



M. Čiuželio labdaros ir paramos fondas
Gyvenimas, kurį norisi gyventi

Endowment Capital to foster the positive aging ideas

Marius Čiuželis, Co-Founder & CEO

+370 698 40 095

Marius.Ciuzelis@sidabrinelinija.lt



Foundation

SHORT INTRODUCTION:

M. Čiuželio labdaros ir paramos fondas (M. Ciuzelis Charity Foundation) was founded in 2014 by **Kristina & Marius Čiuželiai**.

Aim: break stereotypes about old age and the elderly people, foster the ideas of positive aging.

Ambition: Lithuania – age friendly country, elderly people – important and integral part of our society.

Why? We see a lot of sense in impact investing, we strongly support „giving while living“ idea.



Foundation history

PAST PROJECTS:

2015

Gifts to Vilnius Children's Hospital Neonatology Center:

- > A unique non-invasive, beat to beat, real time cardiac output monitor;
- > Human milk analyzer.

2016

- > Social action #Prisiliesk (#Touch).
- > „Sidabrinė linija“ (the Silver Line) was started.
- > We initiated a group of like-minded people – organizations and individuals – and after few years of work the public commission „Vilnius – Age Friendly City“ was established at the Vilnius City Municipal Council. It achieved that Vilnius – the first in the Baltic States – would be admitted to the community of such cities under the auspices of the World Health Organization.

2017–2018

- > „100 Years Together“ – the project dedicated to the centenary of the restoration of the Lithuanian state.

Awards

THIS IS EXPRESSED TRUST AND ACKNOWLEDGMENT:



BMI Alumni

The Silver Line –
project of the year

2017



Vilnius St Christopher

For the dedication to
lonely old age people

2019

Life Awards

For educating young
people the responsible
approach to life

PR Impact Awards

„People need People“
– the best NGO
communication
campaign.



Gratitude from Prime Minister

For assistance in the fight
against COVID-19

2020

Responsible approach

Recognized as the
Entrepreneurs who have
contributed the most to the
well-being of the elderly

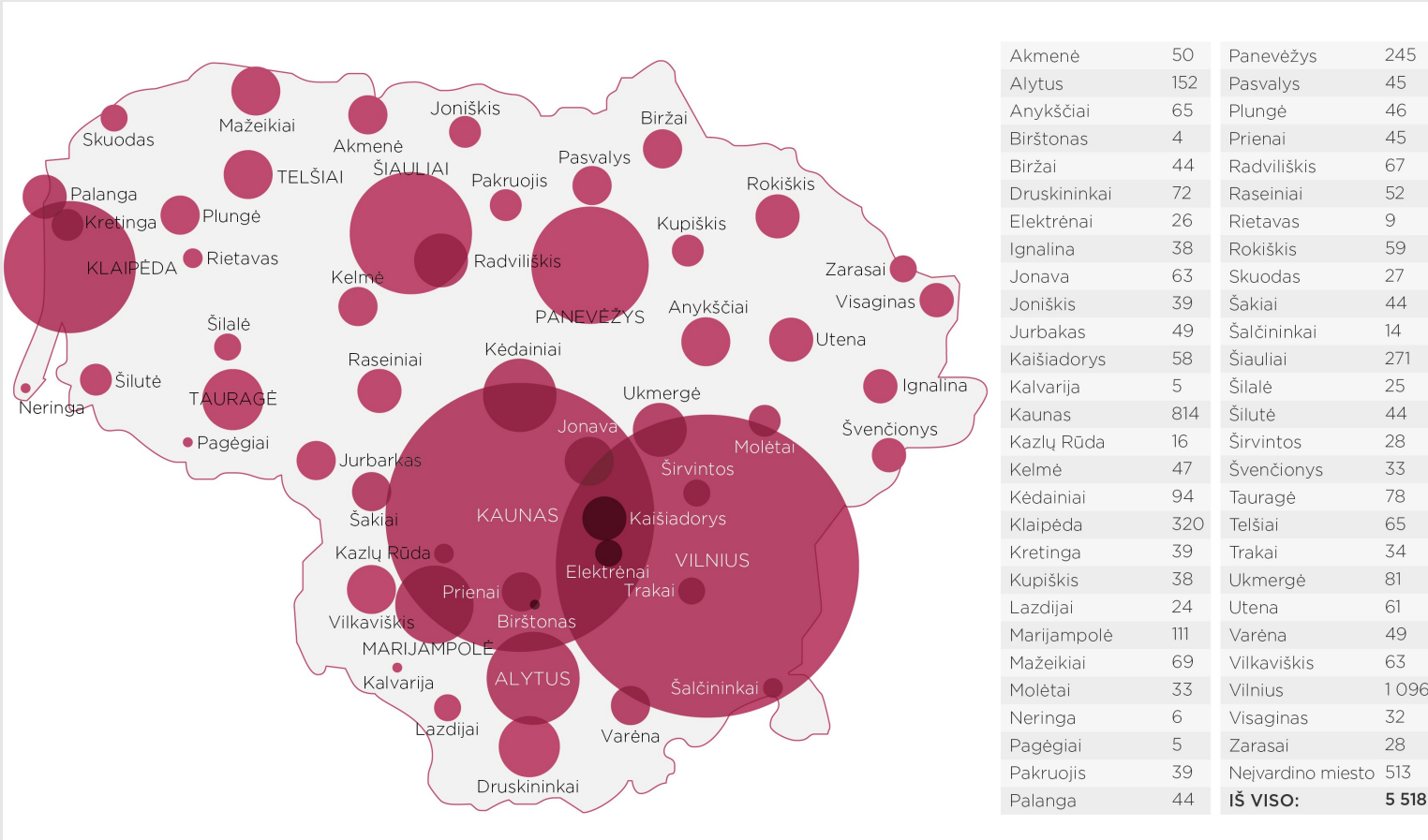


Patronage

The Foundation has been
granted the status of a
Patron Project, and its Co-
Founder – awarded with the
title of Patron of Vilnius City
Municipality.

2021

The Silver Line: the Foundation's flagship project



We provide 60+ old age people with:

- > Befriending conversations;
- > Emotional support;
- > Informational assistance.

This is where the story of communication between two strangers begins, creating a lasting and truly transformative connection. Long-term and regular communication with likeminded individuals has proved to help seniors feel better.

The Silver Line's impact

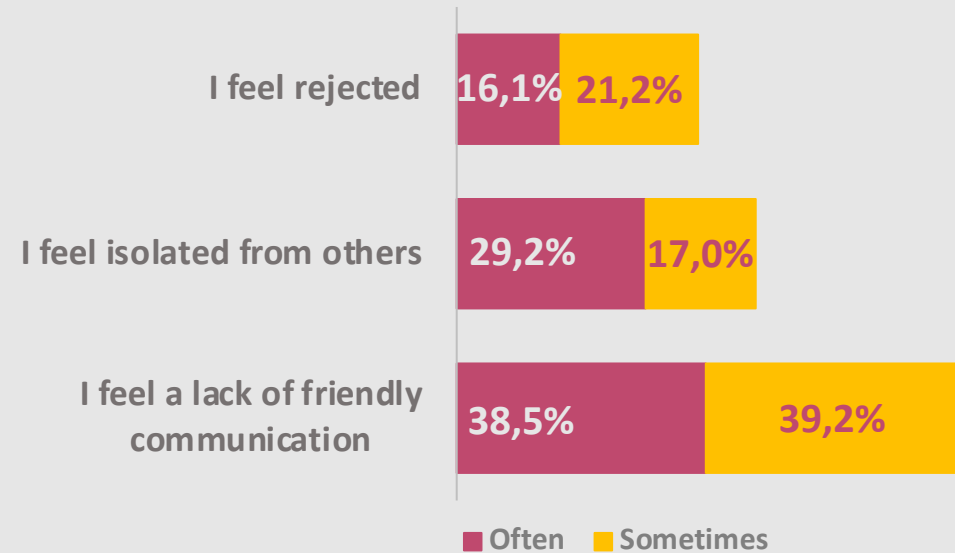
The Silver Line reaches the part of elderly people who experience the greatest sense of loneliness and need the closest human connection.

7 500+ registered users of the Silver Line.

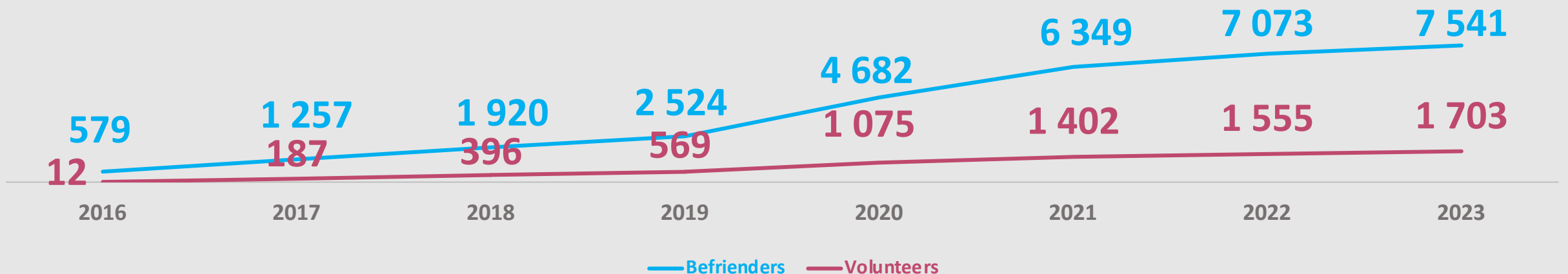
<600 volunteers regularly chat with old age people.

4 050 000+ minutes spent chatting since the beginning.

185 000+ the total number of conversations.



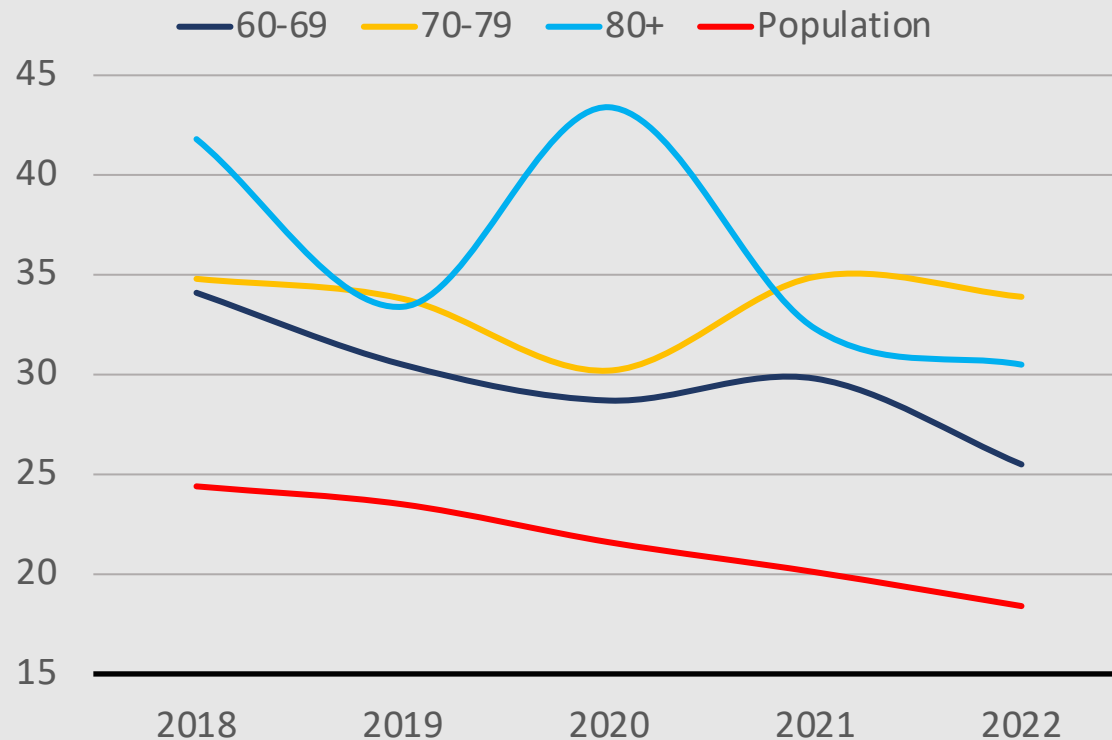
Source: The survey of the Silver Line's callers (2021)



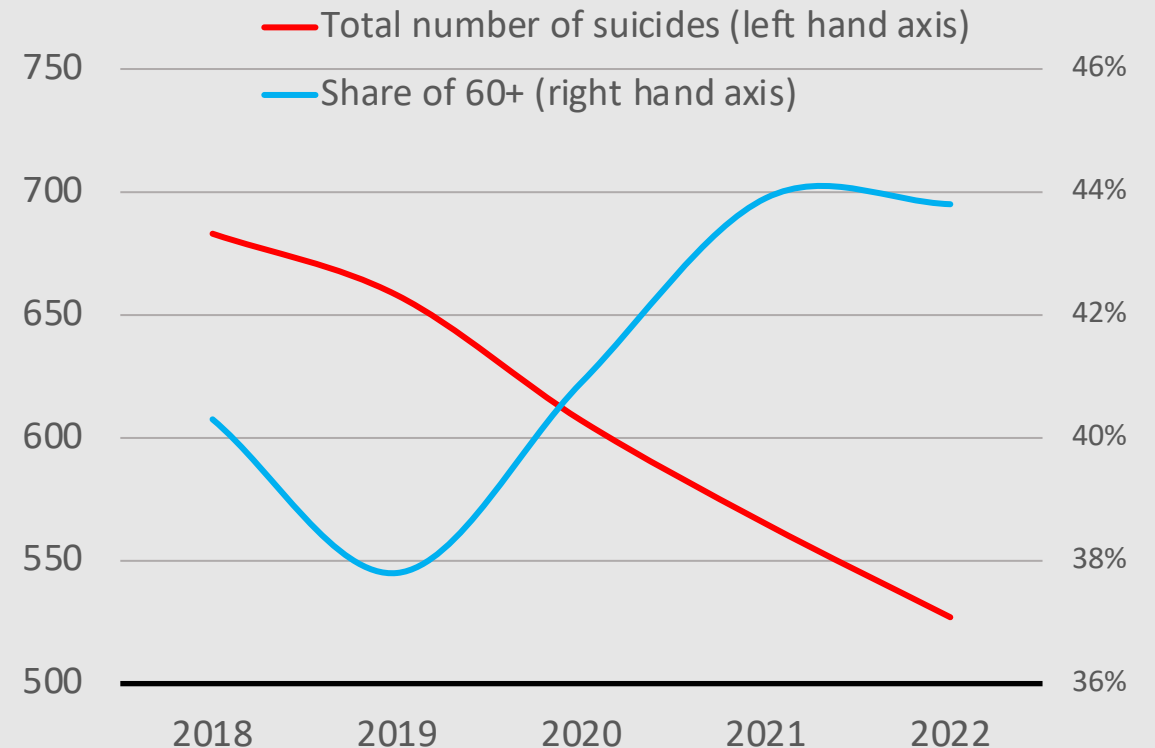
The Silver Line's impact – suicide prevention

THE TOTAL NUMBER SUICIDE RATES AMONG THE OVER-60 POPULATION REMAINS SHOCKINGLY HIGH COMPARED TO THE OVERALL POPULATION

Number of suicide deaths per hundred thousand population (by age groups)



Share of over-60 population suicides vs the total number of suicides





When you share
your sorrow - it
becomes half
lighter. When you
share your joy - it
doubles.

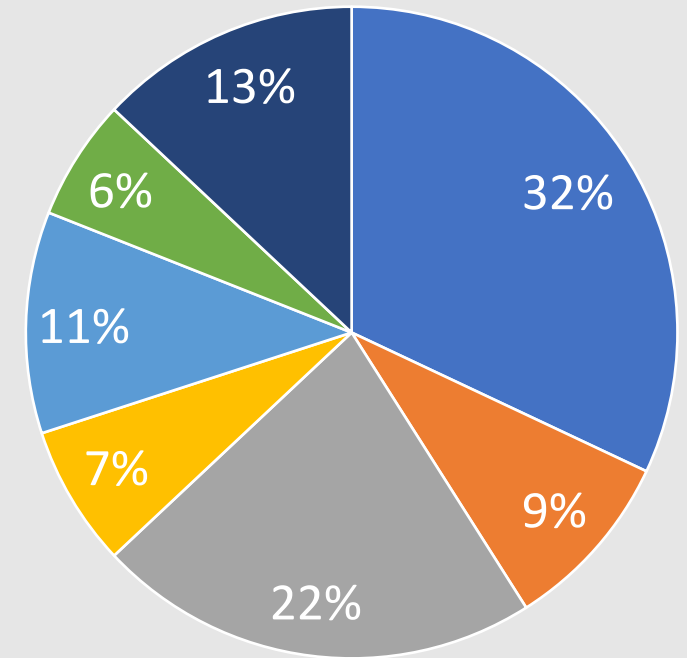
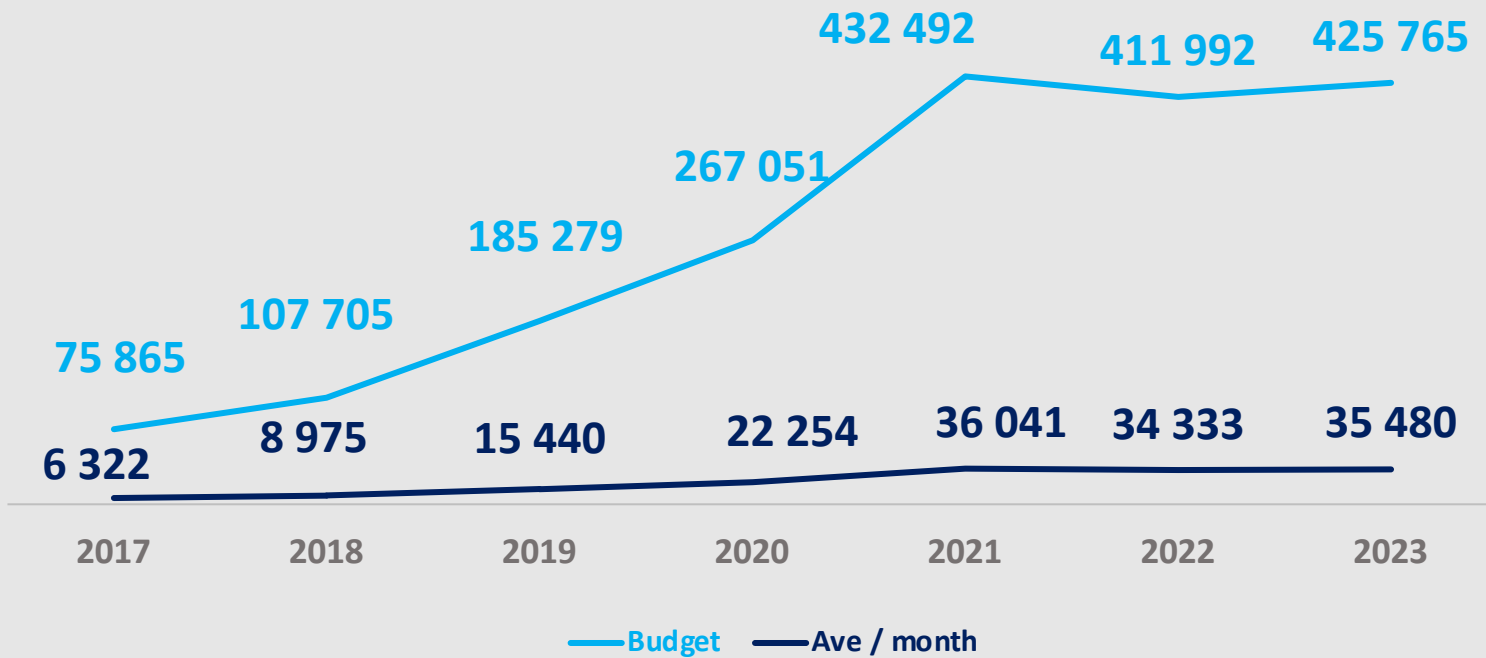
Teodora, 91-years-old

WIDE WINGS
VISUAL STORIES

Budget of the Silver Line

GROWTH OF FINANCING NEEDS:

(Data: as of December, 2023, EUR)

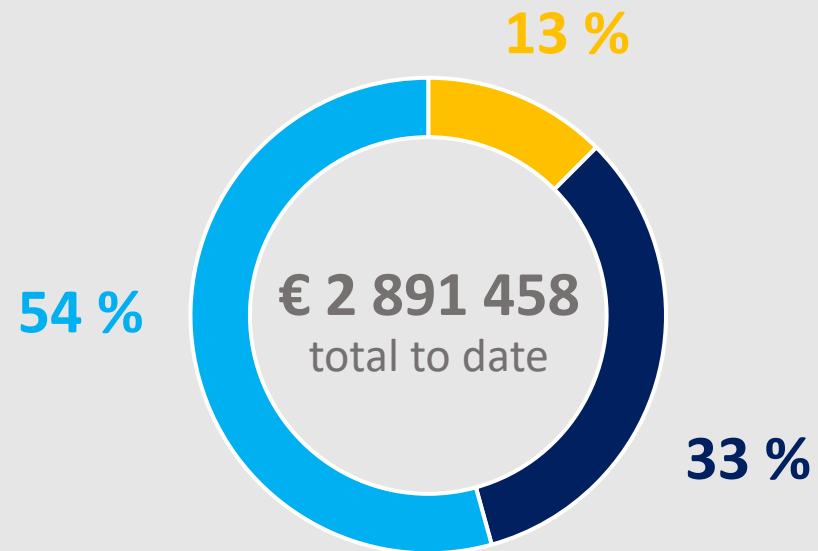


- Call center, telecommunications
- Volunteers
- Marketing & Communication
- Fundraising
- Projects
- Office rent
- Other administration exp.

The Silver Line donors' trust

GRANTS & DONATIONS: 11% - Founders' own contribution

(Data: as of December, 2023)



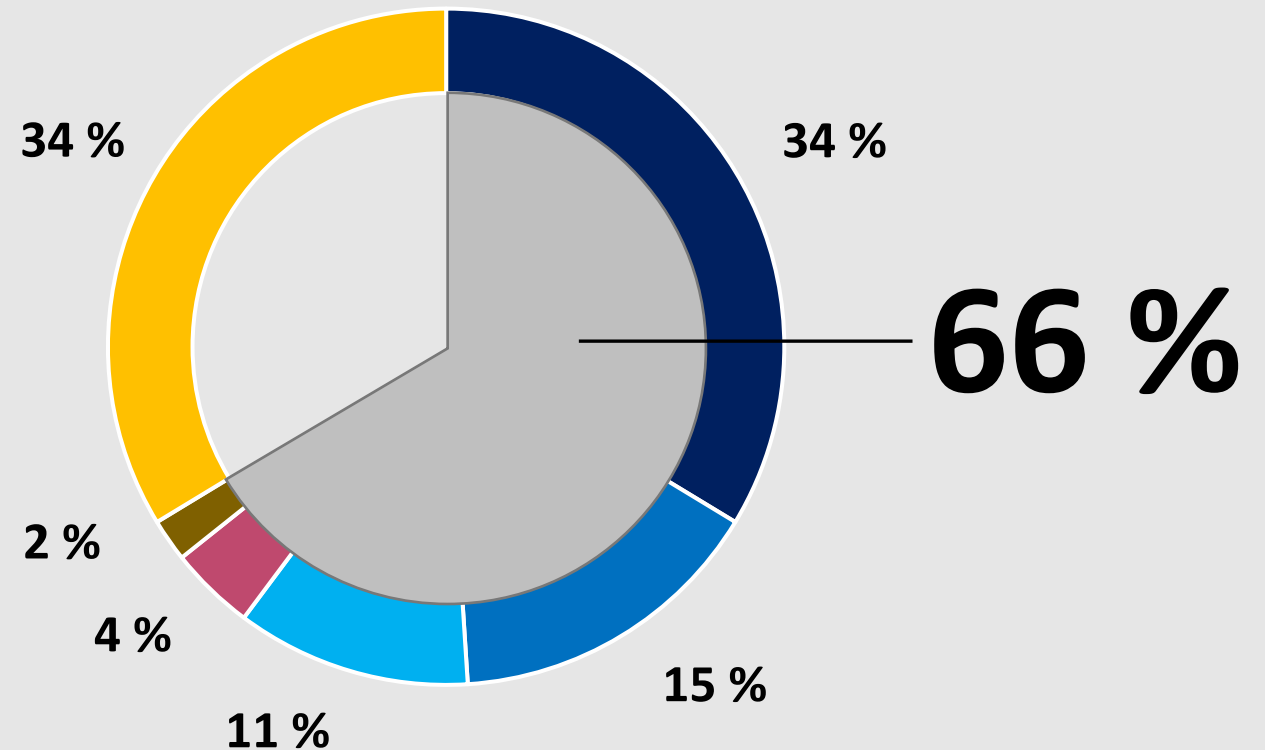
■ Private individuals ■ Business entities and Organizations ■ Governmental institutions

Our major donors

CHALLENGE: REDUCE CONCENTRATION, SECURE INDEPENDENCE, ENSURE STABILITY OF FINANCING

(Data: as of December, 2022)

- Ministry of Social Security and Labour
- Founders contribution
- EU grants (via various projects)
- Vilnius City Municipality
- Gjensidige, ADB
- Other donors



Vision of the Foundation

752 684 – 60+ aged people live in Lithuania.*

Goal for 2031 – at least 50 % of country's elderly people are the Silver Line users.

What's next?

- > The Silver Line expansion to other countries;
- > Social Investment Development Center: with our competencies and resources we would help other organizations operating in the field of positive aging to grow and prosper.

Tool to achieve goals – sustainable, and long-term financing of activities through Endowment capital management.

* Data: 1st of January, 2020, Lithuanian official statistics



Endowment Capital

SUSTAINABLE AND LONG-TERM FUNDING MECHANISM:



Stakeholders



Endowment Capital



Impact



Return on
investments



Investing / Portfolio
management

Endowment Capital management

GLOBALLY AND LOCALLY:



Harvard University
(1974, USA)
\$ 50,9B **



Cambridge University
(1958, UK)
£ 7,1B *



Nobel Foundation
(1900, Sweden)
SEK 5,2B *



Vilniaus universiteto fondas
Vilnius University fund
(2016, Lithuania)
€ 3,3M **



Our history started

here:

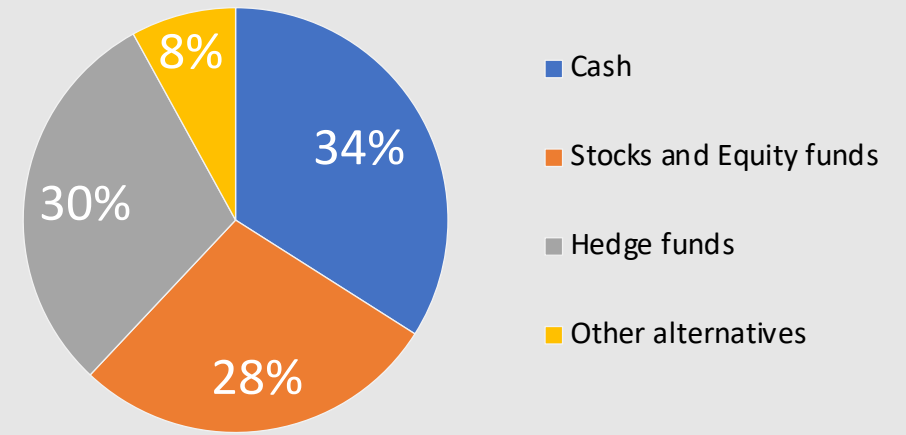
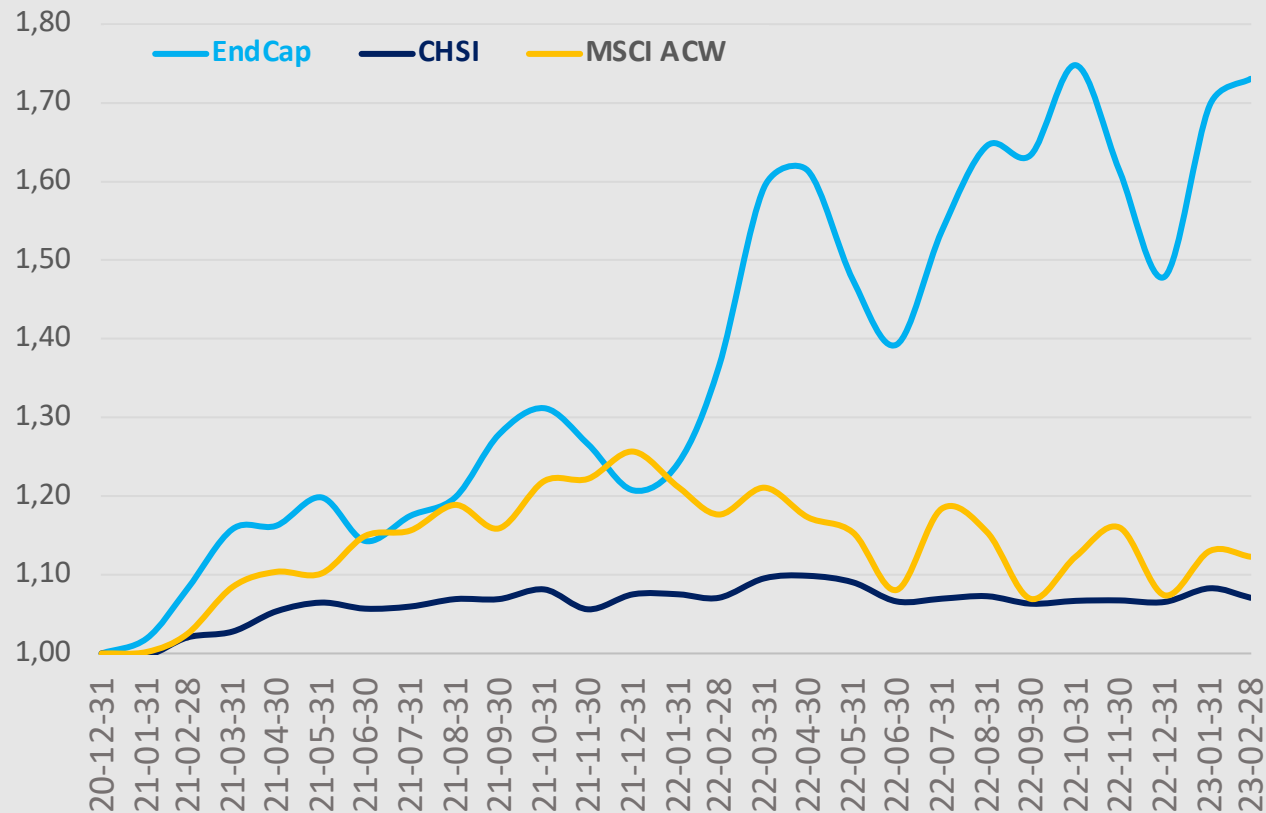
(2023)

€ 0,5 M

Endowment Capital management

PILOT PORTFOLIO PERFORMANCE:

(Data: as of February, 2023, 2023 Jan-Feb – only closing transactions)



Indicator	EndCap	CSHI	MSCI ACW
Total return, per cent	73,1	7,1	12,2
Annual rate of return, per cent	28,8	3,2	5,5
Volatility, per cent	22,6	4,4	14,8
Profitability coefficient, per cent	69,2	61,5	57,7
Worst 1 month performance, per cent	(8,6)	(2,3)	(7,4)
Best 1 month performance, per cent	16,7	2,5	9,6

CSHI – Credit Suisse Hedge Index (Broad), Eur
 MSCI ASW – MSCI All Country World, Eur

Why us?

CAUSE WE CAN OFFER:

- > **knowledge & experience**, necessary both for the management of
 - (1) social projects of public interest and
 - (2) investment activities;
- > **success & recognition**, accumulated while creating and cultivating social projects from scratch;
- > **transparency & reliability**, which is inseparable from the Foundation's reputation in society.





Invest into Endowment capital

IT IS A LIFETIME OPPORTUNITY

Be the Investor of the first social sector's Endowment capital dedicated for impact investing in Lithuania and place your mark in history.

Employ your contribution for a noble purpose throughout life.

Gain invaluable experience in philanthropy and investments, create real impact.

Build / increase your reputation capital.

Charity investment for the lasting impact!



**CONTRIBUTE WITH € 50,000
(OR MORE)**

Beneficiary: M. Čiuželio labdaros ir paramos fondas

Registration code: 303474437

IBAN: LT36 7300 0101 6209 0191

Bank: Swedbank, AB

SWIFT: HABALT22

Details: for Endowment Capital