

CHARITY CAMPAIGNS

Charity campaigns of Agora Group are delivered through the involvement of our readers, users, employees and local communities, as well through supporting public benefit organizations and promotion of philanthropy and charity.

MEDIA GRUPY AGORA WSPIERAJĄ WOŚP (AGORA GROUP SUPPORTS GREAT ORCHESTRA OF CHRISTMAS CHARITY)

486
thousand
zł


collected by Agora Media the 26th Finale of Great Orchestra of Christmas Charity



486 thousand zł for the purchase of state-of-the-art medical equipment for specialist children hospitals was collected by the media of Agora and Helios cinema chain in the 27th finale of Great Orchestra of Christmas Charity. *Gazeta Wyborcza, Radio TOK FM, Rock Radio and Helios* conducted online auctions.

Auctioned items included: a walk in Białowieża Forrest with Adam Wajrak, 100-year and one day longer (WOSP tagline) subscription of *Gazeta Wyborcza*, Andrzej Rysuje drawing, year passes to Helios cinemas, live appearance in on air in TOK FM or co-hosting a broadcast in Rock Radio. Virtual collection boxes were opened by the teams of *Gazeta Wyborcza* - official partner of the 27th Finale and portal *Gazeta.pl*. The portal encouraged users to support the campaigns with #JedenDzieńDłużej hashtag. All media of Agora Group broadcast information about the Finale of WOŚP.

FABRYKA ŚW. MIKOŁAJA (SANTA CLAUS FACTORY OF GAZETA WYBORCZA)



169.8
thousand
zł

collected in 2019 in Santa Claus Factory project



The 16th Santa Clause Factory collected 169,8 thousand zł in 2019 in Wrocław. At a ceremony held on 8 December 2019 in Stara Garbarnia representatives of *Gazeta Wyborcza Wrocław* handed a symbolic check to Wrocław Hospice for Children Foundation, to finance the building of Dom Opieki Wyręczającej (respite care facility) in Wrocław in ul. Sołtysowicka 58 and the purchase of gifts for the residents of the hospice. DOW will house 18 residents in single and double rooms. It will also have a therapy room, playroom and a garden. DOW is an establishment where terminally ill children are looked after by medical specialists and the personnel assists parents in providing proper care to the children.

RADIO DAY AND THE THIRD CHARITY RADIO ADVERTISING BLOCK



As each year, on 11 April, Polish radio broadcasters celebrate Polish Radio Day. Grupa Radiowa Agora prepares special competitions and programmes celebrating radio as a medium. Traditionally, Agora stations also broadcast a special Charity Advertising Block. Between 8:00 and 8:30 a.m. Total income from the block was donated to the Association of Parents and Friends of Children with Hearing Impairments in Krosno. The organization helps children with hearing disfunctions and income from the advertising block covered the cost of the therapy for children with hearing impairments, off-site therapy tours and integration activities.

Polish Radio Day was established to commemorate adopting a document outlining the premises for radio regulations in 1923. Developed by the Association of Polish Radio Technicians, the document was a foundation to a parliamentary act that led to the first Polish radio broadcast two years later. I Love Radio initiative promotes radio and since 2017 unites Polish radio market to work together across divides. I Love Radio is

AGORA Report 2019

organized jointly by five radio broadcasters: Grupa Eurozet, Grupa Radiowa Agory, Grupa RMF, Grupa ZPR Media and Polskie Radio.

CHARITY CAMPAIGN OF ROCK RADIO



Rock Radio regularly supports various charity organizations and causes. In 2018 the campaign Rock Radio plays for Rak'n'Roll supported *Rak'n'Roll Foundation*. In June 2019 Rock Radio organized Great Rock Classics Test, the opening event of *Warsaw Co Jest Grane 24 Festival*. Teams of stars: music, film and sport, and the listeners of Rock Radio competed answering questions about rock classics. Among the celebrities who participated in Great Rock Classics Test were Olga Borys, Odeta Moro, Natalia Sikora, Radosław Majdan, Piotr Świerczewski, Zygmunt Chajzer and Wojciech Cugowski. Winners donated their money prize to Warsaw Hospice for Children Foundation.

PASIBUS CHARITY PROJECT



Pasibus is a unique brand – combining best ingredients with welcoming and casual atmosphere, suggestive of the brand's origins. One of important aspects of the burger chain is community involvement, an aspect that integrates the employees and encourages

AGORA Report 2019

customers to support important campaigns.

Pasibus engages in a host of charity initiatives. In 2019 employees of Pasibus delivered another Noble Pack for a family in need. Each year Pasibus also supports Great Orchestra of Christmas Charity. In 2019 Pasibus collected nearly 5.5 thousand zł in Allegro.pl auctions and additionally 500 zł was raised through a facebook challenge - (five thousand likes and three thousand comments).

In December 2018, on the occasion of St. Nicolas Day, customers could write a letter to Pasi Santa indicating who and why should receive help. The campaign closed in March 2019. The author of a letter selected by Pasibus described a difficult situation in Neonatology Ward of Falkiewicz Hospital in Wrocław. Pasibus gave the ward received a refrigerator for storing medications for patients and 50 coupons for free burgers for the team of the ward and a permanent discount for delivery for the parents and personnel of the ward who order via Glodny.pl.

PASIBUS FOR CHILDREN WITH AUTISTIC DISORDERS



Since March 2019 UNLOCK Association for Education Therapy and Supporting Children with ASD collected funds for the equipment and supplies for a school for ASD children with photography classes. UNLOCK wants to offer autistic children the opportunity to integrate into the society, including learning a profession, to help them live independent lives. In June 2019, to celebrate International Children's Day, Pasibus joined the collection conducted by Wrocław UNLOCK Association to open a vocational training school for children with ASD. In choosing an industry the organization took into account children's interests as well as the fact that the photographer profession is in the optimal area of activity for people with ASD-specific limitations. Funds were collected in all Pasibus restaurants countrywide on 12 June 2019. Every customer could buy one of Pasibus iconic burgers at reduced price. Bebek Junior with house BBQ sauce cost 15 zł, and 2 zł from each sold burger was earmarked to the funds collection for the photography schools for ASD children. Until the end of June Pasibus also collected funds via Zrzutka.pl. Money received from Pasibus fans on Zrzutka.pl/PasikdlaDzieci was donated to Unlock association. The campaigns were promoted broadly in the social media. With the support of PASIBUS the school purchased professional photographic equipment, items for the photo studio and darkroom; enlargers, light meters, darkroom accessories, injectors, lamps, softboxes, cameras, mounts, instruments for digital processing, filters, blends, frames and backgrounds and other necessary items.