





The "Blagomay" Charity Fund focuses its efforts on supporting children in difficult life circumstances.

We implement humanitarian, medical, educational, and cultural projects, as well as construction and reconstruction initiatives, providing children with the necessary resources for development, safety, and a comfortable life.

In this report, you can learn more about our activities and the fund's results for the year 2024💚







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# About the Fund

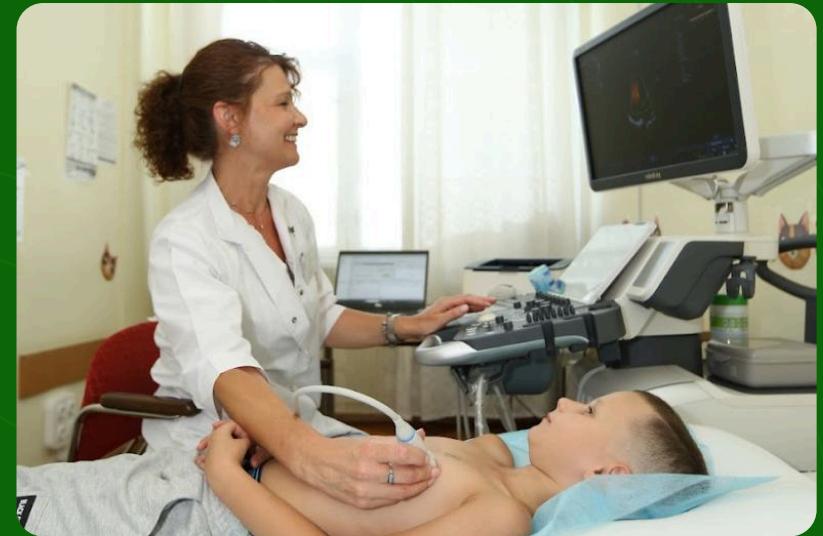
The “Blagomay” Charity Fund is a Ukrainian charity that for over 13 years has been creating conditions for a decent childhood and equal opportunities for the development of children in Ukraine.

In recent years, we have expanded our areas of activity and actively implement humanitarian, educational, medical, and cultural projects, as well as Construction and Recovery direction initiatives.

Since its inception, the fund has provided assistance to over 1.6 million beneficiaries.



“Cultural code of Ukraine”, Korsun-Shevchenkivskyi Multi-profile Educational and Rehabilitation Center “Nadiia”, Cherkasy Region



“New Hospitals”, National Specialized Children’s Hospital “Okhmatdyt” of the Ministry of Health of Ukraine, Kyiv. Ultrasound equipment



Girl Power Ukraine, Sumy Region, Trostianets

# \$7,371,657.49

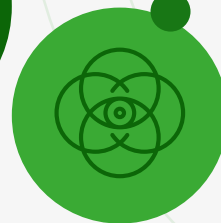
Spent on charitable projects since 2012

# 1,638,142

Number of beneficiaries reached

## Our Mission

A decent childhood and equal opportunities for children in Ukraine during the war.



## Our Values

- Well-being
- Continuous improvement
- Achievement
- Efficiency
- Transparency

## Our Vision

We are passionately working for a free, successful, and independent country — a state with a significant future and a role model for the world, where Ukrainian children feel happy and fulfilled, receive quality education and medical services, preserve cultural traditions, have access to modern infrastructure, and their basic needs are met.





# Our Activities

The activities of the “Blagomay” Charity Fund have been focused for over 13 years on supporting children who find themselves in difficult life circumstances. We actively work to ensure that Ukrainian children grow up in loving families, which is why we pay special attention to the development and support of family-based care. In particular, we help children's homes of family type (Foster Family Homes).

A key focus of our work is the implementation of educational projects, which not only promote the all-around development of teenagers in life-critical areas, but also ensure social adaptation and psychological support for children in challenging life situations.

Together with partners, we implement large-scale initiatives that create a safe and supportive environment for children and their families across Ukraine.



Included in the TOP-50 Charitable Funds according to Forbes Ukraine



Member of the Association of Philanthropists of Ukraine



Member of the European Business Association



Member of the Health Cluster SAG Coordination Group



Member of the Ukrainian Network for Children's Rights



Verified on CAF America platform



Verified on Benevity international platform

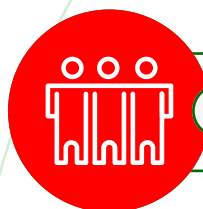


Verified on GlobalGiving international platform



# Sustainable Development Goals

The "Blagomay" Charity Fund supports 10 Sustainable Development Goals.  
They are implemented through every project and initiative of the fund.  
These goals were adopted at the UN Summit in 2015.



01 No Poverty



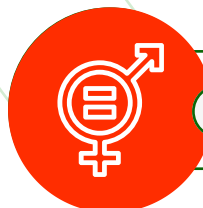
02 Zero Hunger



03 Good Health and Well-being



04 Quality Education



05 Gender Equality



06 Clean Water and Sanitation



07 Decent Work and Economic Growth



08 Reduced Inequalities



09 Sustainable Cities and Communities



10 Peace, Justice and Strong Institutions



## Tetyana Karapetyan, Co-founder of the Fund:

The most valuable investment we can make in the future is belief in the potential of every child. The year 2024 became a year of great stories and significant growth for Blagomay. Behind every milestone figure is not just a number—it is a child, a family, a life that has changed forever. It is the power of stories that keeps our hearts burning and motivates us to move forward, even in the face of challenges.

"We don't just raise funds — we build trust and unity around shared values," — that is our approach to fundraising. Every donor, partner, and volunteer becomes part of a bigger mission—creating opportunities, even during war. We are deeply grateful to everyone who stood with us in 2024, helping turn dreams into reality.



## Kostiantyn Holubiatnikov, Co-founder of the Fund, Chairman of the Supervisory Board:

When we created the Blagomay Fund in Ukraine, the main goal was simple and profound—to make childhood dignified for children in difficult life circumstances, and to ensure they have equal opportunities. Now, 13 years later, this idea remains as relevant as ever, especially in the context of war.

The number of children needing our support continues to grow. In 2024, we once again realized how important it is to understand children's needs and respond effectively with concrete solutions, while also demonstrating through our own actions examples of kindness and sincere service.

Thank you to everyone who stands by us and helps develop the fund. The Blagomay family is a big family of kind-hearted people who help change the lives of thousands of children across Ukraine by giving warmth, care, and faith in a better future.



## Kira Syrotenko, CEO of the Fund:

The year 2024 was a year of bold steps, large-scale initiatives, and deep belief that every child in Ukraine deserves a decent childhood and a chance at a happy future.

We continued our work, supporting tens of thousands of children and over 20 regions. In total, over 1.6 million beneficiaries have received help.

The heart of Blagomay is our team, donors, and volunteers, who change the country every day for the better.

The year 2024 showed us: we are not just reacting to challenges — we are shaping a new reality for Ukrainian children.

Let's build the future together!

# Management Team



**Tetiana Shevchenko**

Chief Operating Officer



**Denys Zhurov**

Head of Communications  
Department



**Khrystyna Yermakova**

Head of Educational  
Projects



**Andriy Ishchenko**

Head of Construction and  
Recovery direction Projects



**Lina Popova**

Head of Medical and  
Humanitarian Projects

## Supervisory Board of the Fund



**Serhii Shcherbak**

Member of the Supervisory Board



**Yevhen Komarov**

Member of the Supervisory Board



# Fund Specialists



**Tamara Velychkovska**

Accountant



**Olena Nazarchuk**

Project Manager of Medical Direction



**Nataliia Boroda**

Project Manager of Humanitarian  
Direction



**Kateryna Vyshnia**

Assistant to the CEO



**Valeriia Serhienko**

SMM Specialist of the safe educational  
space "Blagomay HUB"



**Nadiia Chubenko**

Coordinator of the safe educational  
space "Blagomay HUB"



**Karyna Urazghildieieva**

Marketing Manager



**Victoria Hryshchuk**

Project Manager of „Girl Power  
Ukraine“ educational course

# Fund Specialists



**Anastasiia Koshkovska**

Graphic Designer



**Anna Demchenko**

Grant Writer



**Margaryta Dobroshtan**

Monitoring and Evaluation  
Manager



**Hanna Baranenko**

Administrator of  
Blagomay HUB



**Hanna Kravchenko**

Event Manager



**Nina Matsko**

Personal Assistant



**Bohdan Melnyk**

Fundraiser



**Sofiia Syrotenko**

Administrator of  
Blagomay HUB

# Key Results of the Fund in 2024

**\$2,709,019.35**

Funds raised for charity

**590,730**

Number of beneficiaries in 2024

**12**

Number of charitable programs

In 2024, we successfully implemented charitable projects in the following areas: psychological and educational support, food provision, warm clothing, medical equipment, and the reconstruction of damaged social infrastructure.



**\$2,566,802.96**

Spent on charitable projects

# OUR ASSISTANCE IN NUMBERS

## Medical Direction:

**531 754** beneficiaries

**267** pieces of equipment

**30** medical institutions

**10** regions of Ukraine

## Educational Direction:

Girl Power Ukraine

**11 760** girls

**29** offline courses

**5** camps

Blagomay HUB

**6 094** teenagers

**177** teenagers  
participated in camps

## Construction and Recovery Direction:

**6 900** beneficiaries

**6** shelters restored

**5** social infrastructure facilities restored

**3** regions of Ukraine

**2** shelters built

## Humanitarian Direction:

**33 004** beneficiaries

**19** regions of Ukraine

## Cultural Direction:

**578** children

**6** regions of Ukraine



A photograph of four medical professionals standing in a hospital hallway. From left to right: a young man in a dark green polo shirt and light blue trousers, a woman in a white lab coat, a woman in a light blue polo shirt and dark trousers, and a young man in a light blue polo shirt and light blue trousers. They are all looking towards the camera. In the background, there is a medical light fixture and a door.

# MEDICAL DIRECTION



# Medical Direction



**\$1,730,606.51**

total amount of aid

**531 754**

patients

**267**

units of medical equipment

**30**

hospitals

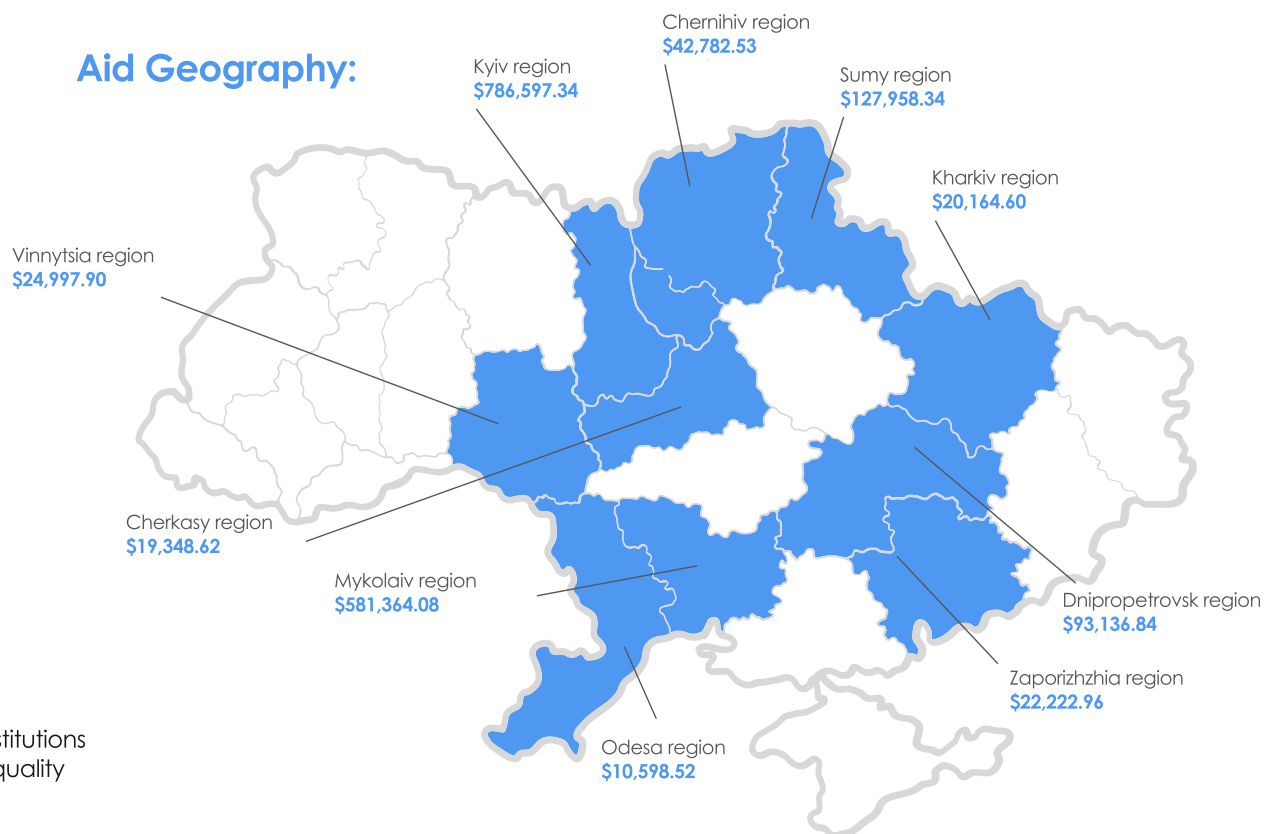
In 2024, the Blagomay Fund continued to actively support medical institutions across Ukraine by providing them with modern equipment to deliver quality medical care to children.



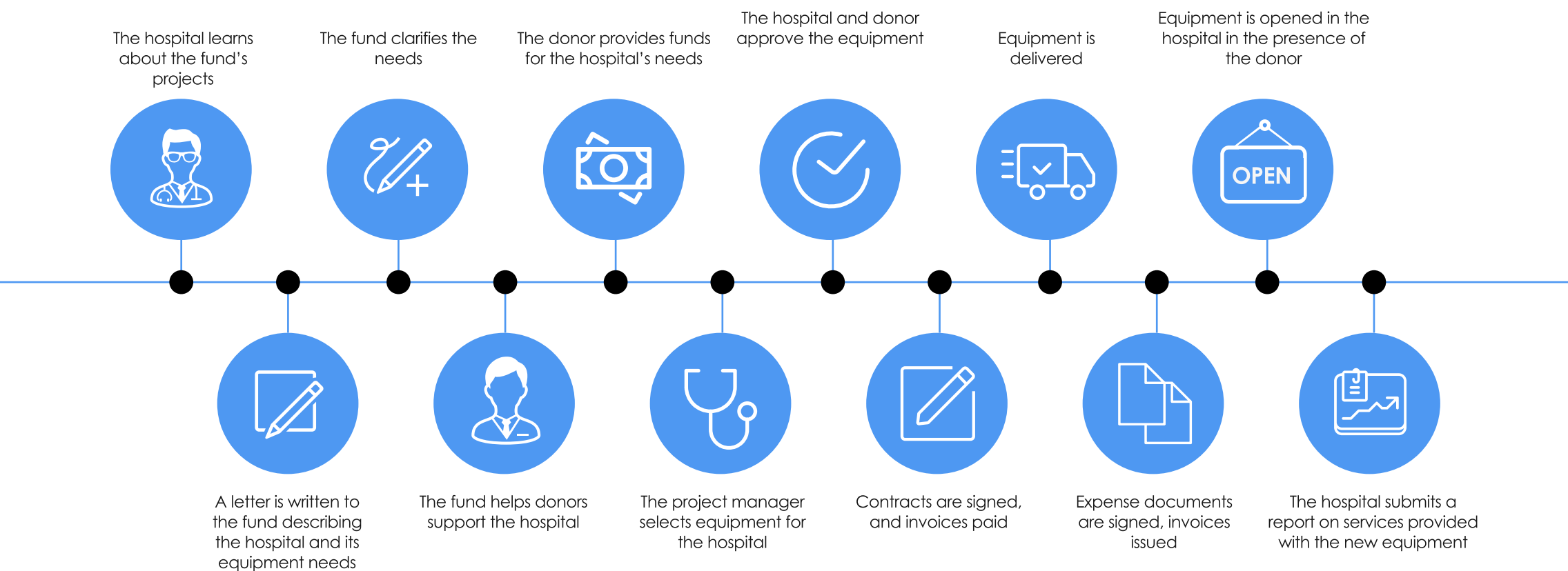
BLOCK 2. Medical direction

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## Aid Geography:



# Stages of Program Implementation



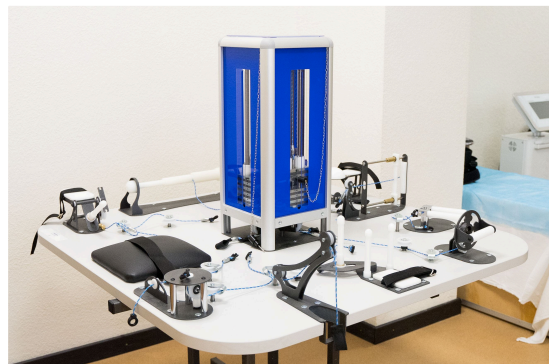
## Main Partners:



Scan the QR code for more about the "New Hospital" project











## "Brave in Spirit"

is a project aimed at improving the quality of rehabilitation services for children and adults in Ukraine by opening new rehabilitation facilities.

The project is implemented in partnership with Mondelez Ukraine PJSC.

Total support amount

\$344,593.52

217 858

Number of beneficiaries

**Main equipment provided:** rehabilitation trainers, verticalizers, devices for limb mobility recovery.

Number of medical institutions

10

Follow the QR code for a detailed video about the "Brave in Spirit" project





Total support amount

\$1 390 376

57 879

Number of  
beneficiariesNumber of medical  
institutions

9

## Warmth for infants

is a National project aimed at equipping hospitals with modern equipment for saving the lives of prematurely born infants.

Thanks to PepsiCo Ukraine, the initiative covered the entire country and delivered outstanding results.

**Main equipment:** incubators for newborns, neonatal resuscitation vehicles, and ventilators.

Scan the QR code to watch a detailed video about the "Warmth for infants" project







# CONSTRUCTION AND RECOVERY DIRECTION



# Construction and Recovery Direction

**\$396,844.77**

Total amount of aid

**6 900**

Beneficiaries

**3 regions**

(Kyiv, Mykolaiv, Sumy)



## RECONSTRUCTION OF EDUCATIONAL INSTITUTIONS

4 institutions (Kyiv, Mykolaiv, Sumy regions)

**\$68,125.64**



## CONSTRUCTION AND RENOVATION OF SHELTERS

Newly built - **2**  
Major renovation - **1**  
Shelters upgraded for better conditions - **5**

**\$308,070.78**

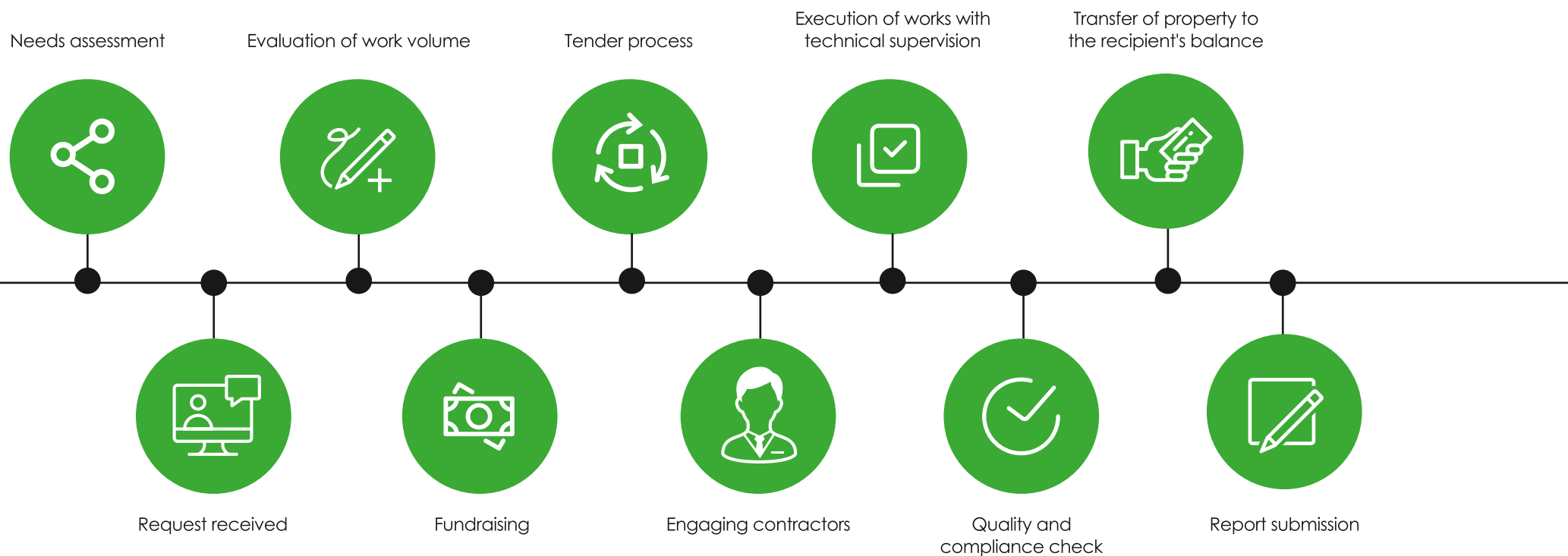


## RECONSTRUCTION OF MEDICAL FACILITIES

"All-Ukrainian Center for Complex Rehabilitation for People with Disabilities," Liutzh, Kyiv Region

**\$17,098.74**

# Stages of Program Implementation



Implemented with support from:

**Mondelēz**  
International

**Henkel**

**AP** Bank®

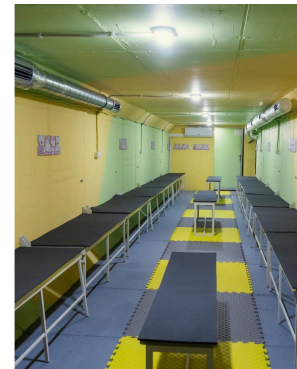
**KWS**

**otpbank**  
Easy to deal with

Scan QR code for more details about the "Construction and Recovery direction" project











# EDUCATIONAL DIRECTION



# Educational Direction

**\$287,011.53**

total amount of aid aimed at  
educational direction of the fund

**18 031**

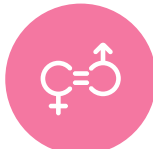
participants

The Blagomay Fund implements a unique educational project — "Girl Power Ukraine" — for teenage girls from vulnerable categories.

The course provides girls with essential knowledge, skills, and support for development. The program targets girls aged **13** to **18** from socially vulnerable groups.



Leadership and  
governance



Gender equality



Combating gender-  
based violence



Psychological protection  
and prevention of  
domestic violence



Physical and mental  
health



Career opportunities  
and education for girls



Social activity and  
networking

## Achievements in 2024:

**11 760**

girls participated in online learning

**630**

psychological online sessions (group and individual)

More than **1 000**

participants joined offline events

**GIRL  
POWER  
UKRAINE**

In 2024, with the support of our donors, we launched an inclusive Girl Power Ukraine course for girls with visual impairments, helping them gain knowledge, support, and socialization.

Total budget: **\$107,668.40**





# Participant Journey in the Program

Learns about the project through social media, website, ads, partners, or government agencies



Passes an online or offline interview



Completes the training



Applies new knowledge and skills in life and continues to improve



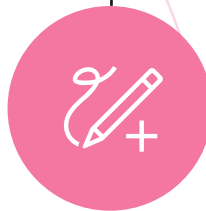
Receives additional info in the project chat and can join other educational activities by the fund



Submits a motivation letter



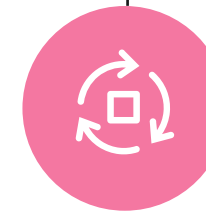
Becomes one of 20 course finalists



Receives a certificate



Participates in the project camp



## Main Partners:

**Mondelēz**  
International

**SAYENKO**  
**KHARENKO**

**ING**



AF JOCHNICK FOUNDATION

**Simple**



THE GOVERNMENT  
OF THE FAROE ISLANDS



**дихай**  
благодійний фонд



CUSTOMERTIMES

Scan QR code for more details about the «Girl Power Ukraine» project



# Educational Camps

**WOW**  
kids CAMP

**GIRL**  
**POWER** camp

**OTP KIDS** camp

**Locations:** Zakarpattia (Ukraine),  
Budapest (Hungary)

Budget

\$64,948.95

177

Children



Project Partners:





# «Blagomay HUB»

Blagomay HUB is a safe educational space for teenagers where they receive all-round support, knowledge, and practical skills for socialization and preparation for adult life.

Special attention in 2024 was given to creative camps, which included **6 shifts**. In addition, teenagers received **270 psychological consultations**, which helped them adapt better to modern challenges.

Total budget: **\$100,000**

**PEPSICO**  
FOUNDATION

Participants

6 094

Lecturers

200

536

Events held

270

Psychological  
consultations



At «Blagomay HUB» classes are held in various directions:

### Educational Courses:



English language learning, IT courses, Acting workshops, Preparation for the National Multi-subject Test (NMT);

### Personal Development:



Financial literacy intensives



Board games, movie nights, creative masterclasses



Meetings with bloggers and opinion leaders

### Psychological Support:



Seminars and training on mental and physical health, safety, self-defense, and children's rights



Consultations with psychologists; receiving medical and legal assistance



Practical classes in relaxation and meditation, self-defense, and art therapy



Sports games, stretching, and choreography

**BLAGOMAY**  
**HUB**  
A SAFE EDUCATIONAL SPACE



Scan the QR code for more details about the "Blagomay HUB" project



**PEPSICO**  
FOUNDATION





Career guidance sessions with experts from PepsiCo Ukraine.

**During the sessions, teens gained:**

- Insights into the work of an international company.
- Real success stories from PepsiCo speakers.
- Career launch secrets and tips on building effective résumés.
- Practical tools for building a successful professional future.



# Career Guide

The Career Guide project is aimed at creating a supportive environment for self-realization, developing skills, and boosting young people's confidence in their capabilities.

**Project goals:**

- Help youth find their professional path.
- Provide knowledge about the modern labor market.
- Prepare for the start of a career through practical skills and employer networking.



Career guidance sessions with experts from Silpo Food.

**During the sessions, teens gained:**

- Opportunities to see how processes work inside large retail and food industry companies.
- Real stories of career growth from Silpo-Food professionals and partners.
- Advice on how to begin a career in trade, logistics, food tech, and how to write effective résumés.
- Practical tools for building a career in the food retail industry and managing business processes.



# "Mine Safety" Course

The Blagomay Fund also implements an important safety and mine awareness program for children living in high-risk areas.

Partner of the project: Association of Sappers of Ukraine (ASU)

**Location:** Kharkiv region

**Number of participants:** 30 teenagers

Partner of  
the project:



## Program Objectives:



Familiarize children with explosive hazards and their types



Teach them the algorithm of actions when suspicious objects are found



Develop safe behavior skills in dangerous situations



Cultivate a culture of responsible personal safety

This initiative is critically important for protecting children in regions affected by hostilities and provides them with the necessary knowledge to avoid danger.







# HUMANITARIAN DIRECTION



# Humanitarian Projects



## Urgent Needs

As part of the project, we meet the current and urgent needs of children from socially vulnerable groups.



## Warm Winter

Providing children from vulnerable groups with warm clothing, shoes, and heating items for comfortable survival during the winter period, as well as providing autonomy in case of power outages through appropriate equipment.



## Full Backpack During War

Preparing children for school upon request by providing them with supplies, stationery, lunch boxes, and school uniforms, as well as essential kits and backpacks for comfortable stays in shelters during air raids.



## Children's Day (Sports Equipment)

An initiative to provide teenagers with a variety of sports equipment for active recreation and physical development.

Total number of children covered **26,894**

Total amount spent on humanitarian projects **\$309,381.82**



# Program Implementation Stages

The institution learns about the project and available assistance



The fund receives a letter and calculates the needs with the supplier



The donor contributes funds to meet the institution's needs



Delivery of aid



The institution provides a photo and video report



The institution writes a letter to the fund explaining its needs



The fund's fundraisers process the request and present it to donors



Signing contracts, payment of invoices



Signing delivery slips



## Key Partners:

**Mondelez International**



**method.**  
medical beauty clinic

**Magnat**  
fine jewelry

**GlobalGiving**



**CUSTOMERTIMES**

**АПТЕКА 911**

For detailed information about the Urgent Needs project – scan the QR code.









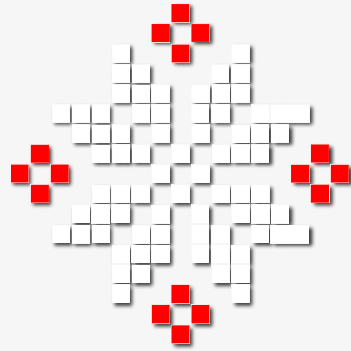


# CULTURAL DIRECTION



# Cultural Code of Ukraine

Our initiative preserves and promotes the cultural heritage of the country among children from vulnerable groups by providing them with traditional clothing and teaching them the values, history, and traditions of Ukraine.



578

Number of children  
who received  
embroidered shirts

\$13,522.46

Total amount spent

6

Number of regions in  
Ukraine

Scan the QR code for more  
details about the "Cultural  
Code of Ukraine" project.





# COMMUNICATION ACHIEVEMENTS

## Total Reach

**3 719 423**

unique users reached

**518**

media publications

**3 publications**

in the print edition of Forbes Ukraine

**2 communication**

special projects: "Warmth for Infants" and "Brave in Spirit"



Explore a sample of our communication reports via the QR code below:



**Forbes** "The synergy of good deeds: how PepsiCo unites efforts with Ukrainian charities"



**Forbes** "Blagomay Fund and PepsiCo provided hospitals with modern incubators"



**РУБРИКА** "Blagomay HUB: A year of caring for children"



**LIGA.net** "Blagomay and PepsiCo Foundation: expanding educational opportunities for children"



**NV NEW VOICE** "Growing together: how donors and businesses support medical facilities in Ukraine"



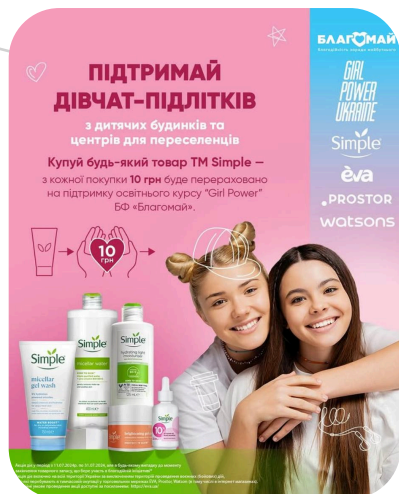
**hro** "When wings grow on us: Medical rehabilitation brings new hope thanks to donors"



# JOINT CAMPAIGNS

BLOCK 3. Joint campaigns

38



Raised in support of the Girl Power Ukraine project in Kyiv and Merfa (Kharkiv region)

\$4,759

2

campaigns conducted



## GIFTS FOR ST. NICHOLAS DAY, CHRISTMAS, AND NEW YEAR

1250  
children

28  
institutions



Mr.SCRUBBER



sense bank





# National Contest “Charitable Ukraine”

General Partner of the Contest “Charitable Ukraine”

1 604

applications

87

winners

26

categories





# CSR Breakfasts

In partnership with the Center "CSR Development"

Each month together with CSR Ukraine we organize meetings for Ukrainian, international businesses, and public organizations, charitable foundations on important topics of corporate social responsibility (CSR).

**10+**

CSR breakfasts

**600+**

participants

**350**

Ukrainian and international companies



etc.

## Topics for CSR breakfasts in 2024:

- Employment of older people
- Ukraine Recovery Conference: insights for socially responsible business
- Business role in rebuilding Ukraine
- Business & NGOs: criteria for successful partnerships
- Family-friendly company: preparing for the holidays and 2025 plans
- CSR and partnership trends for 2025

Corporate social responsibility (CSR) means the responsible and high-quality provision of products or services and responsible treatment of customers, employees, partners, the environment, etc.





# St. Nicholas Charity Brunch

On December 10, the "Blagomay" fund gathered representatives of socially responsible businesses for a festive brunch. The event featured presentations of partnership projects implemented in 2024, as well as outlined plans for the coming year.

This brunch became an important platform for discussing strategic areas of cooperation, developing new initiatives, and strengthening partnerships—key elements for further success and the implementation of the fund's socially significant projects.

During the brunch, the fund's top benefactors were awarded:





Scan QR code  
for more details





# Map of Impact and Presence



# Cooperation with UN Clusters

The charitable fund "Blagomay" actively collaborates with UN clusters. On a permanent basis, the fund reports on implemented activities across Ukraine within the following six clusters:

Such cooperation makes it possible to receive all the necessary information about the work of other funds and the state in various areas. This prevents duplication of assistance for beneficiaries and also makes it possible to distribute assistance evenly.



## SNFI Cluster Ukraine (Shelter/Non-Food Items Cluster)

A coordination mechanism that unites efforts within international humanitarian aid in Ukraine. Its mission is to ensure access to proper shelter and non-food items (NFI) for people affected by conflict in Ukraine.



## FSI Cluster Ukraine (Food Security and Livelihoods Cluster)

A coordination mechanism addressing the systemic response to food security and livelihood needs for crisis-affected people in Ukraine. It is led by the Food and Agriculture Organization of the United Nations (FAO).



## Education Cluster Ukraine

A coordination mechanism operating under the global leadership of the Global Education Cluster. Its goal is to ensure access to quality education in emergencies for children and youth affected by the conflict in Ukraine.



## GBV Sub-Cluster Ukraine (Gender-Based Violence Sub-Cluster)

A coordination mechanism operating under the Protection Cluster. Its goal is to ensure a coordinated response to gender-based violence (GBV) in Ukraine, especially in the context of the armed conflict.



## WASH Cluster (Water, Sanitation and Hygiene)

A coordination mechanism uniting humanitarian organizations, governments, donors, and partners to ensure access to safe water, sanitation, and hygiene for people affected by crises.



## Health Cluster Ukraine

A coordination mechanism ensuring systemic health response to the needs of crisis-affected people in Ukraine. It operates under the leadership of the World Health Organization (WHO).



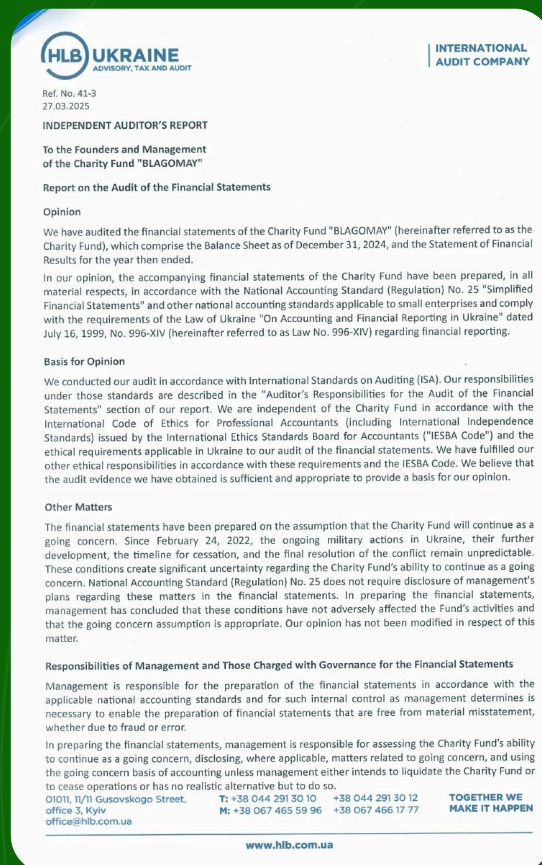
# Annual Project Spending Report

The charitable fund “Blagomay” has successfully passed an external audit of its financial activity for the year 2024.

The audit was conducted by the international audit company “HLB Ukraine”.

Funds spent on charitable projects:

# \$2,566,802.96



Those charged with governance are responsible for overseeing the Charity Fund's financial reporting process.

#### Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but it does not guarantee that an audit conducted in accordance with ISA will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISA, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Charity Fund's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Charity Fund's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Charity Fund to cease to continue as a going concern.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

The Engagement partner on the audit resulting in this independent auditor's report is Lidia Chaban.

Engagement Partner

Lidia CHABAN

**HLB UKRAINE LLC**  
11/11 Gusovskogo Street, office 3, Kyiv, Ukraine  
Registration number in the Register of Auditors and Audit Entities - 0283

March 27, 2025



You can access the 2024  
audit report via the  
following QR code

# Funds Spent in 2024

**\$1,730,606.51**

● Medical Projects

**\$396,844.77**

● Construction and Recovery

**\$309,381.82**

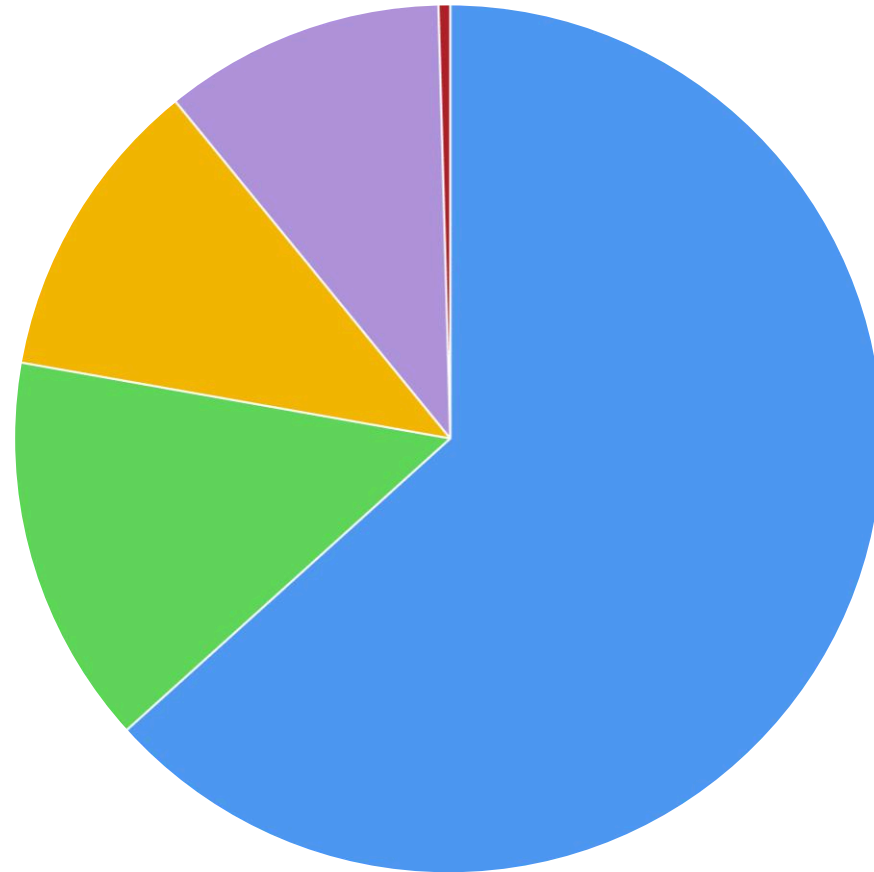
● Humanitarian Projects

**\$287,011.53**

● Educational Projects

**\$13,522.46**

● Cultural Projects





# Donor Testimonials



For several years now, Mondelez Ukraine has cooperated with the “Blagomay” Fund. During this time, the Fund has established itself as the most reliable and transparent partner in implementing diverse charitable projects.

Together with “Blagomay,” we work on providing large-scale aid to medical institutions, building protective shelters, and equipping kindergartens in frontline communities. We also support educational access for Ukrainian children during the war and participate in many other initiatives.

**Yaroslav Liakhovych**, Head of Corporate Affairs and Government Relations, Mondelez Ukraine

**KWS**

Our cooperation with the “Blagomay” Fund has lasted nearly 10 years. We highly appreciate their responsible approach to implementing projects of various scales and directions.

Every year, we support initiatives for children with disabilities and educational and rehabilitation institutions in Khmelnytskyi region. With our help, necessary items, building repairs, and bomb shelters have been provided.

**Oleksandr Fedorov**, General Director, KWS Ukraine



We are united by a shared goal and values. “Blagomay” is not only our friend but also a long-standing partner, with whom we've collaborated for over 10 years.

Together, we implemented key social projects: helping maternity hospitals, orphanages, internally displaced persons, and child rehabilitation centers.

In 2024, we will continue our cooperation, particularly with the OTP Kids Camp project for war-affected children.

**Lesia Syrota**, Director of Regional Sales & Project Lead for OTP Bank Helps Ukraine

In 2024, ING Bank Ukraine cooperated with the Blagomay Fund on both individual employee donation projects (e.g., for Vyshyvanka Day) and a larger corporate initiative supporting the "Girl Power Ukraine" educational course under the ING Group's Community Investment Fund.

In both cases, we had ongoing, constructive dialogue with the Fund's team. Blagomay regularly provided transparent updates on the project goals, funds usage, photos, and reports, which helped not only formally but also emotionally connect employees to the cause.

The values of this project – inclusion, gender equality, and access to education – deeply resonate with us. The Fund does not stop at past achievements but continues to evolve, adapting to new challenges and needs.

**Olena Yefimova**, Head of the CSR Division at ING Bank Ukraine



In a constantly changing world, especially in the field of partnership with organizations that demonstrate consistency and impact, our collaboration with Blagomay throughout 2024 under the Girl Power Ukraine initiative became a real example of effective cooperation.

Together, the Dykhai Foundation and Sayenko Kharenko support initiatives that develop the potential of girls and promote equal opportunities. Thanks to Blagomay's professional team, all projects are implemented with full transparency and resource efficiency.

We are grateful to the Foundation for the opportunity to contribute to such a meaningful cause and look forward to continuing our cooperation – because investing in youth is an investment in Ukraine's future.

**Nazar Chernyavskiy**, Director of the Dykhai Foundation & Partner at Sayenko Kharenko





# Plans for 2025

We want to scale our activities and provide even more help to those in need.

## Program Goals for 2025

In 2025, the Blagomay Charity Fund will continue to support vulnerable populations through its own projects and programs.

Our goal is to increase the amount of aid in every direction so that we can help even more people.



### \$ 4.8 million

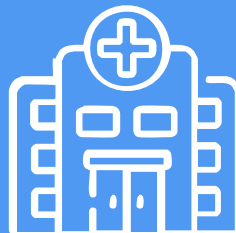
Total Budget

#### Medical Program

Provision of equipment in the following areas:

- Operating departments – equipment and surgical tools in shelters
- Rehabilitation departments
- Incubators for newborns
- Diagnostics, laboratory equipment
- Emergency medical care
- Medical furniture, technical tables, cabinets
- Sustainable projects

Reach **2 million** beneficiaries



### \$ 850k

Total Budget

#### Humanitarian Program

- Urgent needs
- Sports equipment
- Warm winter clothing
- Full school kit during wartime

Reach **30,000** children



# Plans for 2025

Educational Program

## \$ 2.5million

Total Budget

### Girl Power Ukraine

Reach: over **15 000 girls**  
**40 courses** across the country

### Mine Safety

Geography: all of Ukraine  
Duration: **12 months**  
Reach: **20 000 children**  
Project budget: \$ **210k**

- Opening **5 new Blagomay HUBs** across Ukraine
- Expansion of the **STEM project**
- Development of the **Career Guide project**
- **7 camps** reaching: **200 children**

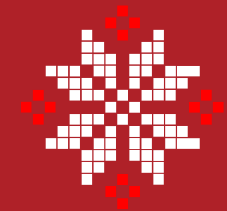


Cultural Projects

## \$ 72k

Total Budget

- Embroidered shirts (vyshyvanky)
  - Project "Read and Dream"
- 6 regions of Ukraine**  
**Reach: 12,000 children**



Construction and Renovation

## \$ 785k

Total Budget

- Construction of **3 new shelters**
- Repair and upgrade of **5 shelters**
- Construction, repair, and renovation of **5 educational** and **2 medical** institutions






# The fund team sincerely thanks donors and partners for their cooperation!

Scan the QR code to join our charitable fund on social media and the website.  
Your support means a lot to us!





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