



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



02 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 – you can still wear only one pair of pants at a time.



03 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.

04 Awards

THIS IS EXPRESSED TRUST AND ACKNOWLEDGMENT:



BMI Alumni
The Silver Line –
project of the year



Vilnius St Christopher
For the dedication to
lonely old age people

PR Impact Awards
„People need People“
– the best NGO
communication
campaign.



**Gratitude from Prime
Minister**
For assistance in the fight
against COVID-19



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.

2017

2019

Life Awards
For educating young
people the responsible
approach to life

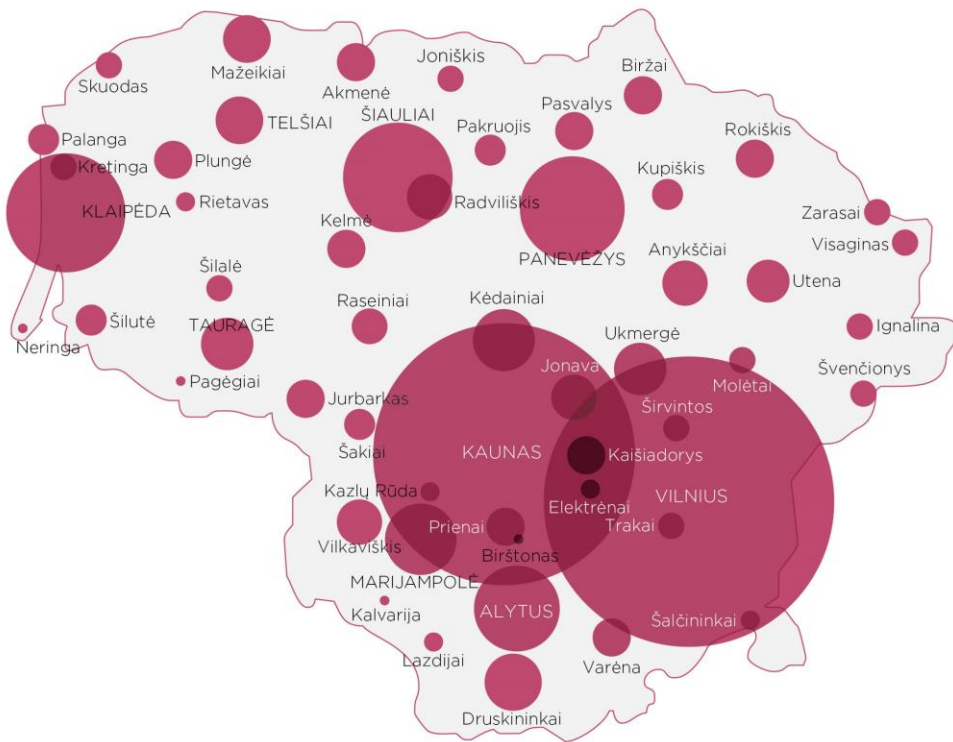
2020

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

2021

05 The Silver Line: the Foundation's flagship project

The spread of registered users of the Silver Line across the country



City by city

Akmenė	47	Panevėžys	214
Alytus	145	Pasvalys	40
Anykščiai	59	Plungė	42
Birštonas	4	Prienai	39
Biržai	41	Radviliškis	58
Druskininkai	68	Raseiniai	43
Elektrėnai	23	Rietavas	13
Ignalina	30	Rokiškis	43
Jonava	59	Skuodas	26
Joniškis	30	Šakiai	36
Jurbakas	45	Šalčininkai	13
Kaišiadorys	48	Šiauliai	251
Kalvarija	5	Šilalė	23
Kaunas	737	Šilutė	37
Kazlų Rūda	12	Širvintos	23
Kelmė	43	Švenčionys	32
Kėdainiai	76	Tauragė	71
Klaipėda	274	Telšiai	63
Kretinga	31	Trakai	29
Kupiškis	37	Ukmergė	68
Lazdijai	19	Utena	55
Marijampolė	98	Varėna	47
Mažeikiai	65	Vilkaviškis	56
Molėtai	31	Vilnius	1 017
Neringa	5	Visaginas	30
Pagėgiai	5	Zarasai	25
Pakruojis	34	Nejvardino miesto	446
Palanga	36	IŠ VISO:	4 947

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.

06 The Silver Line impact

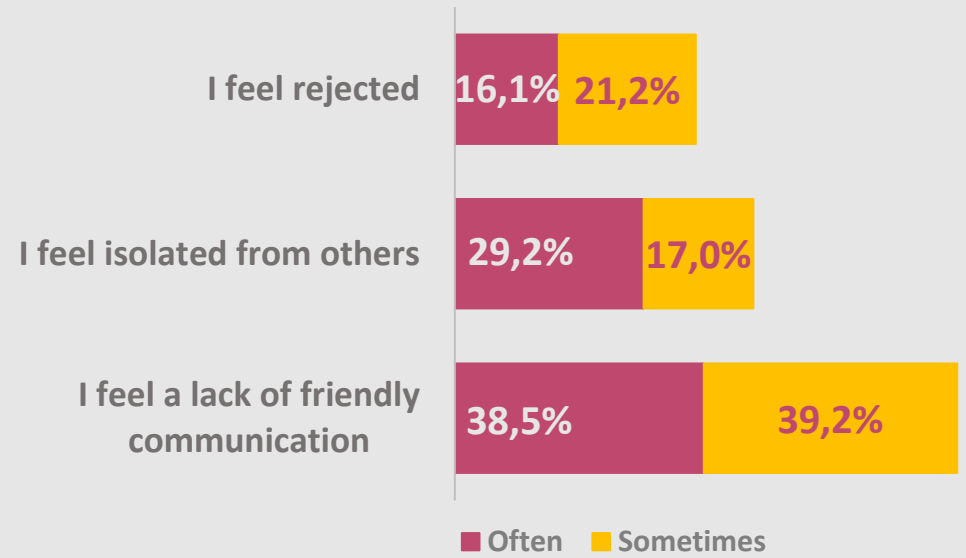
The Silver Line reaches the part of elderly people who experience the greatest sense of loneliness and need the closest human connection.

5 000+ registered users of the Silver Line.

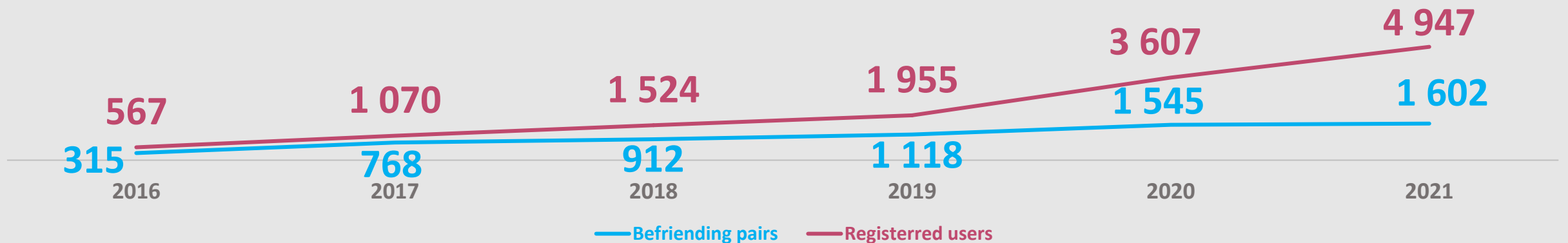
600+ volunteers regularly chat with old age people.

2 400 000+ minutes spent chatting since the beginning.

108 000+ the total number of conversations (in 2021: +24 %).



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





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

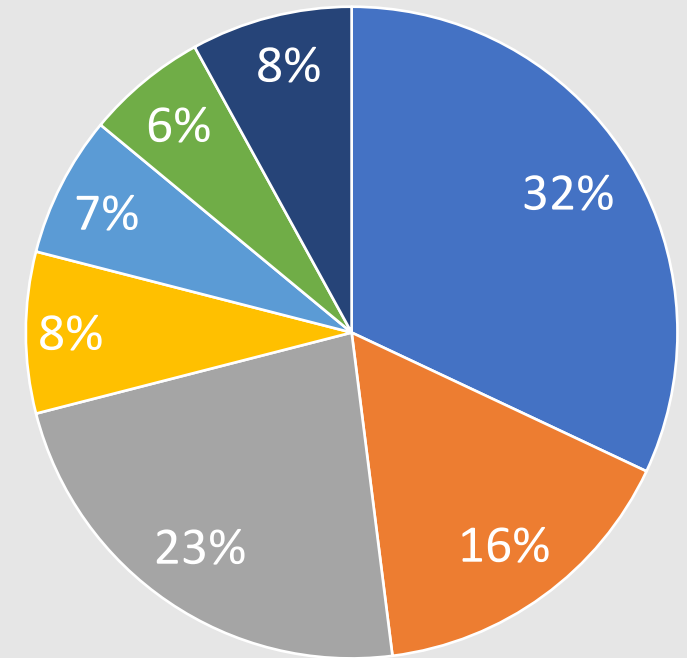
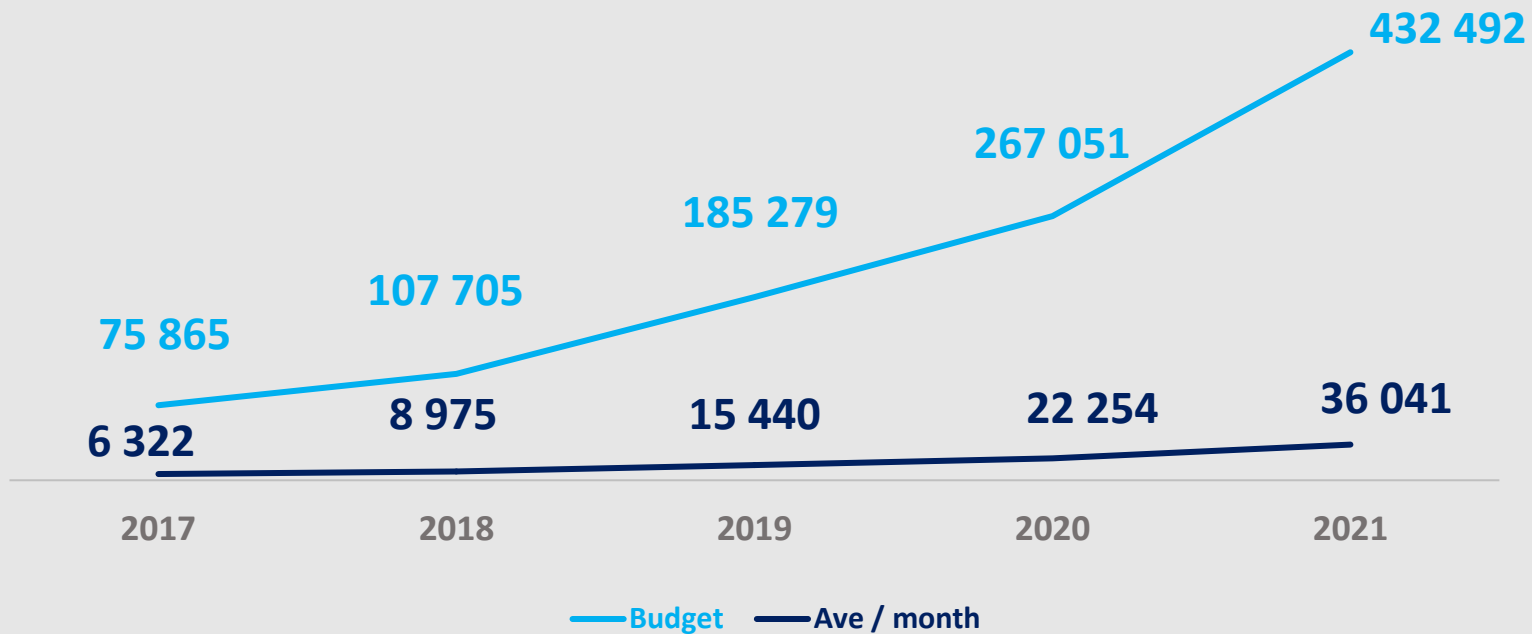
Teodora, 91-years-old

WIDE WINGS
VISUAL STORIES

08 Budget of the Silver Line

GROWTH OF FINANCING NEEDS:

(Data: December, 2021, EUR)

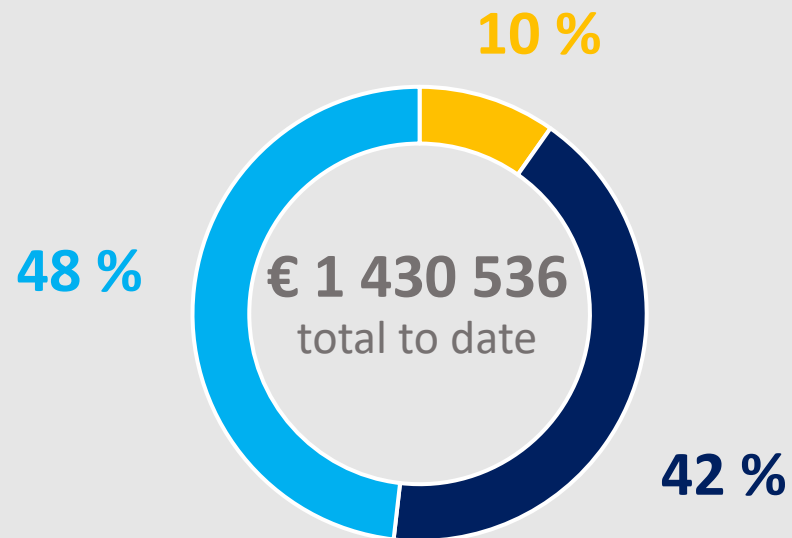


- Call center, telecommunications
- Volunteers
- Marketing & Communication
- Fundraising
- Projects
- Office rent
- Other administration exp.

09 The Silver Line donors' trust

GRANTS & DONATIONS: 22% - Founders' own contribution

(Data: December, 2021)



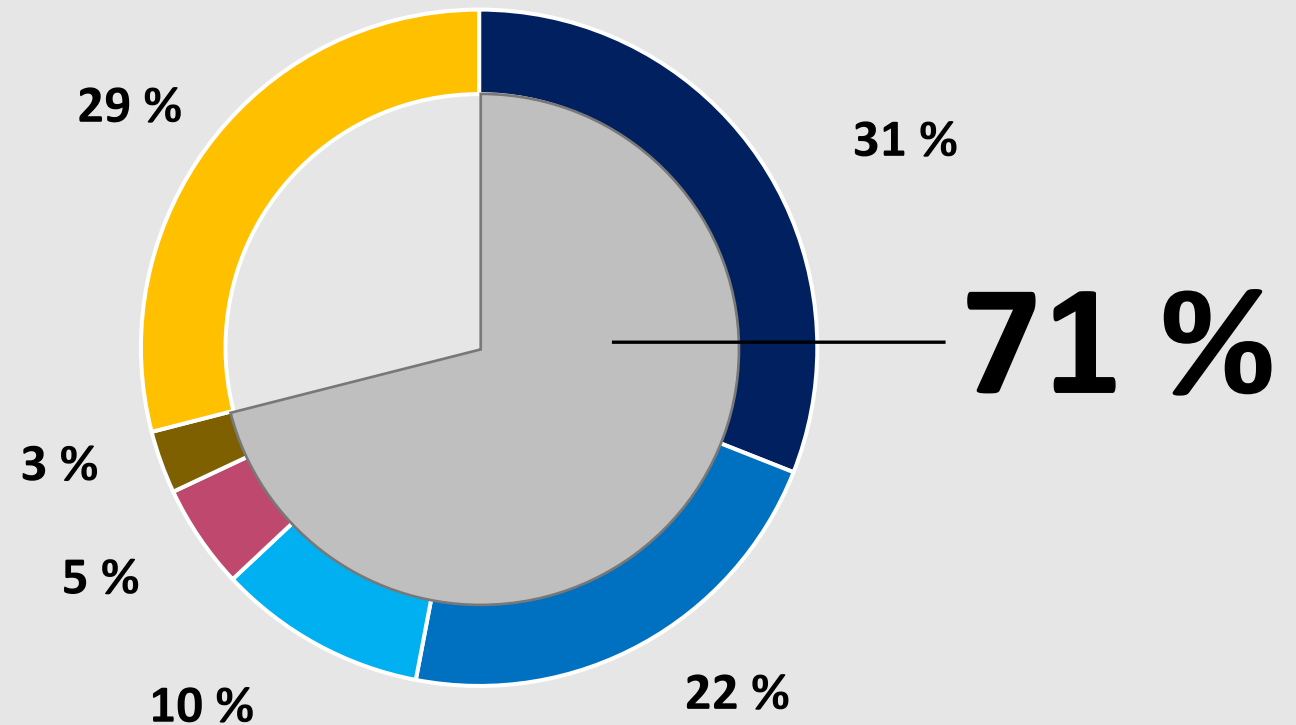
■ Private individuals ■ Business entities and Organizations ■ Governmental institutions

10 The biggest donors

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

(Data: December, 2021)

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



11 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



12 Endowment Capital

SUSTAINABLE AND LONG-TERM FUNDING MECHANISM:



Stakeholders



Endowment Capital



Impact



Return on
investments



Investing / Portfolio
management

13 Endowment Capital Legal Requirements



€ 72 405

Minimum amount required to start the Endowment capital management



< 50 %

Investment return re-invested



< 5 %

Incomes to be used for administration



< 20 %

Maximum allocation into a single investment object

14 Needs to start the Endowment Capital

AIM: TO FINANCE AT LEAST 10 % OF THE SILVER LINE OPERATING BUDGET

10 % of Operating budget	Annual return on investments				
	5%	7%	10%	15%	20%
26 000	520 000	371 429	260 000	173 333	130 000
30 000	600 000	428 571	300 000	200 000	150 000
35 000	700 000	500 000	350 000	233 333	175 000
40 000	800 000	571 429	400 000	266 667	200 000
45 000	900 000	642 857	450 000	300 000	225 000
50 000	1 000 000	714 286	500 000	333 333	250 000
100 000	2 000 000	1 428 571	1 000 000	666 667	500 000

WHY € 500 000?

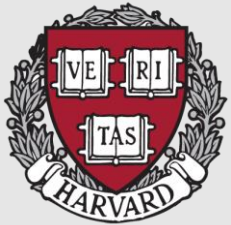
- > Allocation restrictions of up to 20 %.
- > The minimum investment barrier for majority of funds is \$100k / €125k.

INVESTMENT RETURN

- > 5–7 % of annual return on investments provides with € 25–35k income.
- > The amount is close to 10 % of the Silver Line current annual operating budget.

15 Endowment Capital management

GLOBALLY AND LOCALLY:



Harvard University
(1974, USA)
\$ 40,6B *



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



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



Vilniaus universiteto fondas
Vilnius University fund
(2016, Lithuania)
€ 2,8M **



Our history starts

here:

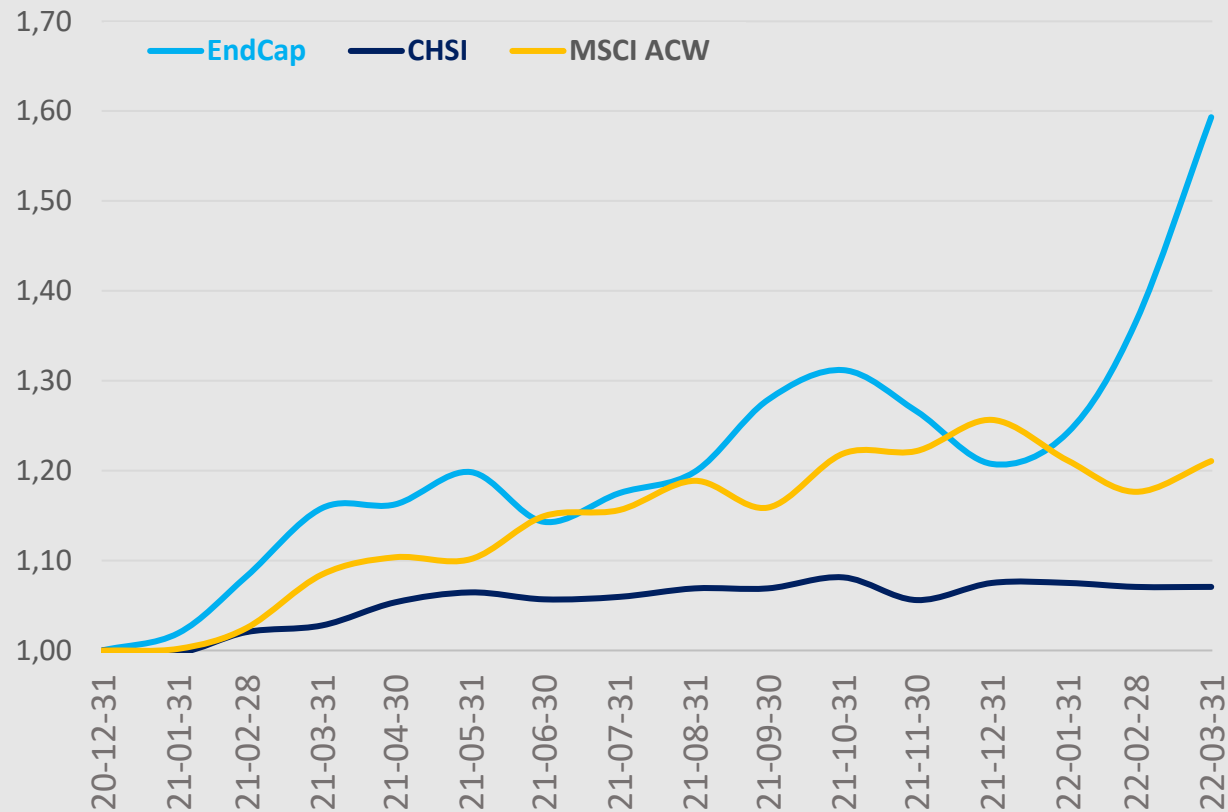
(2022)

€ 0,5 M

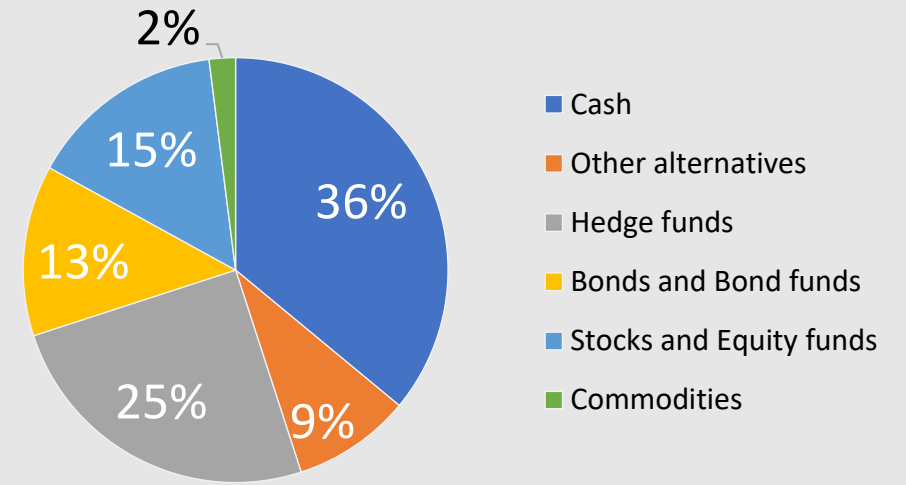
16 Endowment Capital management

PILOT PORTFOLIO PERFORMANCE:

(Data: March, 2022)



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



Indicator	EndCap	CSHI	MSCI ACW
Total return, per cent	59,3	7,1	21,1
Annual rate of return, per cent	45,2	5,6	16,5
Volatility, per cent	19,6	4,4	9,9
Profitability coefficient, per cent	80,0	60,0	73,3
Worst 1 month performance, per cent	(4,7)	(2,3)	(3,6)
Best 1 month performance, per cent	16,7	2,5	5,8

17 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.





Become a Founder of Endowment capital

IT IS A LIFETIME OPPORTUNITY

Be the Founder of the first 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