

SOCIAL ORGANIZATIONS IN AGORA GROUP

Entities of Agora Group engage in the activities of public benefit organizations in education, culture, arts, journalism and the media, promotion of gender equality. Agora Group companies also found such organizations.

GAZETA WYBORCZA FOUNDATION

Gazeta Wyborcza Foundation was established by Agora in 2018. Following the example of New York Times Company and The Guardian Media Group, *Gazeta Wyborcza* founded a non-profit organization to develop worthwhile media projects and work towards important social goals. The Foundation's goals include fostering the creation of new works of independent and ambitious journalism on key social and political issues, such as works of investigative journalism, reports on environmental protection and international journalism projects.

Fundacjagazetywyborczej.pl



CHARITY AUCTION FOR GAZETA WYBORCZA FOUNDATION

32

1 thousand
zł

raised in the first auction for GAZETA WYBORCZA
FOUNDATION



Gazeta Wyborcza Foundation organized a special auction to raise funds for the delivery of its mission – protecting independence of the media as a foundation of democracy. On [Charytatywni.Allegro.pl](https://www.charytatywni.allegro.pl) the organizers auctioned anniversary souvenirs and attractions prepared especially for the readers of the daily, including a reprint of the cover of the first issue of *Gazeta Wyborcza* of 8 May 1989, with the autograph of the editor in chief, Adam Michnik, a tour of Warsaw editorial office of *Gazeta Wyborcza* with Roman Imielski, head of the domestic section of GW, tour in Białowieża National Park with nature expert and one of the most popular journalists of *Gazeta Wyborcza* – Adam Wajrak, interview with a famous writer co-hosted with Michał Nogaś, autographed bestselling books published by *Agora* and many other prizes. The funds raised in the auctions will cover the cost of a series of reports on themes such as the growth of extremism in Poland and Europe, climate crisis, generational differences or new technologies. The Foundation will also support a number of worthwhile initiatives and activities of other organizations. The funds raised in the first auctions will also be used to finance social and educational campaigns about the rule of law, education and ecology as well training of journalists to develop and deliver reliable and trustworthy media content.

WYSOKIE OBCASY FOUNDATION

Fighting for women's rights, supporting disenfranchised groups, bringing forward unknown herstories, and publicizing issues connected to health and psychology has been a daily

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commitment of *Wysokie Obcasy* magazine for 20 years. *Wysokie Obcasy* Foundation was launched in 2018 as a joined project of Agora and *Wysokie Obcasy* brand, to support independent and reliable journalism and initiatives which protect and promote women's rights and integration of different social groups. *Wysokie Obcasy Foundation* focuses primarily on activities aimed at dismantling discrimination based on gender, age, sexual orientation, ethnicity, beliefs, health and social status, and appearance both in Poland and at a global stage.

Fundacjawysokichobcasow.pl

SZTUKA SIOSTRZEŃSTWA (SISTERS ART) - AUCTION OF WYSOKIE OBCASY AND WYSOKIE OBCASY FOUNDATION



In November 2019 the first Sisters Art auction of art was organized by *Wysokie Obcasy* Foundation and *Wysokie Obcasy*. The auction held in Museum of Contemporary Art in Warsaw offered works donated by over 70 artists the funds were granted to organizations such as Women's Rights Centre. 135 thousand zł was raised during the event hosted by

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the popular journalist Dorota Wellman. The highest price, seven thousand zł, was paid for the photograph from the series *Tropical Iron (2011)* by Maurycy Gomulicki. Buyers also bid high on works by Paweł Bownik, Wilhelm Sasnal, Alex Urban, Kle Mens, Chris Niedenthal, Radek Szlaga, Sonia Szóstak, Mateusz Sarzyński, Karol Radziszewski and Michał Warecki. Half of the funds raised in the auction was passed to Women's Rights Centre - organization that specializes in preventing all forms of abuse and discrimination of women in private, public and professional life. The other half will be used to finance statutory activities of Wysokie Obcasy Foundation.

KOBIETY WIEDZĄ, CO CZYTAJĄ (WOMEN KNOW WHAT THEY READ) - CAMPAIGN OF WYSOKIE OBCASY AND WYSOKIE OBCASY FOUNDATION

6.5
thousand

free subscriptions of Wysokie Obcasy and Gazeta Wyborcza provided to young readers



In 2019 Wysokie Obcasy Foundation launched Women Know What They Read campaign that provides students with free subscriptions of *Wysokie Obcasy* and *Gazeta Wyborcza*.

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Also public libraries in small towns and villages were involved in the project. By the end of 2019, six and a half thousand free subscriptions were distributed, four thousand were donated to libraries and the remaining number was made available to young women.

Subscriptions were available to all libraries around Poland, operating in rural communities, rural-urban, and in towns up to 50 thousand inhabitants. Free digital subscription of *Wysokie Obcasy* and *Gazeta Wyborcza* was also addressed to library users, women aged 15-30.

On activating the subscription a library received free unlimited access to all online services of *Wyborcza.pl*, access to current and archived issues of *Gazeta Wyborcza* magazines: *Duży Format*, *Magazyn Świąteczny*, *Ale Historia*, *Wysokie Obcasy Extra*. Each library could also access all content of the bi-monthly *Książki. Magazyn do Czytania*, literary broadcasts of Michał Nogaś in *Audio Książki*, to *Booksletter*, a weekly newsletter for book fans. After registering the library in the system, its users could also gain access to the newest reviews in the Culture section of *Wyborcza.pl*, up to 50 percent discount on books and e-books in *Kulturalnysklep.pl* and *Publio.pl*, special price on the subscription of *Książki. Magazyn do Czytania* bimonthly and unlimited access to the content in iOS and Android apps or e-readers. The free subscription was valid for a year. Completed in January 2020, the campaign was delivered with two partners: *Zwolnieni z Teorii* project and for the Information Society Development Foundation.

Fundacja powszechnego CZYTANIA (FOUNDATION FOR UNIVERSAL READERSHIP)

On 4 September 2018 Agora and other partners established Foundation for Universal Readership. One of the key goals of the foundation is the promotion of readership in Poland. Foundation for Universal Readership was created by the representatives of publishing industry, including Agora and Agora Publishing, industry institutions and individuals. Alarming readership figures in Poland were the main impulse that propelled the project. Consequently, the purpose of the foundation is to promote readership as a worthwhile form of spending free time. An important aspect of the new non-profit organization is cooperation between founders and with other NGOs, public institutions and individuals who care about the promotion of readership. Among the council members is Małgorzata Skowrońska, publishing director in Agora Publishing. Foundation website <https://fpc.org.pl/>



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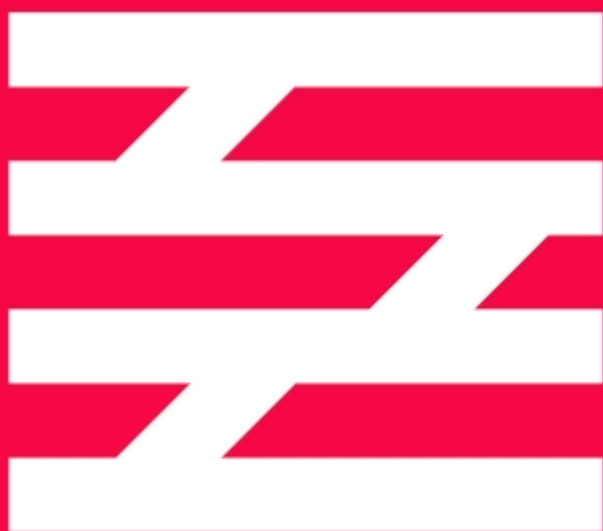
Agora Foundation was created in October 2004. In 2005 it received OPP status (public benefit organization). In recent years the foundation has focused on organizing and financing campaigns conducted with *Gazeta Wyborcza* and on charity programmes. Projects of Agora Foundation are often supported by the media of Agora Group, including *Gazeta Wyborcza*, and have a long history. The breakthrough campaigns, *Rodzić po ludzku*, *Leczyć po ludzku* (Childbirth with Dignity, Healthcare with Dignity) and *Narkopolacy* (NarcoPoles) or *Pomóż swoim rodzicom* (Help Your Parents) - promoting volunteer caregiving, were financed from the collection of one per cent of income tax write off.

In 2019 Agora Foundation conducted Help Your Parents campaign supporting seniors and their caregivers. In cooperation with Hospice Foundation in Gdańsk, volunteers were recruited for the local volunteering network. Coordinators were prepared to work in the project through training necessary to recruit volunteers and coordinate their work. Website: wolontariatopiekunczy.pl

Since 2019 Agora Foundation has been working on a campaign highlighting the needs of people with disabilities *Różni ludzie, jeden świat* (Different people, one world). One of the elements of the project will be social competences workshops.

Agora Foundation cooperated also with other public benefit organizations (Fundacja Dzieciom Zdażyć z Pomocą Foundation for Children, Słoneczko Foundation for the Disabled, Piastun Foundation, Dolnośląska Fundacja Rozwoju Ochrony Zdrowia, Avalon Foundation) to analyse the needs of adult people with disabilities and help them to meet these needs. More information: fundacjaagory.pl.

**FUNDACJA
AGORY**



**FUNDACJA AKADEMIA INTEGRACJI.
PRACA. EDUKACJA. SPORT (Academy of**

Integration Foundation - Work, Education, Sport)

Academy of Integration Foundation was established by AMS SA and is a continuation of the project *AMS for Integration*. Its focuses broadly on issues associated with life, activity and social role of people with disability, with special emphasis on work, education and sport. Among the originators and employees of the foundation are fencers in wheelchairs, outstanding athletes and multiple medallists of World and European championships, who volunteer with other employees of AMS. The main goals of Academy of Integration are to encourage people to develop sensitivity to other human beings, to help people with disabilities become integrated into the society and to activate people with disabilities. For more information go to: <http://akademaintegracji.pl/>

