

1,225,000 10,332,236 1,176,500 8,165,305

1,287,000 11,549,550 1,193,000

7,935,287 893,000

4,805,883 974,000

3,269,873

2018

2017

2016

2015

2014

2013

100 million shekels

Another major achievement for Round Up

From the time of its establishment, until the end of June 2022, Round Up has transferred a total of **100 million shekels** to its non-profit members. In recognition of this achievement, President of Israel, Isaac Herzog, and First Lady, Michal Herzog hosted us for a moving event together with the representatives of the non-profits who have joined Round Up and benefit from it. **We have our sights set on the next 100 million!**



The President of Israel and the First Lady hosting the representatives of Round Up

Throughout the year, Round Up initiated marketing campaigns and partnerships to increase the numbers of rounders up.



We launched a video clip to explain Round Up, starring Israeli standup comedian Tom Yaar, and promoted it on various advertising channels.



For the first time, we embarked on a dedicated campaign in the Arab society that explains the Round Up mechanism and calls upon Arab citizens to register.

In collaboration with the payment app, **BIT**, we added a dedicated screen that encourages users to join Round Up.



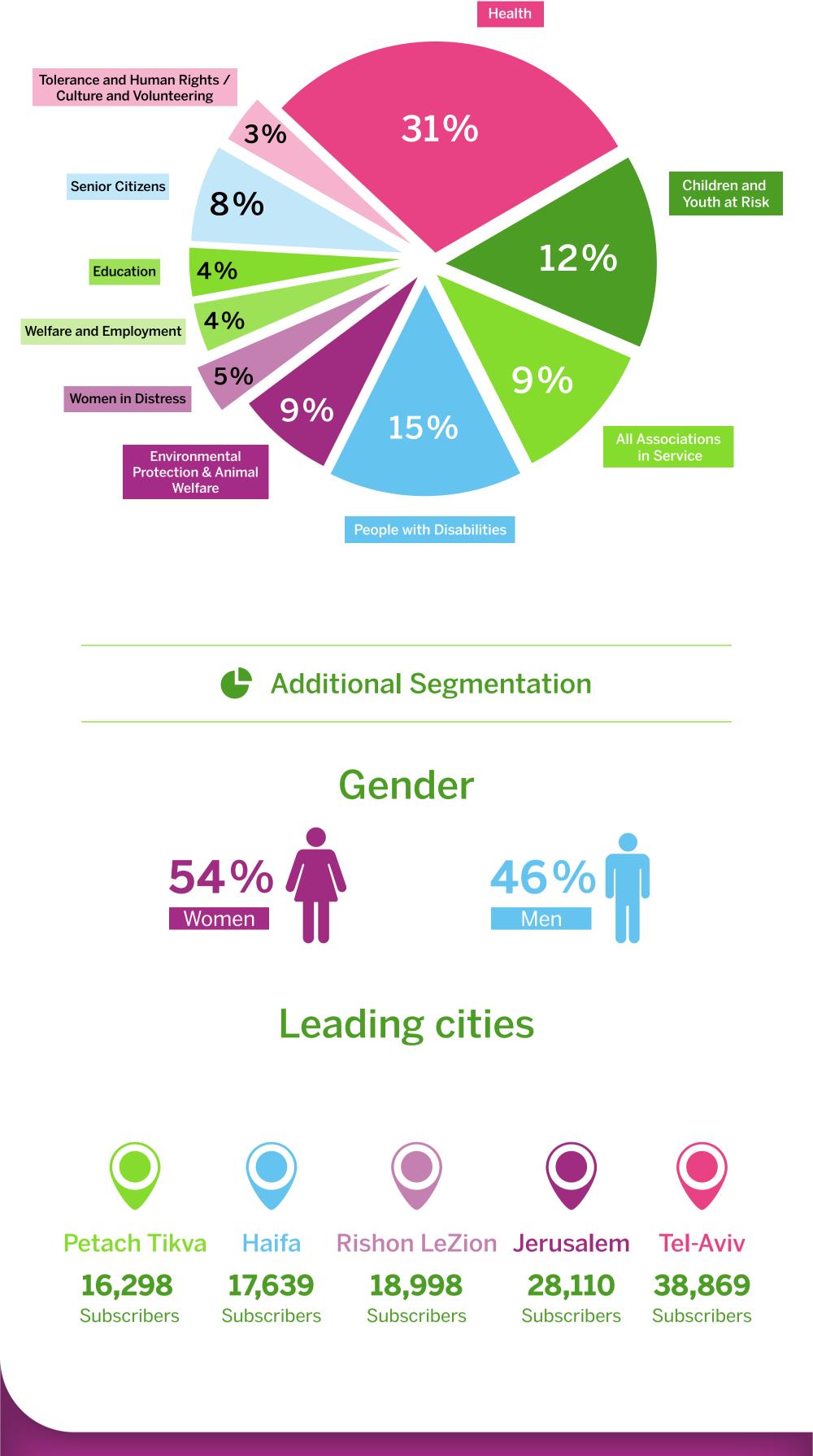
We filmed a video clip starring Israeli actor, Keren Mor, calling upon the public to join us and round up on behalf of non-profits addressing the needs of women in distress.



Key Indicators



stribution of Donations by Categorie



Amazing Impact



Women in distress **133**

Women in distress and approx. 300 children were housed in shelters or transitional apartments, underwent a rehabilitation process, and were assisted in their departure from the cycle of violence. In addition, approx. 350 women received emotional treatment. A new emergency dorm was established for women and four new rooms were built in different hospitals throughout Israel to treat acute cases of domestic violence.



1,132 Dogs and cats received veterinary

care after they were rescued from situations of injury and abandonment. Homes were found for 300 dogs, cats, and puppies. Educational activities were conducted for approx. 2000 children. Dozens of people with special needs and youth-at-risk participated in an empowerment project with pets.



Lone soldiers Approx. 200 Lone soldiers were provided with supervision and support during their military service, including assistance with rent, utilities, maintenance payments, and food coupons. In addition, supervision was provided for the military units in which the



15,000 Families in need throughout Israel received crates of fresh fruit and vegetables. In addition, 26,700 nutritious sandwiches for the school day were distributed to students from disempowered populations in the social and geographic periphery throughout Israel.

Welfare

an et al an

lone soldiers are serving.

Senior citizens and Holocaust survivors Approx. **1000**

Assistance was provided to Holocaust survivors to take full advantage of their rights. 425 plentiful and diversified food packages were distributed to Holocaust survivors in need. In addition, dozens of seniors were placed in the job market through employment centers.

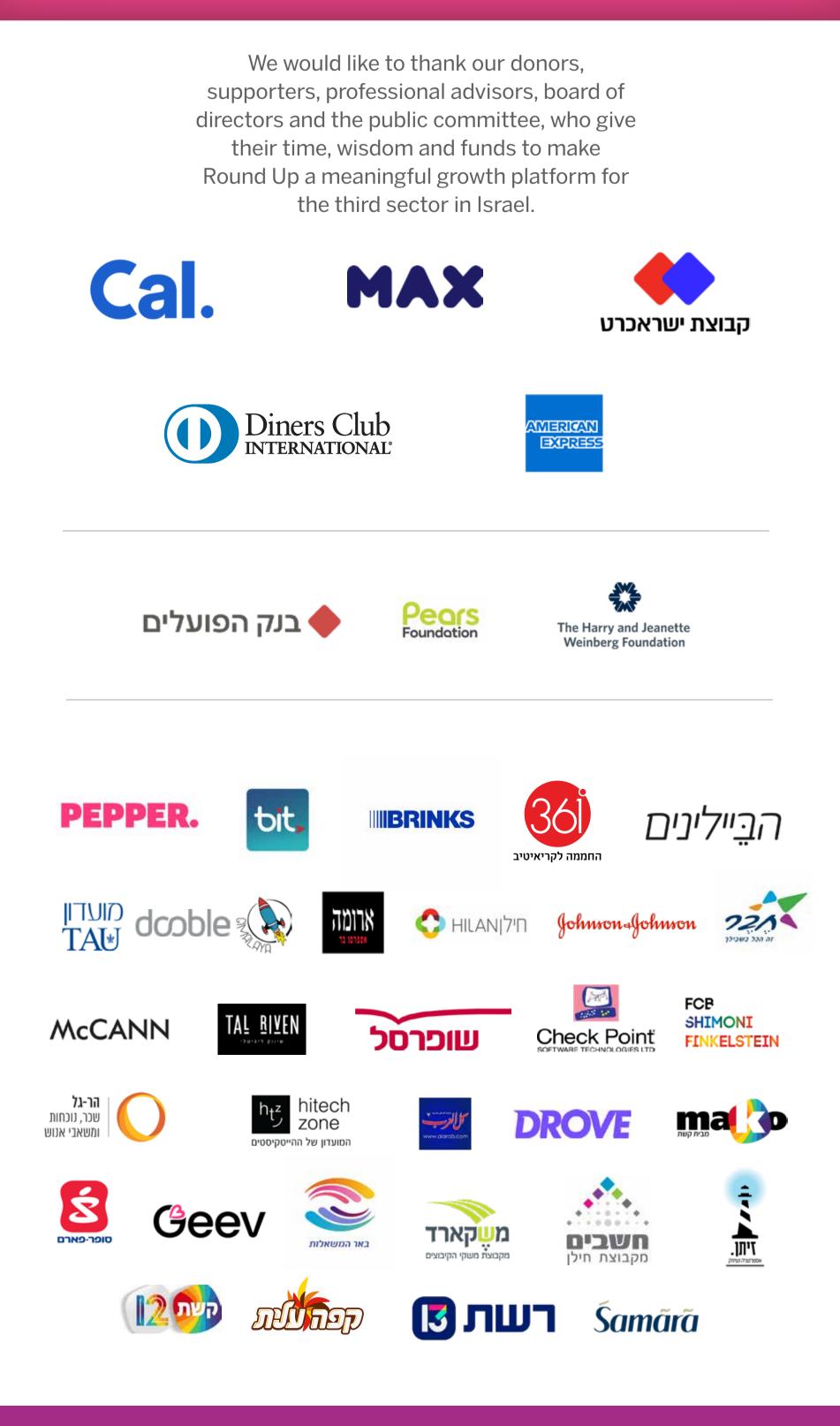
The Lost Treasure! Pulling in the coins from the next generation

The Lost Treasure is a unique venture aiming to collect coins of 10 agorot from

kindergarten and school children. The children choose the non-profit organizations that will receive the donations from their coins. The project includes an educational program encouraging them to take responsibility for the environment and their community and leads to meaningful learning about actions on behalf of the other. The collection and delivery of the sacks of money is handled by Brinks, Ltd., and at the end of the process, the non-profit organizations chosen by the children receive this moving donation. Until now, approximately ILS 500,000 have been collected as a part of this venture. This year, we are continuing to expand to additional educational institutions and are working to establish collection boxes in the community. The first collection box was placed at Beit Romano in Tel Aviv. Another box will soon be placed in Dizengoff Center in Tel Aviv.



WE THANK YOU WITH ALL OF OUR HEART



Thank you for taking a meaningful part in supporting the Israeli society.



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BIG CHANGE