

ACTIVITIES OF AGORA PUBLISHING HOUSE

As part of the aid initiative in response to the situation caused by the coronavirus, Agora Publishing House in cooperation with Gazeta.pl and Wyborcza.pl from March to May 2020 conducted a series of cultural events in social media under the slogan **#Culturalsphere** (**#Kulturalnastrefa**), organizing concerts and meetings with artists who due to the pandemic, they had to suspend their activities.

The greatest activity for the benefit of those affected by the COVID-19 pandemic, initiated by Agora Publishing House, is a unique charity campaign by Agora and its media brands called **"Hope"**, about which more information is provided below.

Charity campaign and an remarkable book "Hope"



From May 2020, the Agora Publishing House together with the Agora Foundation was involved in the unique charity campaign under the name **"Hope"**. As part of this initiative, the publishing house has published a book of the same title in cooperation with 40 prominent Polish writers and poets, incl. Olga Tokarczuk, Wiesław Myśliwski and Mariusz Szczygiel. The entire income from the sale of the issue was allocated to helping hospices and social welfare centers for seniors and people with intellectual disabilities, who, especially during the pandemic, did not receive sufficient support from the state and are struggling with, among others, with a lack of staff, equipment, masks, as well as basic necessities.

On the day of the presale announcement, on May 22, all the media and brands of the Agora Group involved in the campaign as a sign of support for the initiative, changed their logos by adding a green color - referring to the colors of the **"Hope"** campaign logotype.

In July 2020, musicians also joined the action by creating the song **"Hope All Stars - Over the Rainbow"**. All people involved in the campaign and the creation of the book worked for

charity.

As part of the project, employees of the Commissioner for Human Rights and the Agora Foundation made several hundred phone calls to selected centers from May to September in order to conduct in-depth interviews. Then 58 centers were selected from the database of over 460 centers. Each of the centers defined a priority list of needs, the costs of which were covered from the account, to which Agora Publishing House transferred funds obtained from the sale of the book "Hope". In July 2020, the **Biedronka network joined the group of donors in the action, which donated PLN 1,062,038 to support seniors.** In total, over PLN 1.5 million was collected under the initiative in 2020.

The organizers donated the entire income from the sale of the book **to help 58 social welfare centers and hospices**. The obtained funds were used to purchase, among others, personal protective equipment, chemicals and disinfection products, it was also possible to buy hot meals, increase the number of hours of psychologist and psychotherapists' care, or equip 2 rehabilitation rooms.

