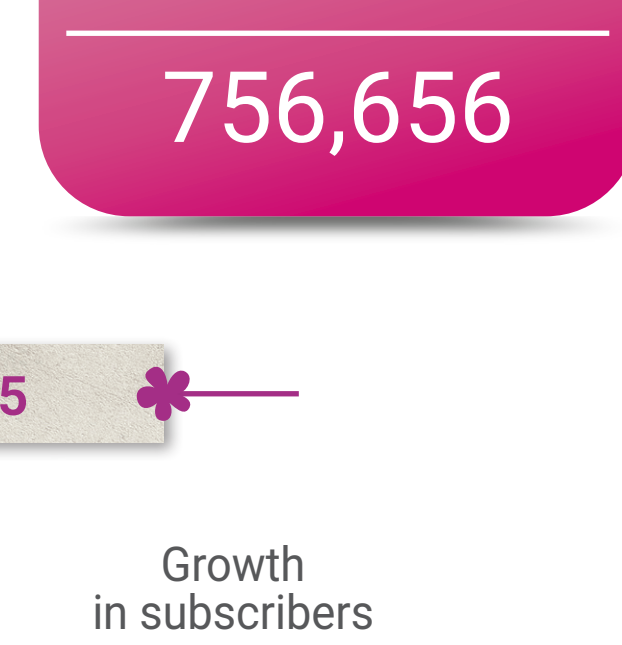
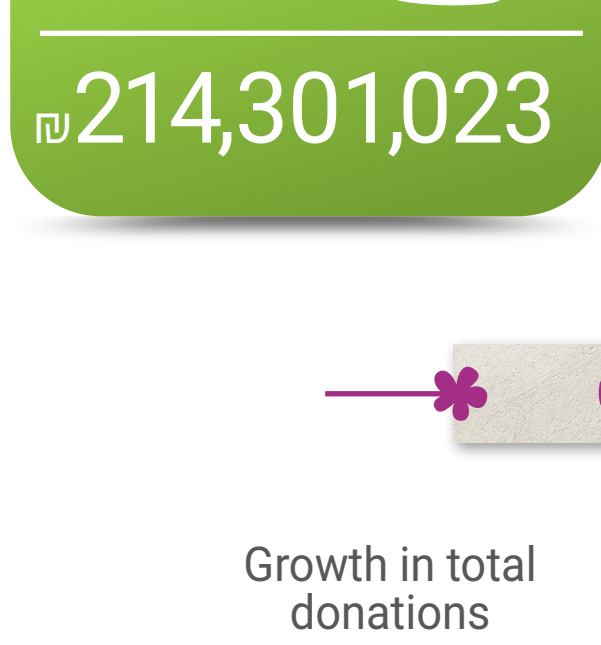
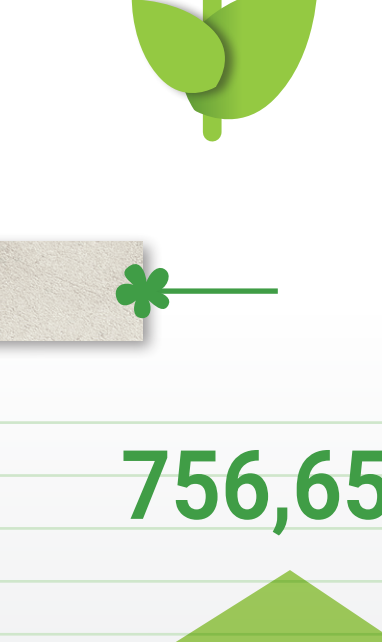
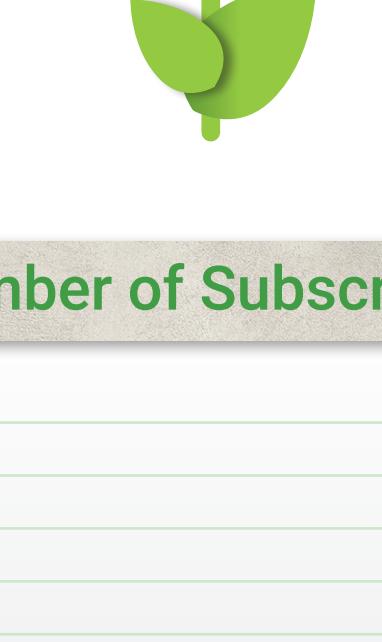
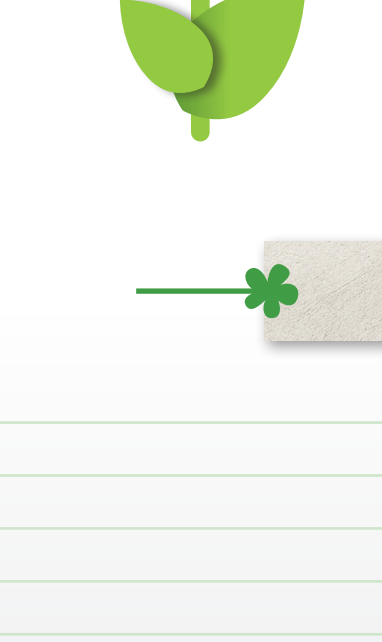


SMALL CHANGE BIG IMPACT

2025



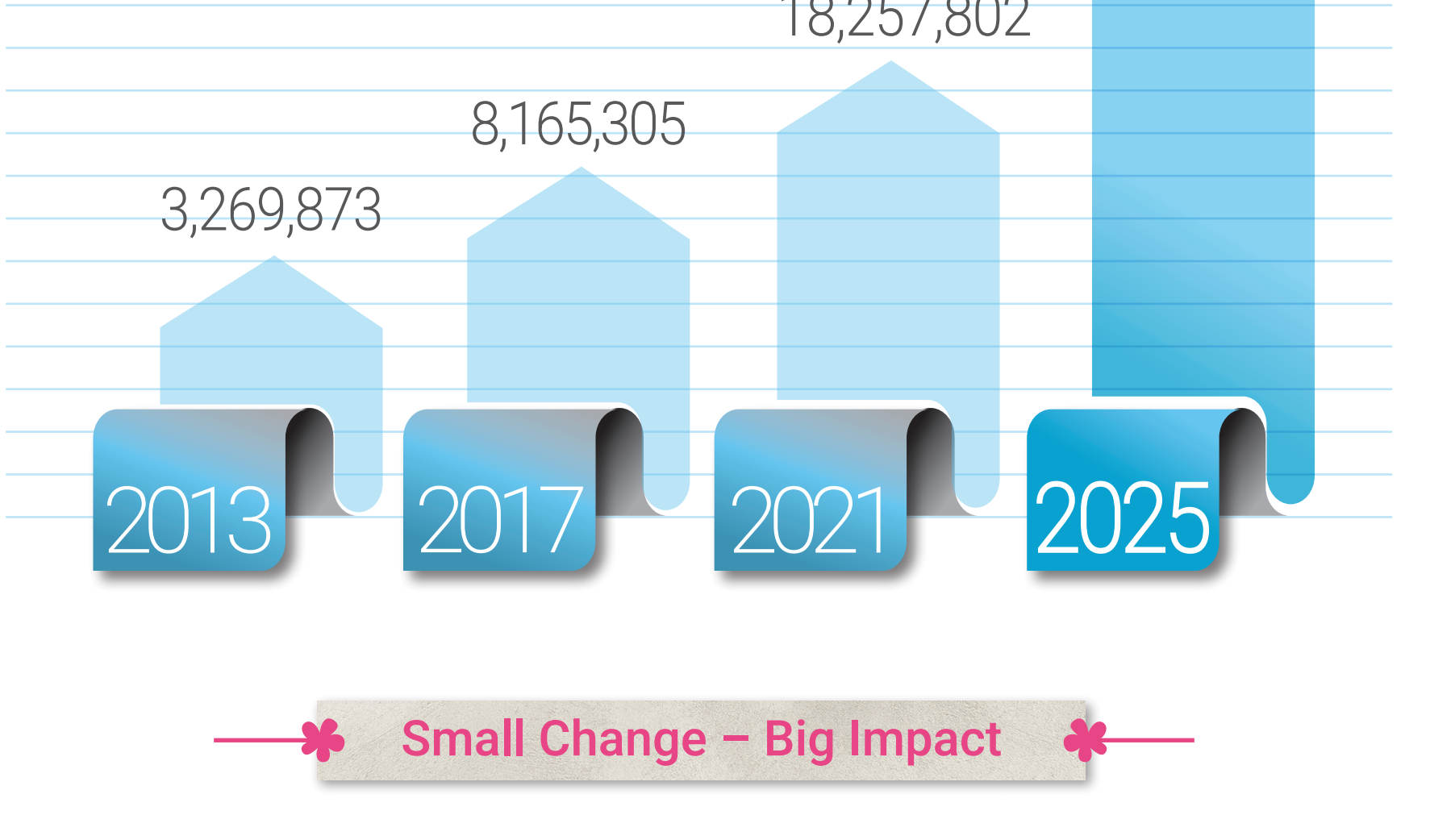
Growth Indicators - 2025



Number of Subscribers



Donations by Year, NIS



Small Change - Big Impact

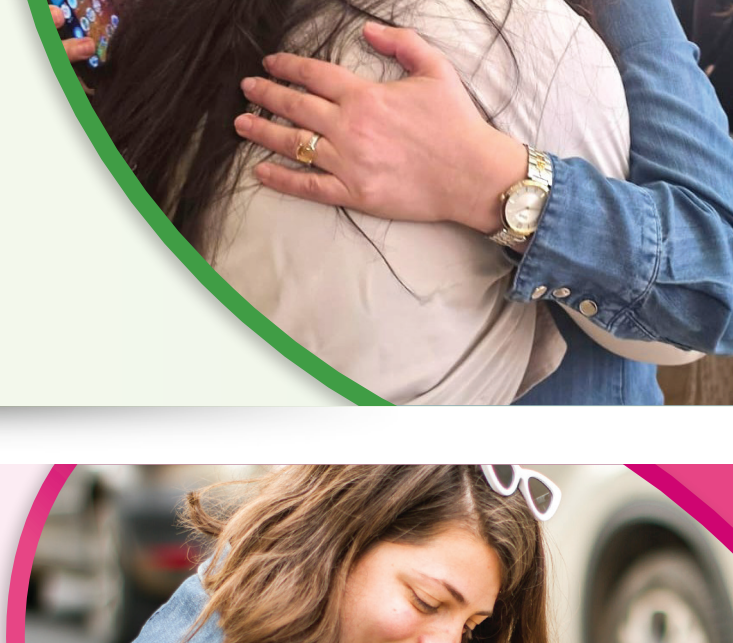
58,556 hot meals were distributed to **vulnerable populations**, alongside 5,548 food packages and emergency assistance for families in need, Holocaust survivors, and households economically affected by the war. An additional 35 families received support for post-war economic rehabilitation. 1,944 pairs of eyeglasses were provided to Holocaust survivors, and assistance was given to 250 survivors in claiming entitlements—resulting in benefits totaling NIS 2.5 million.



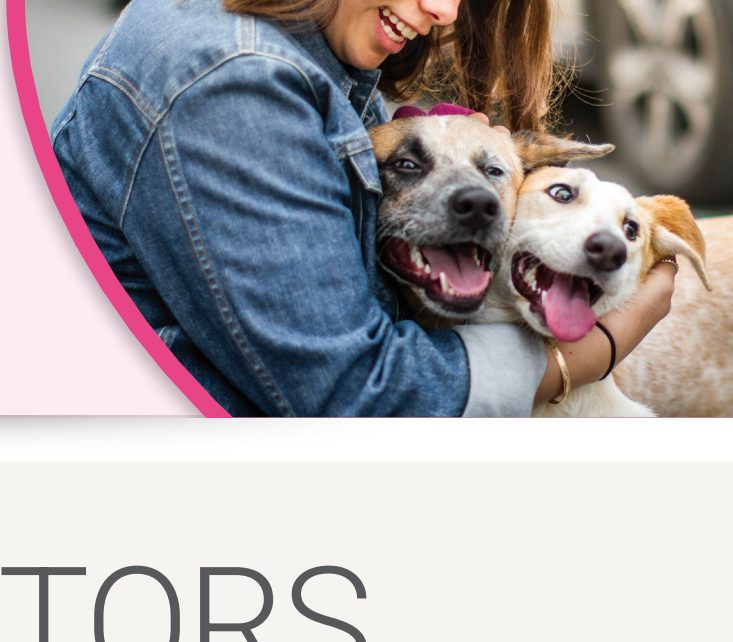
Approximately 340,000 **crisis calls** were handled through mental health helplines, including 65,000 calls from active-duty soldiers, reservists, and their families, and 50,000 from teens and young adults. Nationwide, 13,500 youth received emotional support through a "digital street" mobile unit identifying at-risk populations. In addition, PTSD survivors benefited from 2,660 days of dedicated assistance through service-dog programs.



47 women and 61 children residing in shelters for **survivors of domestic violence** received support for clothing, essential supplies, transportation, educational activities, and ongoing emotional therapy, including support during holidays and life events. 269 women transitioning out of shelters received guidance toward independent living. Additionally, 300 mentors were trained to support approximately 700 survivors of economic abuse. A first-of-its-kind informational website for sexual assault survivors was launched, and legislation was advanced to protect domestic violence victims.

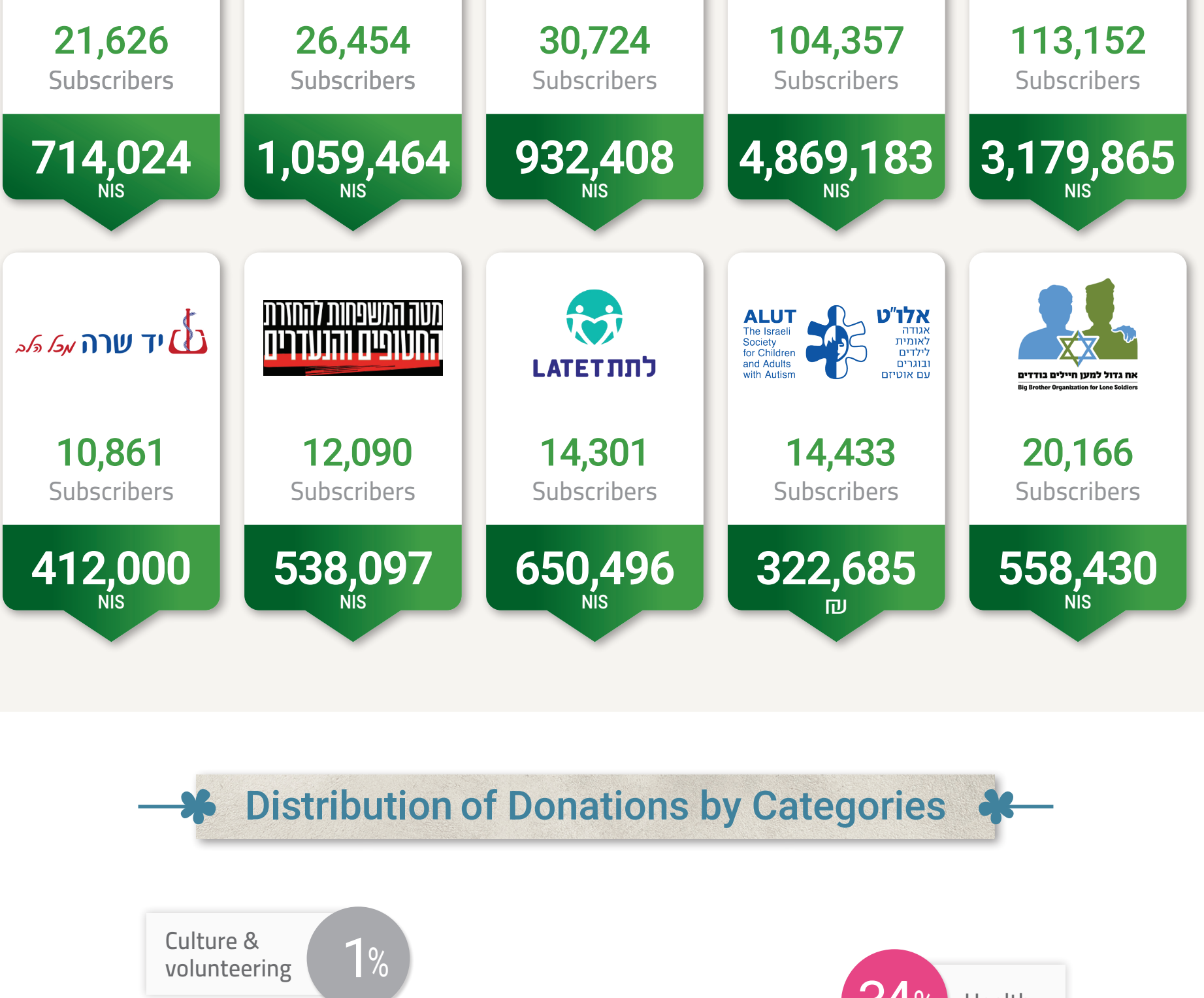


Animal Welfare and Therapeutic Initiatives
Life-saving medical treatments were funded for 400 animals, 6,000 **community cats** were spayed or neutered, and thousands of food packages were distributed. Hundreds of volunteers contributed approximately 14,000 hours to animal welfare efforts. In addition, NIS 500,000 was invested in a therapeutic dog initiative supporting people with disabilities, older adults, individuals coping with mental health challenges, and at-risk youth.



KEY INDICATORS

Leading Donation Destinations (2025)

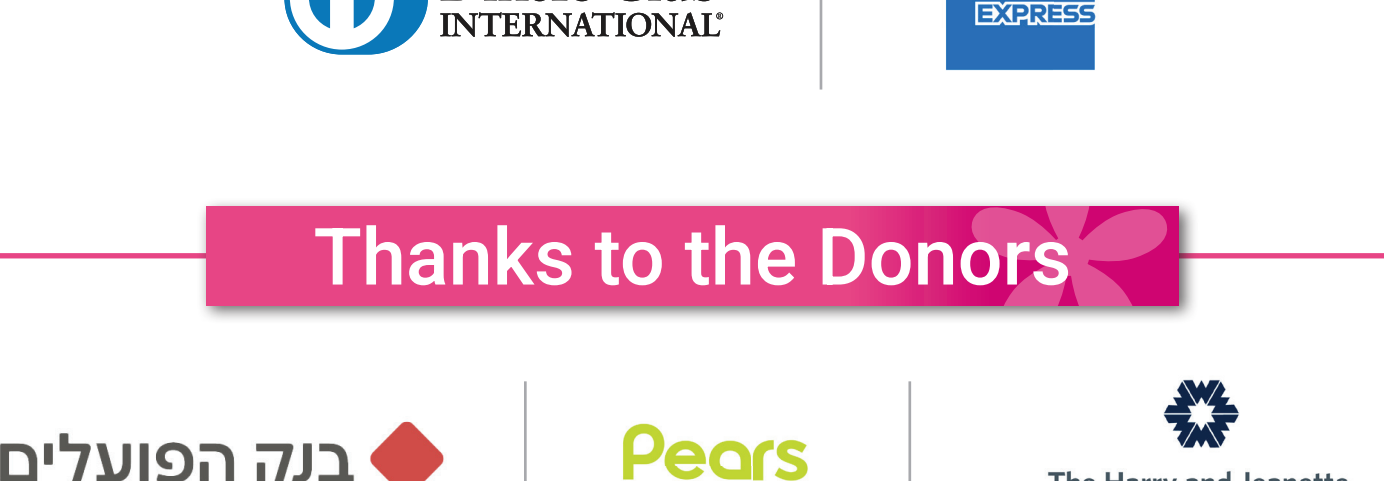


Distribution of Donations by Categories



We THANK YOU
WITH ALL OF OUR HEART

We would like to thank our donors, supporters, professional advisors, board of directors and the public committee, who give their time, wisdom and funds to make Round Up a meaningful growth platform for the third year in Israel.



Thanks to the Donors



Collaborations

