESMOS has a total of **60 members** in the General Assembly, as well as an **Advisory Board**, comprising of **14 individuals** acting as mentors in their field of expertise

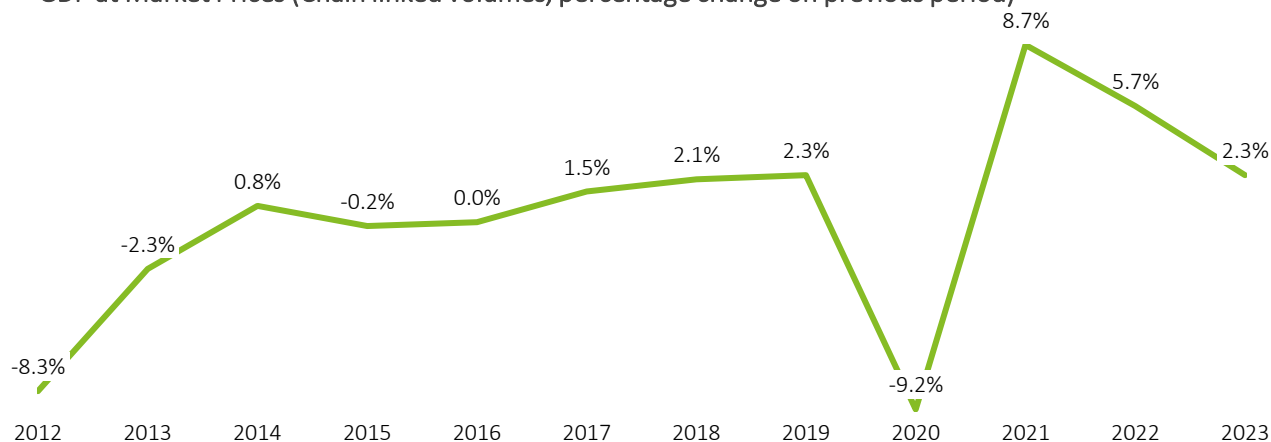
GREEK MACROECONOMIC OUTLOOK

DESMOS is a non-profit foundation operating in Greece, a country on an upward economic trajectory with steady GDP growth. However, significant challenges remain, including high unemployment rates, particularly among youth, and a considerable portion of the population still living below the poverty threshold, highlighting the ongoing need for support and resilience-building efforts.

Greek Economy

The GDP growth rate between 2012 and 2016 illustrates the significant contraction experienced by the Greek economy during the economic crisis. By 2015, the economy had shrunk substantially, with GDP declining by 0.2%, and continued stagnation observed at 0% in 2016. This period marked one of the most prolonged and severe recessions in modern Greek history, with extensive economic and social consequences. After 2016, the economy began to show signs of gradual recovery, with GDP growth reaching 1.5% in 2017 and peaking at 2.3% in 2019. However, the COVID-19 pandemic in 2020 resulted in an unprecedented economic contraction of 9.2%, reversing several years of growth. Post-pandemic recovery was notable, with GDP increasing by 8.7% in 2021, followed by a steady growth of 5.7% in 2022. Despite a **slight slowdown to 2.3% growth in 2023**, the Greek economy continues to **regain stability**, though the long-term effects of the crisis and pandemic remain a critical area of focus.

GDP at Market Prices (Chain linked volumes, percentage change on previous period)

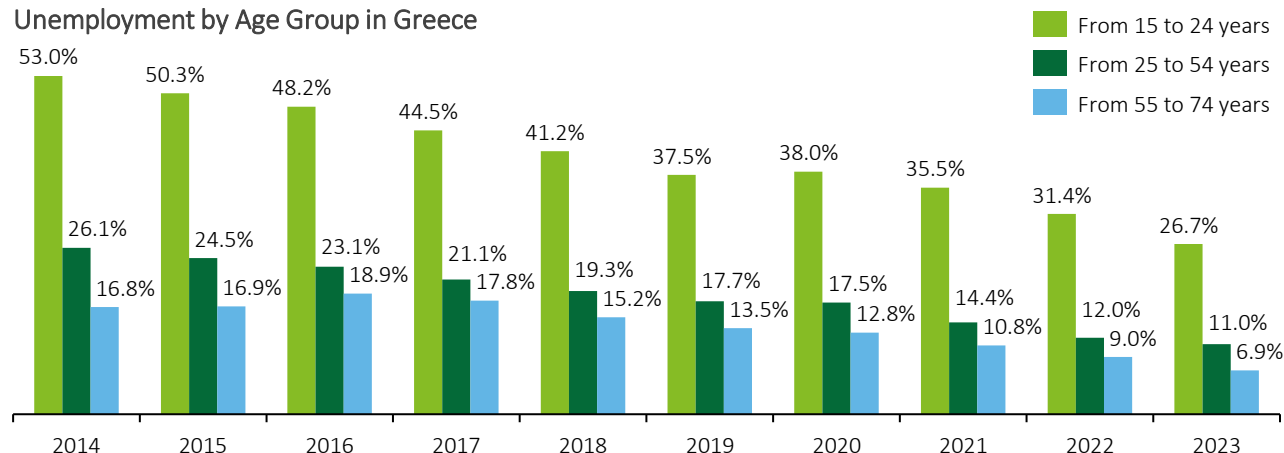


Unemployment

The Greek economic crisis and the COVID-19 pandemic led to significantly **high unemployment rates, especially among youth**. While rates have steadily declined, they remain among the highest in the EU.

Youth aged 15–24 years were hit hardest, with unemployment dropping from 53.0% in 2014 to 26.7% in 2023 but still disproportionately high. Similarly, rates for those aged 25–54 fell from 26.1% to 11.0%, and for individuals aged 55–74 from 16.8% to 6.9% over the same period. **Despite improvements, younger age groups continue to face the greatest challenges.**

Unemployment by Age Group in Greece



GREEK MACROECONOMIC OUTLOOK (CONTINUED)

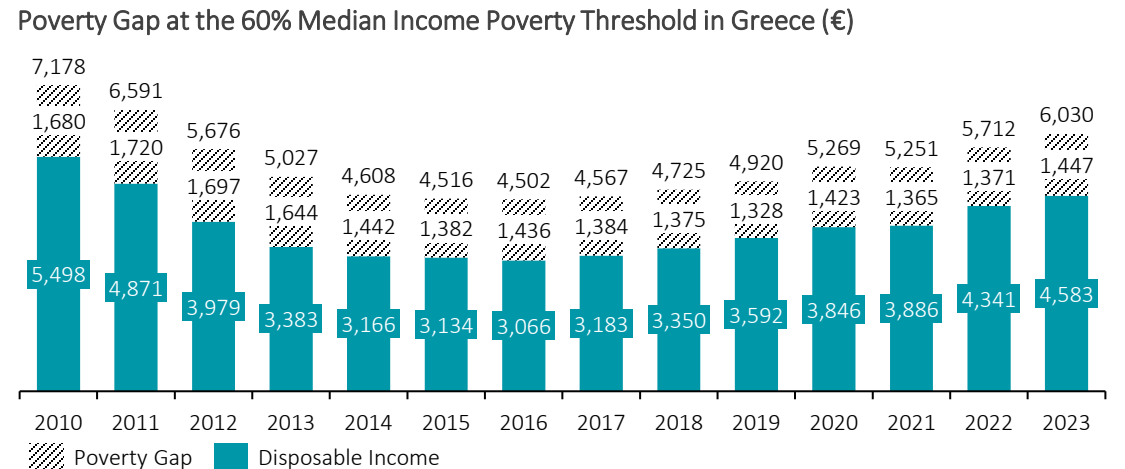
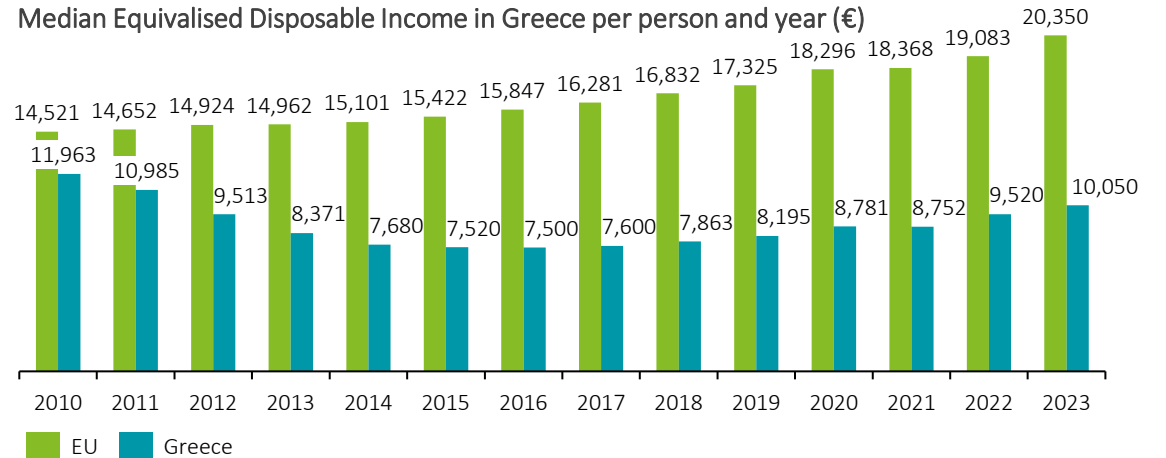
Economic activity in Greece has led to a sharp decrease in living standards since 2010, with a 37.3% drop in median disposable income by 2016. Despite recent improvements, income levels in 2023 remain below pre-crisis figures, and public social transfers are still insufficient to meet total needs.

Living Standards

Living standards in Greece have experienced significant fluctuations over the last decade. The Median Equivalised Disposable Income saw a drastic drop of 37.3% from around €12,000 in 2010 to approximately €7,500 in 2016. However, there has been a positive trend since then, with an **increase of 35.4% by 2023**, when **income levels reached approximately €10,150**. The at-risk-of-poverty threshold, set at 60% of the median disposable income after social transfers, defines the poverty line, and those earning below this threshold are considered poor. The extreme poverty line is set at 40% of the Median Disposable Income. This trend underscores the ongoing economic challenges and gradual recovery in the standard of living among the Greek population.

Degree of Poverty

The poverty gap, which serves as an indicator of the severity of poverty, is measured by the difference between the median disposable income of individuals below the at-risk-of-poverty threshold (60% of median income) and the threshold itself. This gap represents the additional income needed by these individuals to reach the poverty line. In 2010, the poverty gap was substantial with a difference of €1,680, while the median disposable income of people below the poverty threshold was only €4,871, compared to a threshold of €7,178. Over the years, the gap has seen fluctuations and a general narrowing trend, closing at €1,447 in 2023 with a median income of €4,583 under the threshold of €6,030. This demonstrates **a decrease in the poverty gap**, indicating an overall improvement in the economic condition of the lower-income population in Greece, **despite the poverty threshold increasing over the period**.



GIVING CULTURE IN GREECE

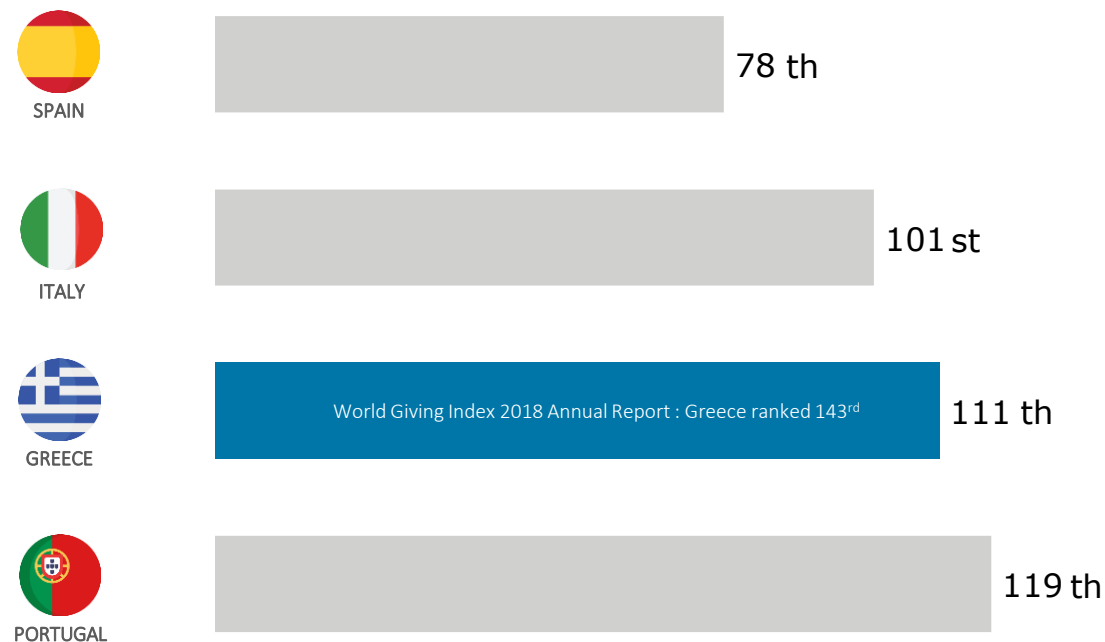
Country’s index score has been on an upward trajectory since 2013, when the country was in the depths of its sovereign debt crisis. Greece had the largest year-on-year increase in the world for helping a stranger.

World Giving Index

The **World Giving Index (WGI)** is compiled by the Charities Aid Foundation (CAF), using data gathered by Gallup and ranks around 140 countries in the world *according to how charitable their populations are*. The index ranks the countries based on the average percentage of people donating money, volunteering time, and helping a stranger. Greece’s index score has been on an upward trajectory since 2013, when the country was in the depths of its sovereign debt crisis. It has a particularly high score for helping a stranger – significantly above the European average and particularly high among young people.

Between 2022 and 2023, the top three biggest risers were Greece, the Philippines and Singapore. While all saw an improvement across the board, **Greece had the largest year-on-year increase in the world for helping a stranger** and Singapore recorded the biggest global increase for volunteering.

World Giving Index Greece and Southern European Countries 2024 (ranking)



Source: World Giving Index 2024 Annual Report

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 and 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

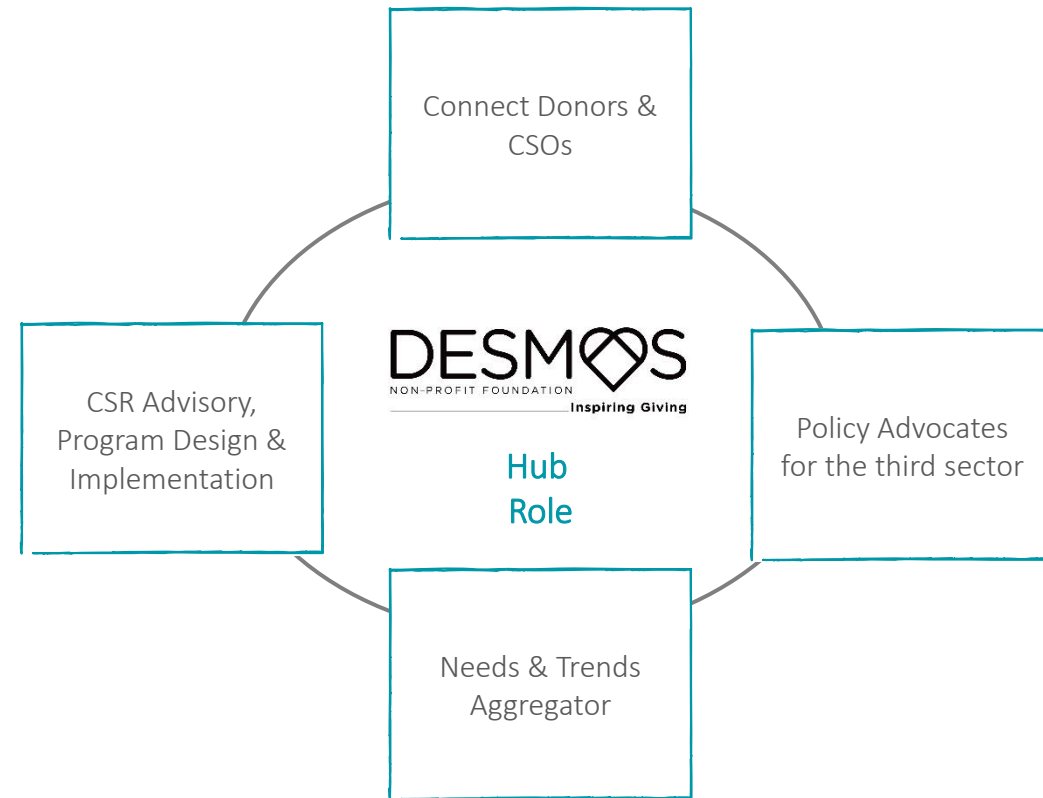


DESMOS is founded on the principles of social solidarity, the personal, social and corporate social responsibility as well as waste reduction and the reuse of material for humanitarian causes.

Action

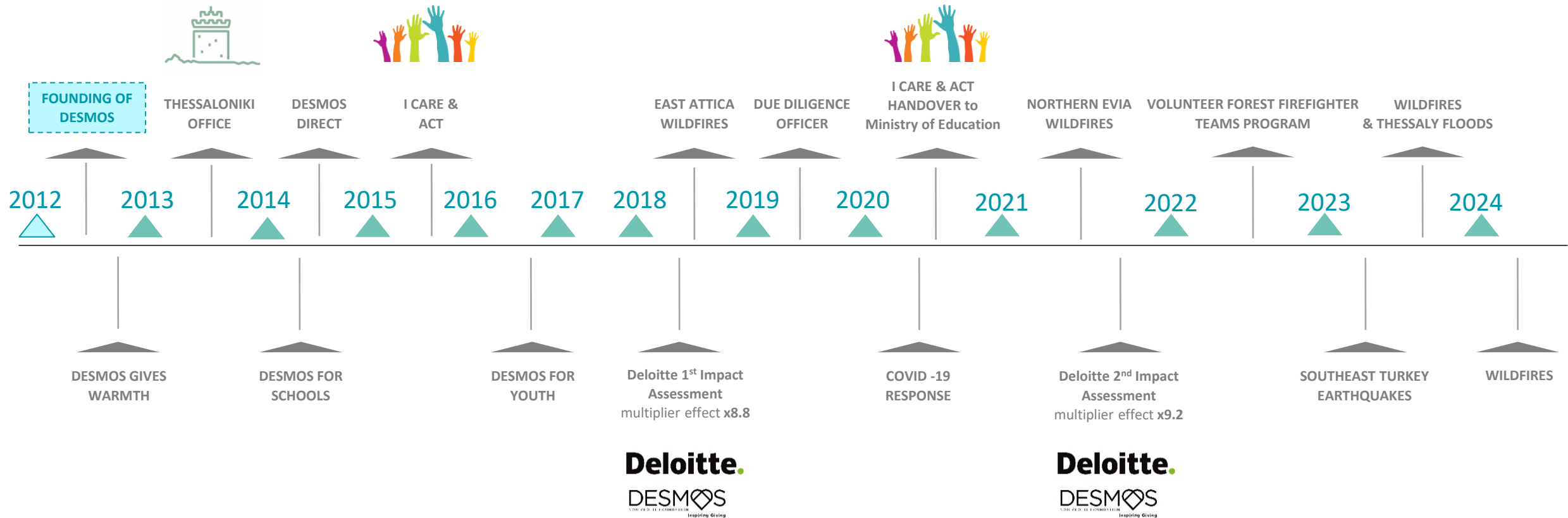


DESMOS acts as a hub between the private sector and NGOs, facilitating donations in kind and managing financial donations to materially support CSOs in Greece supported by the work of an Organization Relationship Officer. DESMOS also helps distribute surplus products to people in need, handling research, communication, coordination, logistics and reporting



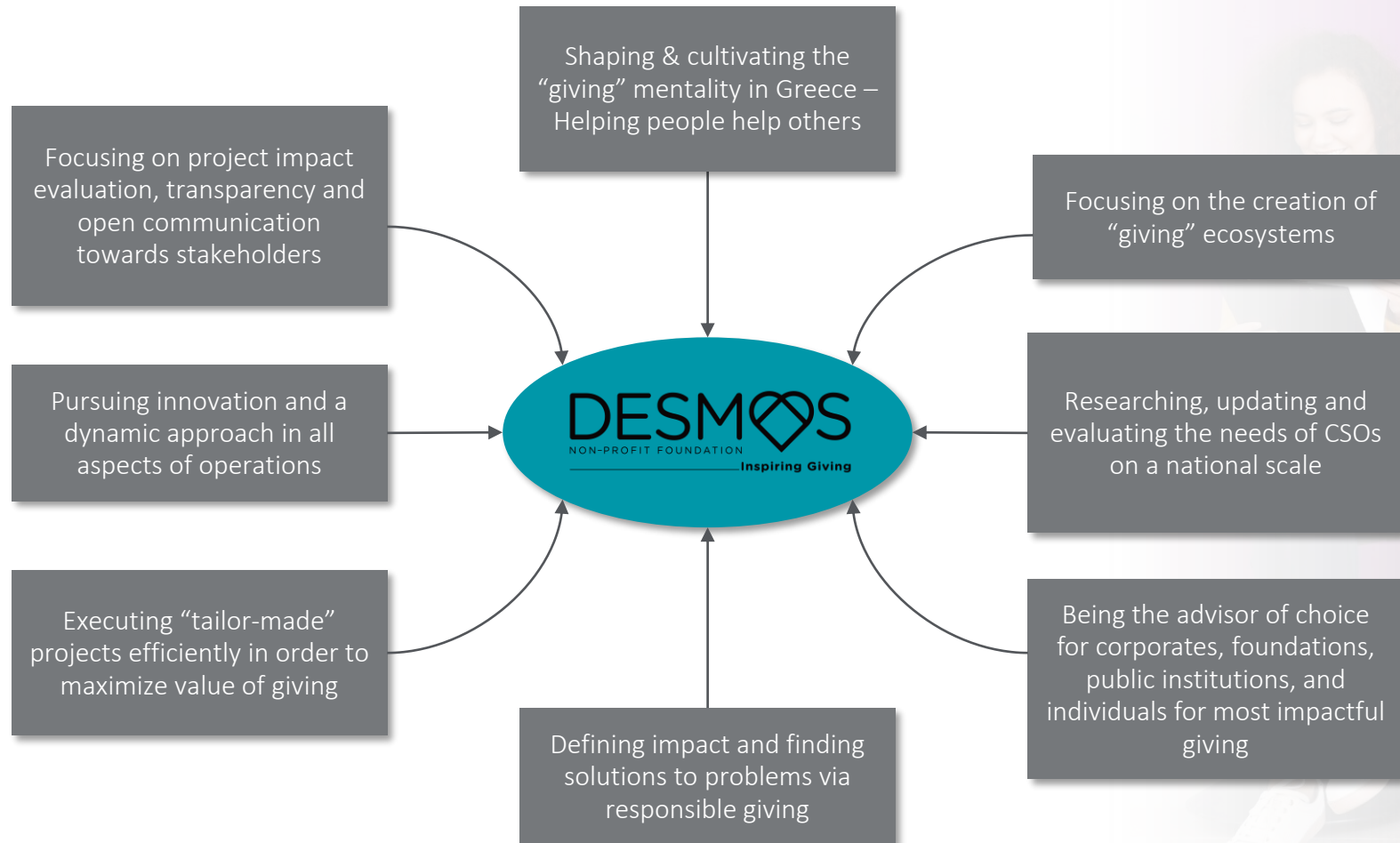
DESMOS FOUNDATION’S TIMELINE

Over time DESMOS has established many programs, a second office in Thessaloniki and a twelve-year contribution in various needs of Greek society and maintains an integral role for the collection and distribution of donated items



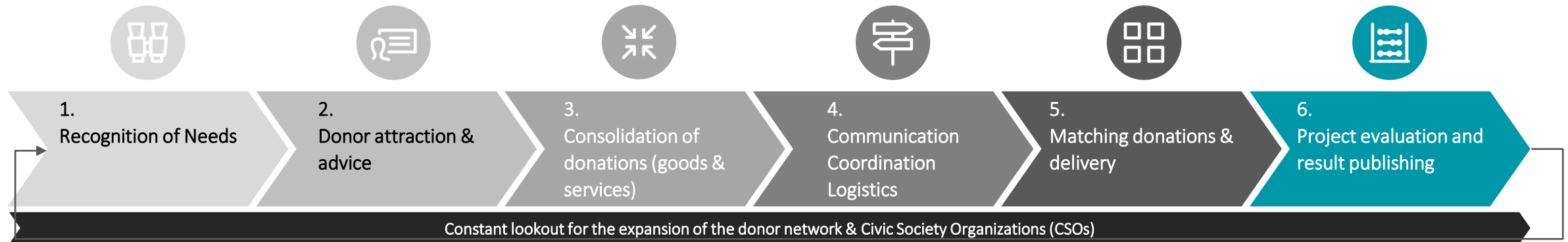
DESMOS' UNIQUE VALUE PROPOSITION

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 addition of a Due Diligence Officer has established 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
- 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 to DESMOS are converted into goods & services (as in the case of salaries covered of DESMOS for Youth program)
- In case of goods and in-kind donations of various categories, DESMOS allocates them to CSOs based on the results of the monitoring of needs

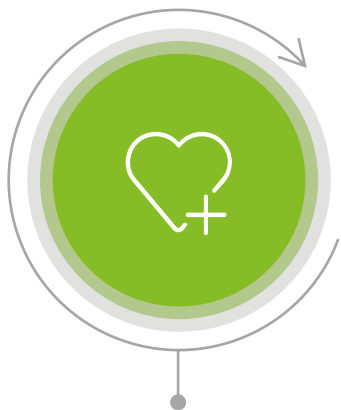
- DESMOS is the point of reference for both donors and beneficiaries and oversees all communication, coordination and logistics of the donation process

- 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

- DESMOS holds itself accountable towards its stakeholders, partner organizations and donors by evaluating projects, publishing results and by appointing third parties for its impact assessment and audit.

DESMOS' AREAS OF FOCUS

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



Social Welfare

The pillar 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
- DESMOS GIVES FOOD AID
- DESMOS IN KIND DONATIONS



Building a Better Future

The pillar 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 volunteering opportunities.

Area of focus programs:

- I CARE & ACT
- DESMOS FOR YOUTH
- DESMOS FOR SCHOOLS
- TEENS FOR TEENS

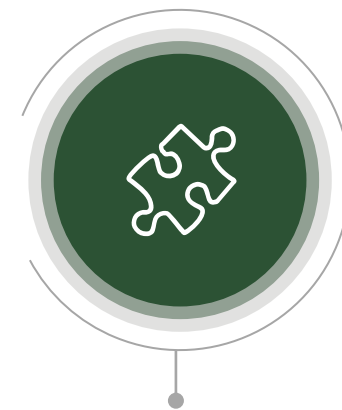


Healthcare

The pillar involves donations, projects and programs that provide medical equipment, medical supplies and consumables to public hospitals, social clinics, social pharmacies, and mobile medical units. Furthermore, the pillar also focuses on the support of charitable organizations that provide free medical services.

Area of focus programs:

- HEALTHCARE GENERAL
- PALLIATIVE CARE AT HOME



Emergency Response and Recovery

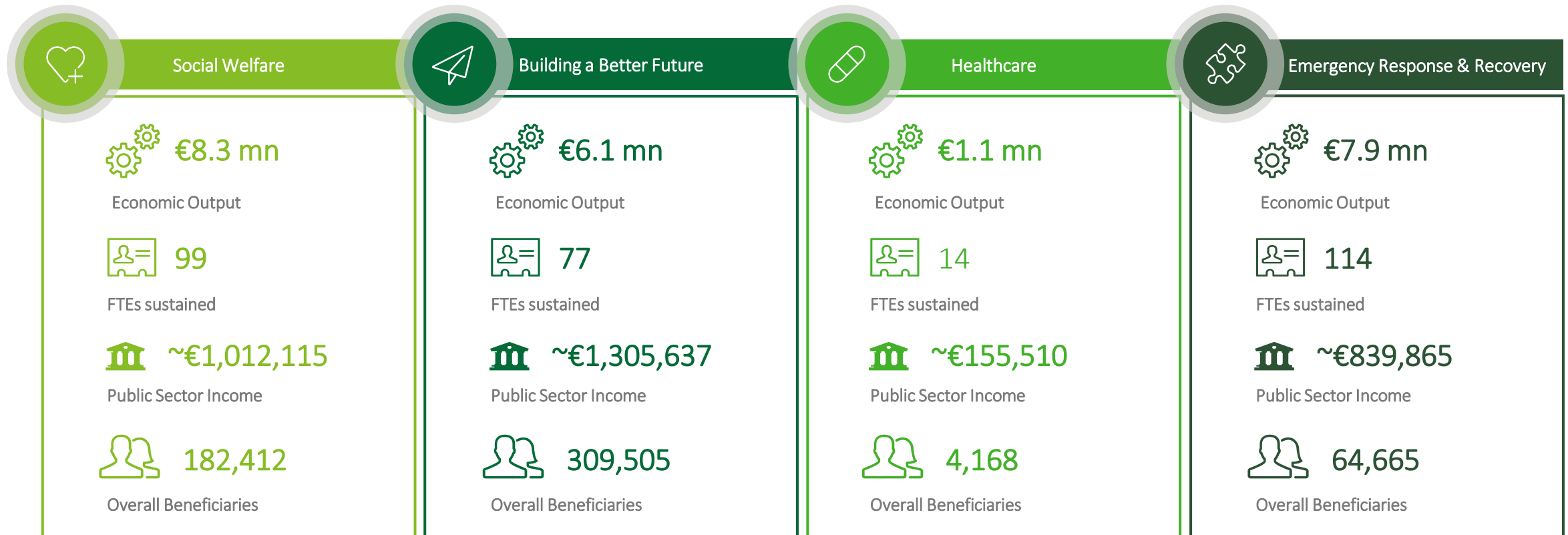
The pillar involves provision of critical immediate relief in natural disasters and humanitarian crises, as well as mid- and long-term recovery in the aftermath of such crises.

Area of focus programs:

- EAST ATTICA WILDFIRES
- COVID-19
- NORTHERN EVIA WILDFIRES
- DESMOS FOR YOUTH NORTHERN EVIA
- VOLUNTEER FOREST FIREFIGHTER TEAMS
- SOUTHEAST TURKEY EARTHQUAKES
- WILDFIRES 2023 - 2024
- THESSALY FLOODS

DESMOS | IMPACT BY AREA OF FOCUS

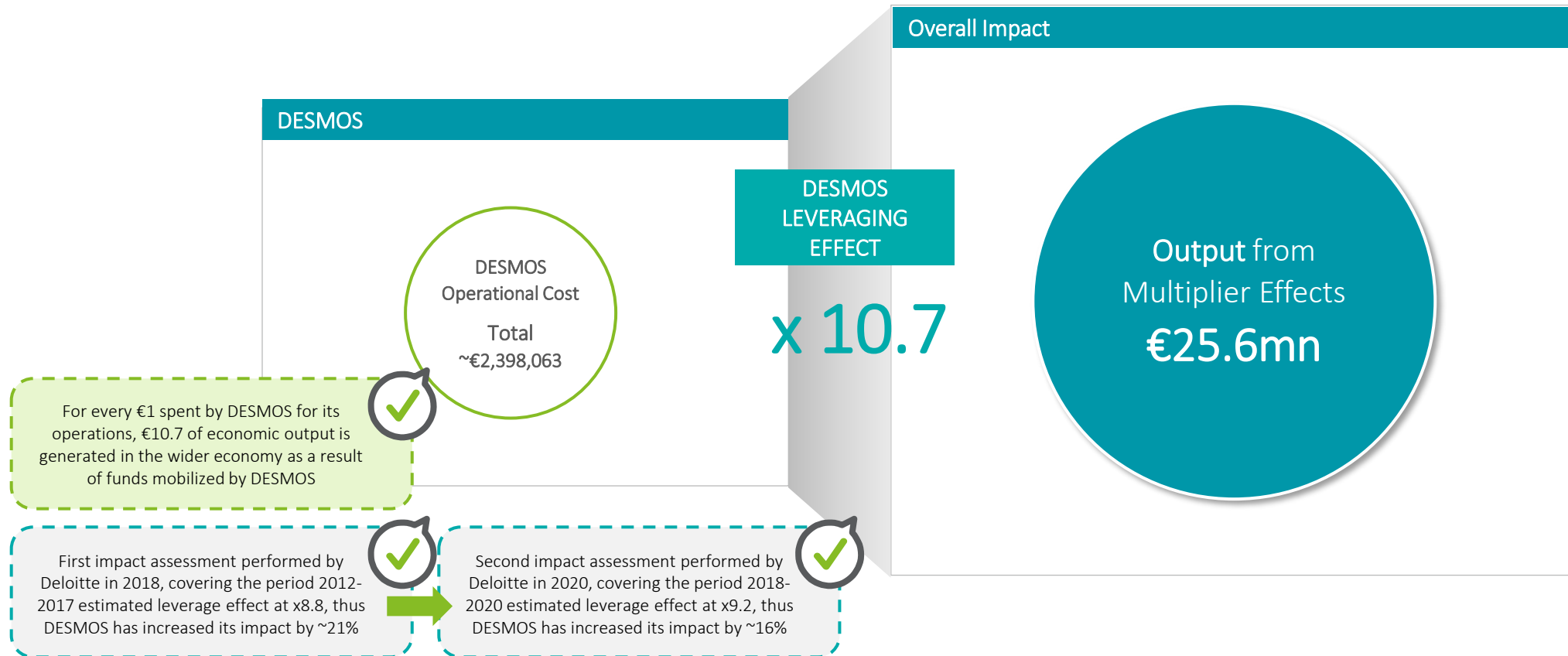
Overall impact of DESMOS, broken down by Pillars presented below.



More output is generated by **Tailored** & **Direct** projects of DESMOS across all areas of focus

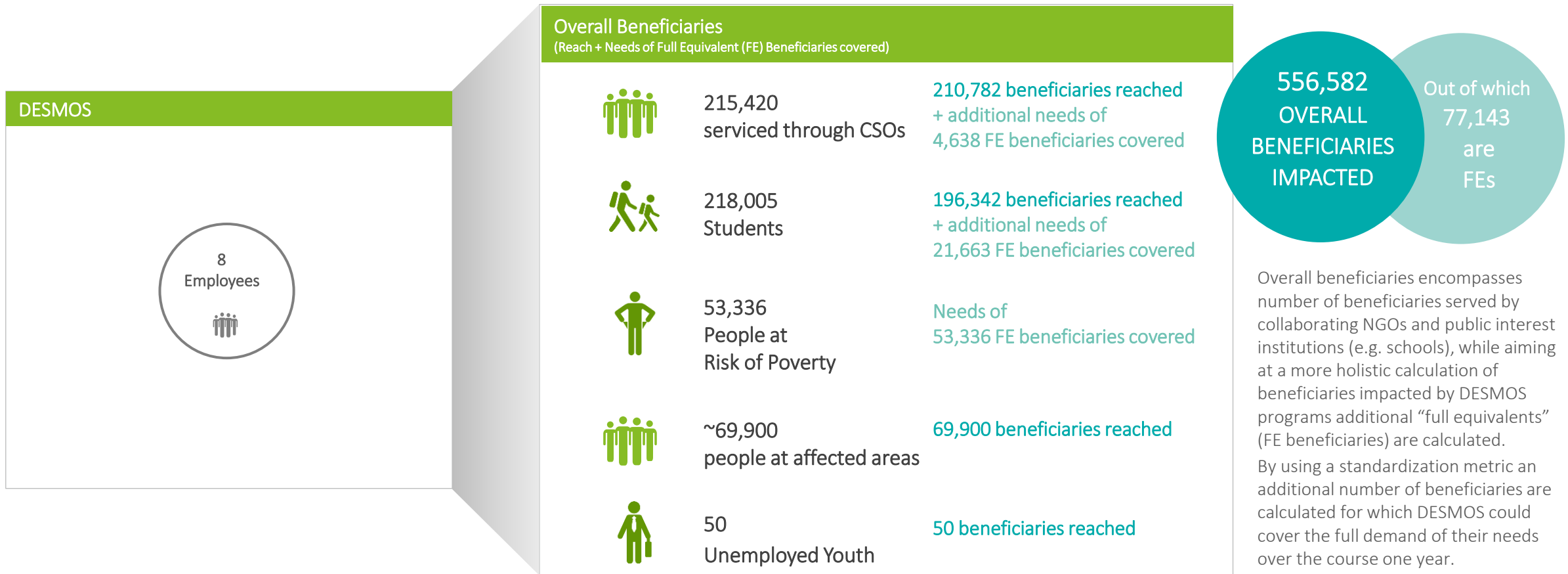
DESMOS | OVERALL OUTPUT

The multiplier effect is **x10.7** resulting in **€25.6 million** of **economic output**, that is, **for every €1 spent for DESMOS' operations, €10.7 flow back into the economy** as a result of funds mobilized by DESMOS' efforts.



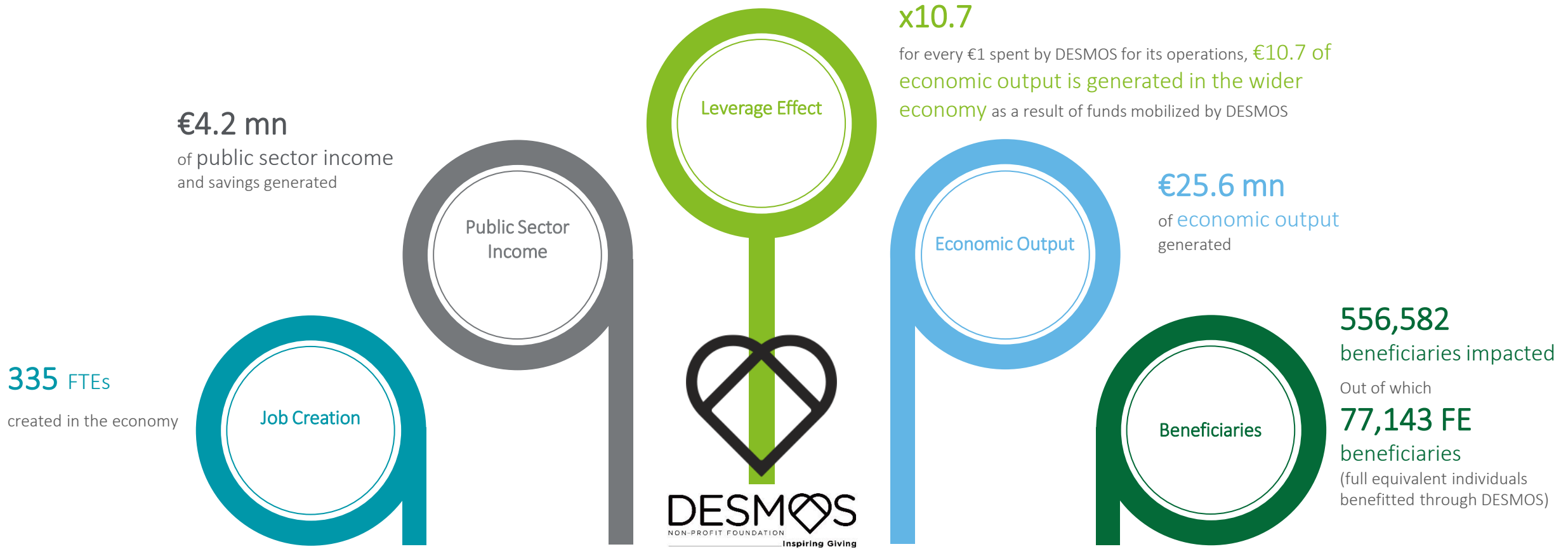
DESMOS | OVERALL BENEFICIARIES

Since DESMOS' establishment in 2012, over 556,582 individuals have benefited



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 **€25.6 mn**, impact on **556,582 beneficiaries** out of which 77,143 are Full Equivalent beneficiaries, while generating public sector income of **€4.2 mn**. The organization's **leverage effect is calculated at x10.7**





Appendix

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

Program	Input*	Total Donations	Output	Leverage effect
DESMOS for Warmth	100,434 €	611,644 €	1,153,810 €	11.5
DESMOS gives food aid	94,130 €	573,255 €	1,158,108 €	12.3
In-Kind Donations	435,149 €	2,650,071 €	5,075,010 €	11.7
Tailored Projects Social Welfare	80,391 €	573,255 €	933,653 €	11.6
I Care & Act	190,462 €	1,159,921 €	2,257,839 €	11.9
DESMOS for Youth	123,803 €	753,965 €	1,442,995 €	11.7
DESMOS for Schools	160,762 €	979,044 €	2,377,543 €	14.8
Supporting Healthcare General	83,857 €	510,692 €	928,115 €	11.1
Palliative Care at Home	18,961 €	115,472 €	174,909 €	9.2
East Attica Wildfires Response	77,430 €	543,000 €	990,102 €	12.8
Covid-19 Response	312,415 €	1,902,616 €	3,857,531 €	12.3
Northern Evia Wildfires	43,771 €	266,568 €	523,656 €	12.0
Volunteer forest Firefighter teams	108,736 €	662,207 €	1,130,818 €	10.4
Greece Wildfires 2023-2024	44,549 €	271,303 €	503,462 €	11.3
Thessaly floods	27,819 €	169,420 €	336,221 €	12.1
Southeast Turkey earthquakes	27,480 €	167,355 €	352,255 €	12.8
DESMOS for Youth Northern Evia	28,053 €	170,842 €	239,920 €	8.6
Tailored projects	24,515 €	149,299 €	638,459 €	27.7
DESMOS Direct	34,776 €	211,787 €	863,748 €	24.8
DESMOS own operations	380,568 €	2,398,063 €	634,029 €	1.7
TOTAL (in million €)	2.4 €	14.8 €	25.6 €	10.7

*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 program to total donations raised. The leverage effect is calculated by dividing the outputs by the inputs.

APPENDIX - IMPACT ASSESSMENT METHODOLOGY | I/O MODEL

The methodology to assess the economic impact includes all activities of DESMOS and the respective direct, indirect and induced impact which is created, captured via the Input-Output Model.

Economic Impact & The Input-Output Model

The **Input-Output model**¹ is used to determine the effect of DESMOS' operation and its programs on the economy in terms of economic output, public sector income and job creation. The model relates economic inputs, used for the operation of DESMOS and its programs, to economic outputs created in the wider economy.

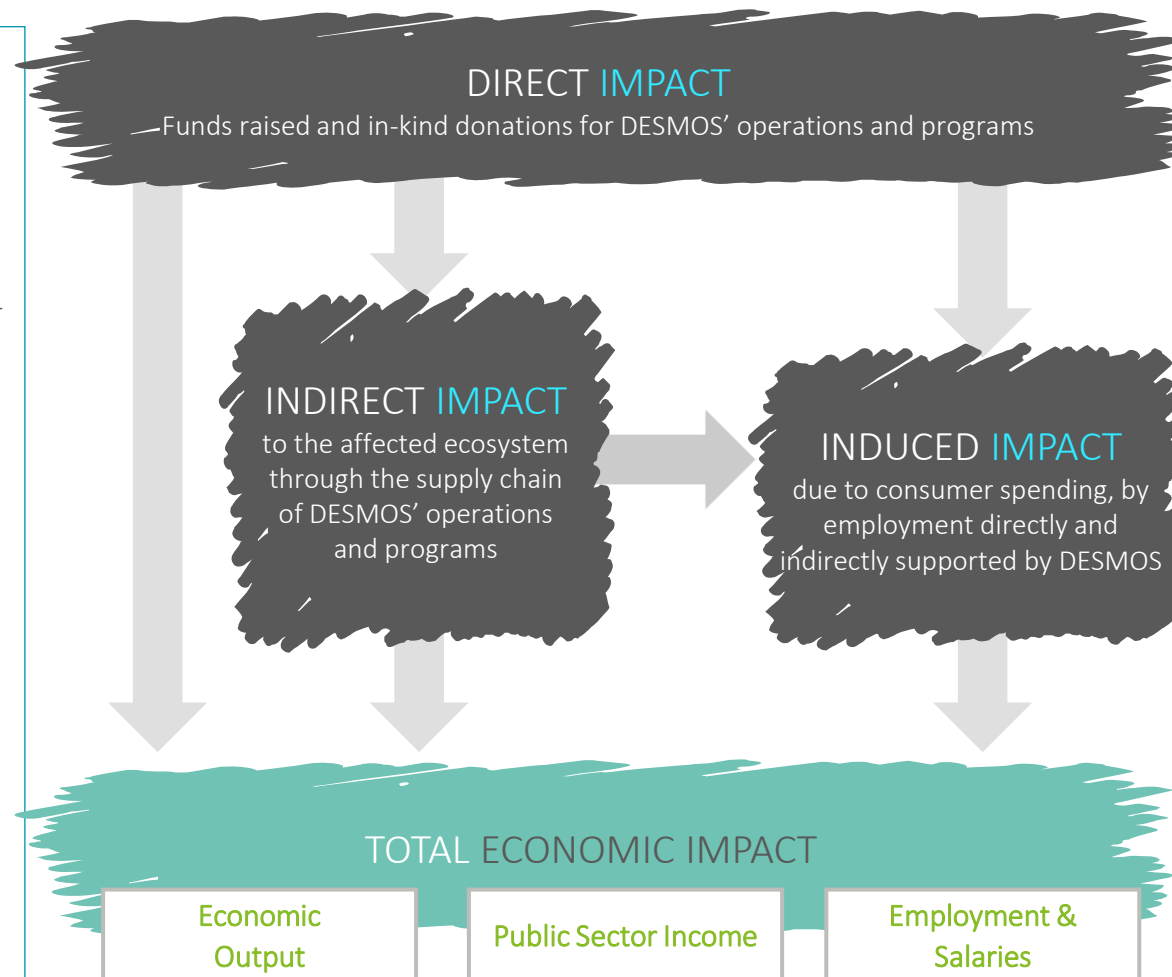
Economic Inputs and the **direct impact of DESMOS'** are all donations, financial and non-financial, that DESMOS manages to mobilize through its donor network.

Economic Output occurs as a result of inputs. Output is generated to other industries in the supply chain of DESMOS (**Indirect Impact**, e.g. in the sector of oil and petroleum products via the purchase of heating oil via DESMOS for Warmth Program) and through the consumption of disposable income supported by DESMOS (**Induced Impact**, e.g. as a result of salaries paid via DESMOS for Youth Program).

Public Sector Income describes the additional income that is created through taxes, which are accumulated due to the generated economic activity (e.g. VAT and income tax).

Job creation occurs due to the economic activity of the organization and may account for direct employment in the organization itself or for jobs sustained in the supply chain of the organization, as a result of its operations.

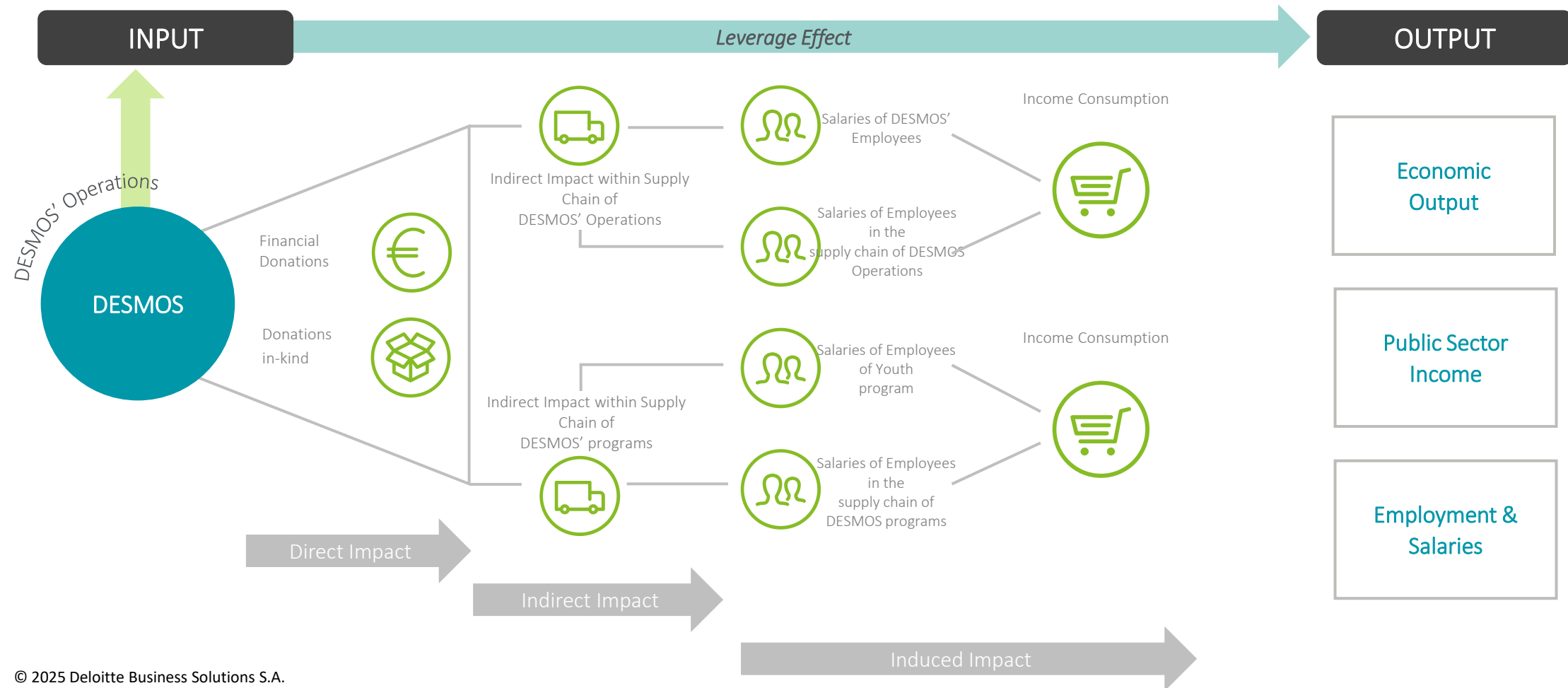
The impact assessment and the calculation of economic output is conducted per **program year**, not **calendar year**.



¹ For the input-output model, Leontief was awarded the Nobel Prize in 1973.
 Note: Input – Output methodology is based on statistical information available from Eurostat

APPENDIX - IMPACT ASSESSMENT METHODOLOGY | I/O MODEL

For the assessment, the whole operation of DESMOS between 2012 and 2024 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.



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