



The Charitable Fund Blagomay provides substantial aid to children living in orphanages, children of Ukrainian military personnel, internally displaced persons, and other social groups in need.

This report provides details on the Fund's activities and accomplishments 🌟.



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About the Fund

Blagomay is a Ukrainian Charitable Fund that, for the past 12 years, has been dedicated to providing support for a decent childhood and equal opportunities for children from over 100 orphanages across Ukraine and children affected by war. Over the years, more than 1 million beneficiaries have received their aid.



«Vyshyvanky», Mostyshche Special School, Kyiv region



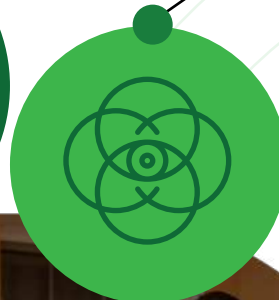
«New Hospitals», Cherkasy Perinatal Center of the Local Administration



«Girl Power Ukraine», Kyiv, Ukraine

Our Mission

To ensure equal and rightful opportunities for children in Ukraine during the war.



Our Vision

We are committed to ensuring that during the war in Ukraine, all basic life needs of children are fulfilled and that they have free access to the best educational services and essential resources to develop their talents, modern medical care, and the newest social infrastructure.



Our Values

Prosperity

Continuous improvement

Achievements

Efficiency

Transparency



Sustainable Development Goals

The Charitable Fund Blagomay is committed to 10 sustainable development goals, established at the 2015 UN Summit and implemented through every project and initiative of the Fund.



Our Activities

The Charitable Fund Blagomay activities have been aimed at supporting children from vulnerable social groups for more than 12 years.

Since the military invasion began on February 24, 2022, the Fund has swiftly adapted its activities to meet the urgent needs of the population. We are now actively assisting in reconstructing damaged public infrastructure in the frontline and de-occupied territories. We also improve the capacities and facilities of medical institutions, including children's perinatal hospitals and rehabilitation centers.

Together with our partners, we implement extensive educational, medical, and social projects throughout Ukraine.





Tetyana Karapetyan, Co-founder of the Fund

"Working for the children's well-being and for all those who find themselves in a difficult situation is what Blagomay is precisely about. Together with our partners, we have overcome many hardships over the years. However, the desire to help is beyond all difficulties in our lives. It is hard to stand aside when you see someone in misfortune - no matter what, you want to act. These words are about our partners who have become our good friends over the years. No matter what kind of inquiries we turn to them with, we always know that they will respond and help.

It is essential for us to constantly visit the orphanages, see children at educational projects, and communicate with the internally displaced persons who live in our housing facilities in the Lviv region. At these moments, we are thrilled because we can see the results of the Fund's activities firsthand.

This year, we plan to attract even more donors who will definitely become our friends. Together, we will move mountains!"

Kostiantyn Holubyatnikov, Chairman of the Supervisory Board, Co-founder of the Fund

"The Charitable Fund Blagomay is an integral part of not just my life but of each team member. Being a philanthropist for 12+ years means living with the desire to spread kindness. Without our partners, donors, and everyone who supports us, we could not accomplish what we have now.

In 2022, Ukraine faced a new, large-scale aggression crisis. Many people found themselves in a difficult situation, and our main task was to help them as soon as possible. And we have succeeded! Over the years, we have also been able to implement many equally important educational, medical, and social projects.

I am deeply grateful to everyone who donates to our Charitable Fund, and only together can we do even more kind deeds. It is so vital today!"





Kira Syrotenko, Acting Head of the Board of Directors of the Fund

"2023 was a year of constant challenges, where growth and development were the only way to move forward. The Blagomay Fund team was able to cope with all the obstacles. We worked hard to assist those who needed it most.

In 2023, the Fund expanded its existing areas of activity: We provided hospitals, rehabilitation centers, and perinatal centers with new, modern medical equipment. We expanded educational projects for children from vulnerable social groups. We have also launched a pilot educational project called Blagomay HUB, which we plan to scale throughout Ukraine and worldwide, and launched the Reconstruction and Recovery initiative, which aims to rebuild Ukraine's damaged social infrastructure.

Once again, I want to express my gratitude to the entire Blagomay Fund team, our partners, and generous donors. Through our collective and well-coordinated efforts, we were able to provide support to over one million people in 2023!"



Heads of departments



Natalia Tereshchenko

"I organize and lead healthcare and humanitarian projects to help children. After all, is there anything more important?"



Khrystyna Yermakova

"I lead educational projects, including the Blagomay HUB safe educational space. This space provides children with extensive educational opportunities and assistance in acquiring many useful skills."



Tetiana Shevchenko

"Chief Operating Officer of the Fund. I am responsible for the company's operational management, internal communications, and process organization."



Andrii Ishchenko

"I am in charge of projects and programs related to the reconstruction and recovery. I organize and control the construction and reconstruction of social infrastructure facilities."



Denys Zhurov

"I am in charge of the communication strategy, preparation of press releases, content creation, and management of the Fund's communication department. It is crucial that as many people as possible know about the activities of the Fund and, every day, we work with the team to achieve this goal."

Supervisory Board of the Fund



Serhiy Shcherbak

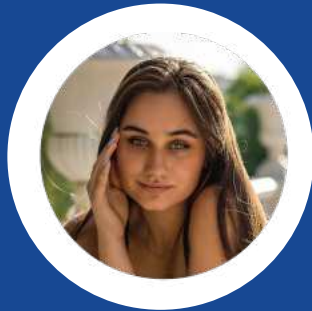
"Member of the Supervisory Board of the Fund. I participate in adopting charitable programs and projects and supervise the Fund's main activities."



Yevhen Komarov

"Member of the Supervisory Board of the Fund. I review the Board's reports on its activities and provide recommendations on key areas. I participate in the Fund's events. Volunteer and fundraiser".

Employees of the Charity Fund



Karina Urazgildeeva

She is fond of breaking the limits, reaching new heights, and working for an excellent result. She believes that genuinely impactful marketing starts from within, so she is happy to work in a team!



Mykola Chaika

In charge of preparing grant applications and providing justification for donor funding.



Bohdan Kulyenko

Organizes events - from cozy charity meetings to large-scale events.



Yevhen Titievskyi

Works with teenagers and their parents, as well as with speakers and psychologists at Blagomay HUB.



Kateryna Vyshnia

Assistant to the Acting Head of the Executive Board. She organizes the workday, completes various administrative tasks, and prepares materials as requested.



Olena Nazarchuk

Assistant to the Head of Medical Projects. Creates and updates databases; searches for and gathers relevant information.



Tamara Velychkovska

As an accountant, she is responsible for all the Charity Fund's primary financial documentation, including financial reports, human resources records, and bookkeeping.



Valeria Sergienko

She is an SMM specialist at the space for teenagers - Blagomay HUB. She creates content and is a skilled social media strategist.

Employees of the Charity Fund



Bohdan Melnyk

Fundraiser and good deeds manager. He is engaged in fundraising for the Fund's projects and programs.



Nadiia Chubenko

Coordinator of the safe, educational space Blagomay HUB.



Iryna Hladkova

Grant Writer. Fills out the grant application forms and prepares documents for grantors.



Lina Yarmak

She communicates with the beneficiaries of the Urgent Needs project. She collects and manages all requests to ensure their successful fulfillment.



Mykola Semeniuk

He ensures the comfort and coziness of the Blagomay HUB. He coordinates events and controls the entry of all records into the database and the timely ordering and delivery of supplies.



Dina Kholosheva

Fundraiser at the Fund. Responsible for fundraising and attracting resources and strategic partnerships for the Fund's educational projects.



Anastasia Koshkovska

She is a graphic designer who creates flawless designs and is ready to present and implement ideas for effective visual communication of the Fund.



Alina Pekur

Administrator of the Fundraising Department. She is responsible for drafting reports and collecting data, including reports for donors.

Key Accomplishments of 2023

Number of beneficiaries in 2023	1 011 243
Number of implemented projects	13
Number of corporate and private donors	37 companies and 2,637 individuals
Funds spent on charitable projects	UAH 129,806,334.74
Funds raised for charity	UAH 187,222,138.05

In 2023, we successfully implemented charity projects in the following areas: psychological and educational support, grocery assistance, supply of warm clothing and medical equipment, and reconstruction of damaged social infrastructure.

Our Aid in Numbers

«Urgent needs»:

Immediate assistance was provided to:

- 99** childcare institutions
- 1** nursing home for seniors
- 1** public organization
- 5 206** children
- 100** senior citizens

«New Hospitals»:

- 36** medical facilities received new modern equipment, including perinatal centers, maternity hospitals, pediatric hospitals, rehabilitation centers, medical institutions for adults, and 1 boarding school
- 1 001 022** patients received professional medical care

«Girl Power Camp 2.0»

- 30** teenage girls participated in a training program in Irshava (Zakarpattia region) from July 26 to August 4, 2023

«Girl Power Ukraine»

- 120** girls completed an educational course in Kyiv, Kharkiv and Khotyn

«Shelter with love»:

- 66** modular houses were installed in Khorosno village, Lviv region
- 140** internally displaced persons received temporary housing
- 60** internally displaced children live in modular houses

«Warm Winter»:

Warm clothes, blankets, and electric power generators have been delivered to:

- 33** orphanages
- 1 737** children

«Blagomay HUB»:

- 1 300** children visited the hub in 5 months of its operation
- 198** classes were conducted in Blagomay HUB

«Psychological Support»:

- 68** people were able to receive individual sessions with a psychotherapist
- 150** people attended 13 group sessions
- 1 500+** people were able to join 10 online psychology seminars

«Clean Water»:

A water filtration system was installed in:

- 9** orphanages
- 1** children's hospital Okhmatdyt
- 1** nursing home for seniors

«WOW Camp-7»

- 30** children enjoyed a camp in Irshava (Zakarpattia region) on June 2-9, 2023

Communicational Achievements

We actively cooperate with the media and extensively promote the activities of our Fund and the assistance we provide

In 2023, we published **93** articles and **250** posts on Facebook and Instagram about the Fund's activities.



**У СТОЛИЦІ ВІДКРИВСЯ ПЕРШИЙ В УКРАЇНІ
БЛАГОМАЙ HUB — ВІДКРИТИЙ ПРОСТІР
ДЛЯ РОЗВИТКУ ТА ПІДТРИМКИ ДІТЕЙ.**

Learn more here:



**УКРАЇНЦІ СТАЛИ ЧАРІВНИКАМИ ДЛЯ 1500
ВИХОВАНЦІВ ДИТБУДИНКІВ**

Learn more here:



hromadske

**«ХОЧЕМО, ЩОБ У ДІТЕЙ БУЛО МІСЦЕ, ДЕ
ВОНИ ПОЧУВАТИМУТЬ СЕБЕ ПОТРІБНИМИ».
ЯК БЛАГОДІЙНИЙ ФОНД ГОТУЄ ВИХОВАНЦІВ
ДИТБУДИНКІВ**

Learn more here:



Total number of people reached

568 203 people read articles about Blagomay's activities. More than **18,000** people also viewed Facebook and Instagram posts dedicated to our Charitable Fund.

**ВИСТОЯТИ РАЗОМ: ЯК БЛАГОДІЙНИКИ ТА БІЗНЕС
ПІДТРИМУЮТЬ МЕДИЧНІ ЗАКЛАДИ УКРАЇНИ**

УКРАЇНА

Learn more here:



**У ВОРЗЕЛІ БІЛЯ КИЄВА ПРАЦЮЄ
УНІКАЛЬНИЙ ЦЕНТР
МЕНТАЛЬНОГО ЗДОРОВ'Я**

ГРОМАДСЬКЕ РАДІО
СЛУХАЙТЕ. ДУМАЙТЕ.

Learn more here:



**СУСПІЛЬНЕ
НОВИНИ**

**В СУМСЬКІЙ ОБЛАСНІЙ КЛІНІЧНІЙ
ЛІКАРНІ ПОЧАЛИ ВИКОРИСТОВУВАТИ
НОВЕ ЕНДОСКОПІЧНЕ ОБЛАДНАННЯ
ВІД БЛАГОДІЙНИКІВ**

Learn more here:



**НАСТУПНИЙ РІК МАЄ БУТИ НАЦІЛЕНИЙ НА
РЕАБІЛІТАЦІЮ: ЯК ЦЬОМУ СПРИЯЮТЬ БЛАГОДІЙНИКИ**

Learn more here:



ФОКУС

**СПІВЗАСНОВНИК БФ "БЛАГОМАЙ" КОСТЯНТИН
ГОЛУБЯТНИКОВ: "МОЖЛИВОСТІ ДЛЯ РЕАБІЛІТАЦІЇ
ВІЙСЬКОВИХ ТА ЦИВІЛЬНИХ МАЮТЬ БУТИ В КОЖНОМУ МІСТІ"**

Learn more here:



«New Hospitals»

In 2023, we prioritized assistance to medical institutions across Ukraine. The charity program became a pilot initiative to improve medical services during the war.

The military aggression has damaged many medical facilities. Some, lacking sufficient funding and equipment, were unable to provide patients with the care they desperately needed. Each medical facility faced its challenges and, therefore, required targeted and tailored assistance.

201 units of new, expensive, diagnostic, surgical, perinatal, and rehabilitation equipment were provided to **36** healthcare facilities in **10** regions of Ukraine.



The medical equipment was donated to:

Kharkiv region	UAH 2 104 500
Kyiv region	UAH 39 886 217,59
Sumy region	UAH 28 293 951,90
Kherson region	UAH 200 000
Chernihiv region	UAH 2 131 505
Mykolaiv region	UAH 31 403 842,04
Rivne region	UAH 670 000
Volyn region	UAH 1 340 000
Dnipro region	UAH 8 100 606
Cherkasy region	UAH 2 153 411



Program implementation stages

Hospital learns about the Fund's projects

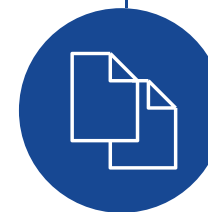
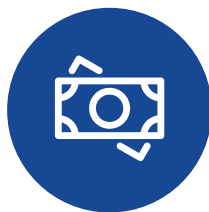
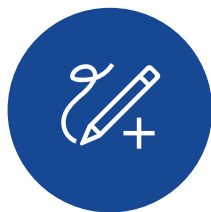
Fund calculates the cost

Donor provides funds to the hospital

Hospital and Donor approve the equipment

Equipment is delivered

Equipment is installed in the hospital with the Donor on-site



Writes a letter to the Fund describing the hospital and the equipment needed

Fund facilitates donors to support the hospital

Project manager selects equipment for the hospital

Contracts are signed, and invoices are paid

Receipts are signed, and postpaid invoices are released

Hospital provides a report on the services provided to patients using the new equipment.

Key partners:



PEPSICO

Mondelēz
International
SNACKING MADE RIGHT



INTEGRITES

otpbank
Easy to deal with



For details on the "New Hospitals" project, please visit



UAH 116,284,033

was allocated for support under the "New Hospitals" program in 2023.

«Urgent Needs»

This project helps children in orphanages, boarding schools, and internally displaced families receive the necessary supplies promptly. The urgent needs project consists of 4 subprograms—they are different, but they share the same goal: to help children right now.



Basic needs

Charity organizations always respond to small but essential needs. These can be bed linen for a boarding school or maintenance work, such as installing windows in an orphanage. Although these may seem insignificant, they are often vital.



Education Day

It takes a lot of money to get a child ready for school. These funds are undoubtedly scarce in boarding schools or orphanages. Especially when more than one child needs to get everything for school, this is where the Charity Fund Blagomay donors come to the rescue. They provide everything you need - school supplies, clothes, and equipment for online learning.



Warm winter

Warm winter clothes are equally important for children in orphanages, boarding schools, and internally displaced families. Blagomay has been providing children not only with these items but also with other essentials: electric generators, heaters, and warm blankets.

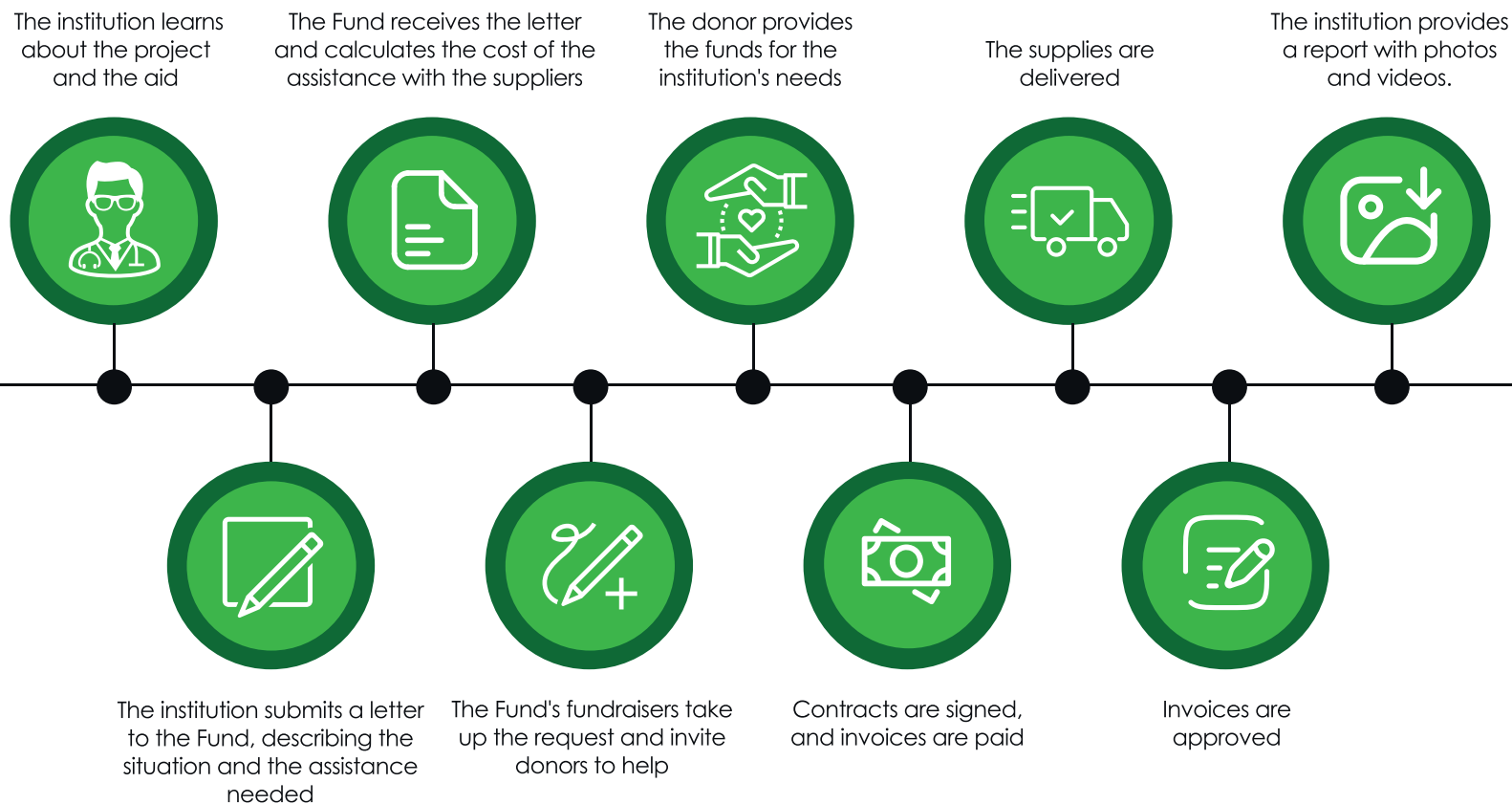


Children's Day

No wonder this day is celebrated on the first day of summer - when children start active leisure activities, games, and sports. Every year, the Blagomay Charity Fund provides them with the necessary sports equipment - balls, soccer nets, bicycles, scooters, and other things to make the summer break fun and memorable.

Over **35,000** children receive regular assistance under the Urgent Needs program.

Program implementation stages



For details on the "Urgent Needs" project, please visit



Key partners:



UAH 19,099,829.29

was allocated for support under the "Urgent Needs" program in 2023.

«Blagomay HUB»

In August 2023, we opened a safe, educational space for teenagers called Blagomay HUB in Kyiv. The Fund plans to create a network of Ukrainian centers where children aged 13 to 18 can feel safe. In addition, the space's activities are aimed at providing extensive support, including a broad range of essential knowledge and practical skills for socialization and a better quality of life. The Blagomay HUB has an expanded educational program that helps teenagers prepare for the multi-discipline test and admission to higher education institutions.



The «Blagomay HUB» offers classes in various areas:



English language training, IT courses, acting classes;



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



Psychological counseling, medical and legal assistance;



Practical classes on stress relief and meditation, self-defense, and art therapy;



Sports games, stretching, and choreography;



Financial literacy intensive classes;



Board games, movie nights, creative workshops;



Meetings with bloggers and opinion leaders.

Program implementation stages

Learns about the project through social networks, telegram, website, advertising, partners, and government agencies



Completes an online or offline interview



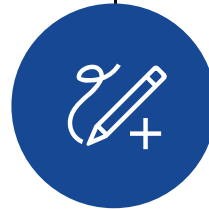
Implements and improves all acquired skills/knowledge



Receives additional information in the project chat and receives the opportunity to participate in other educational events of the Fund.



Fills out an application for participation in the events through the website, telegram, or social networks of the Hub



Receives training



Participates in the Fund's camps

For details on the Blagomay HUB project, please visit



Implemented with the support of:

PEPSICO
FOUNDATION

UAH 7,314,000

The project cost for 12 months.

«Shelter with Love»

Since the start of the military invasion, Ukraine now has almost 5 million internally displaced persons.

Together with the Leo States project, we decided to create settlements for people in Ukraine. The aim is to provide the displaced persons with temporary, comfortable shelter where they can find work, socialize, and improve their mental and psychological state.

As part of the project, small modular houses have already been installed in the Lviv region, where internally displaced persons from all over Ukraine live. 400 people, including more than 80 children, are accommodated in 60 modules, but the settlement will soon be expanded with ten more houses of the same type.

The modules have become the best solution to accommodate people quickly and comfortably.

In addition to the houses, a multifunctional shelter space was constructed. It includes a children's room, a therapy center, and a lecture hall. The space cost was UAH 564,000.



Each house has an area of 14.5 m², is equipped with furniture and electricity, and has a shower and a toilet. The lifespan of the house — **10 years.**

The cost of one module and its annual maintenance — **14,087 euros.**

The houses are located in a beautiful part of Lviv region — **the village of Khorosno.**



Program implementation stages

Establishing a clear and detailed understanding of the budget for housing construction



Announcing the project to potential donors and informing them of its importance



Housing construction process including all necessary furnishings



Settling into new housing, according to the IDPs' waiting list



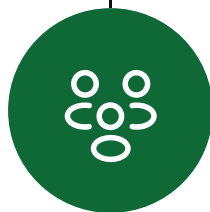
Communication, exchange of experiences and stories of each family about their life situations



Settlement of the beneficiaries.



Forming a waiting list of IDPs for housing and preparation for project implementation



Acquiring donor support for housing construction



Assembling and installing houses in a safe location



Official opening of the housing together with the project donors and introduction meeting with all the accommodated internally displaced persons



Report in the form of photos and videos



Key partners:



For details on the "Shelter with Love" project, please visit



UAH 6,080,363

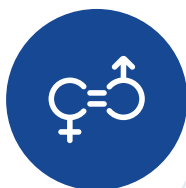
was allocated for support under the "Shelter with Love" program in 2023.

Educational project «Girl Power Ukraine»

In 2020, we were the first in Ukraine to launch a unique educational project for girls called Girl Power Ukraine. Children from orphanages, boarding schools, internally displaced persons' centers, and girls from large, low-income, and socially vulnerable families undergo extensive training with the best speakers covering the following topics:



Management and leadership



Gender equality



Training in overcoming gender-based violence



Mental safety and counteraction to domestic violence



Physical and psychological health



Opportunities for girls to pursue a career and education



Social involvement and social relationships

Girls range in age from **13 to 18**. We also organize an educational forum for girls and the Girl Power Camp — **10-day** educational camp with daily training and a development program.

In 2023, more than **120** teenage girls participated in the project.



The path of a program participant

Learn about the project through social media, website, advertising, partners, government agencies

Complete an online or offline interview

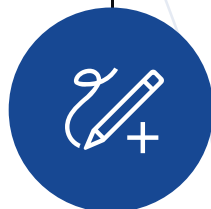
Complete the training

Implement and improve all acquired skills/knowledge

Receive additional information in the project chat and the opportunity to participate in other educational activities of the Fund



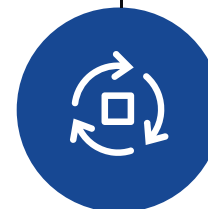
Submit a motivation letter



Become one of the 20 participants of the training course



Receive a certificate



Participate in the project camp

Key partners:

URGENT ACTION FUND
FOR WOMEN'S HUMAN RIGHTS

Mondelēz
International
SNACKING MADE RIGHT

CANADA-UKRAINE FOUNDATION
FONDATION CANADA-UKRAINE
КАНАДСЬКО-УКРАЇНСЬКА ФУНДАЦІЯ

For details on the "Girl Power Ukraine" project, please visit



UAH 1,293,417

was allocated for support under the "Girl Power Ukraine" program in 2023.

«Reconstruction and Recovery»

Air-raid shelters have become an integral part of Ukrainian society during a full-scale war. Their availability in educational institutions is especially important.

In 2023, we established **2 air-raid shelters**, each designed to accommodate **100 children**. These shelters, located in the kindergartens of Lutezh and Staryi Petrivtsi in the Kyiv region, are equipped with modern thermal insulation, comfortable furniture, and all necessary amenities, ensuring the children's safety and comfort.



A multifunctional sports playground with night lighting for football, basketball, and volleyball was restored. Now, more than **800 children** from Staropetrovsky Lyceum in the Kyiv region can play there safely. The playground is made of modern materials with anti-vandal protection. Its cost was **UAH 2,000,000**.



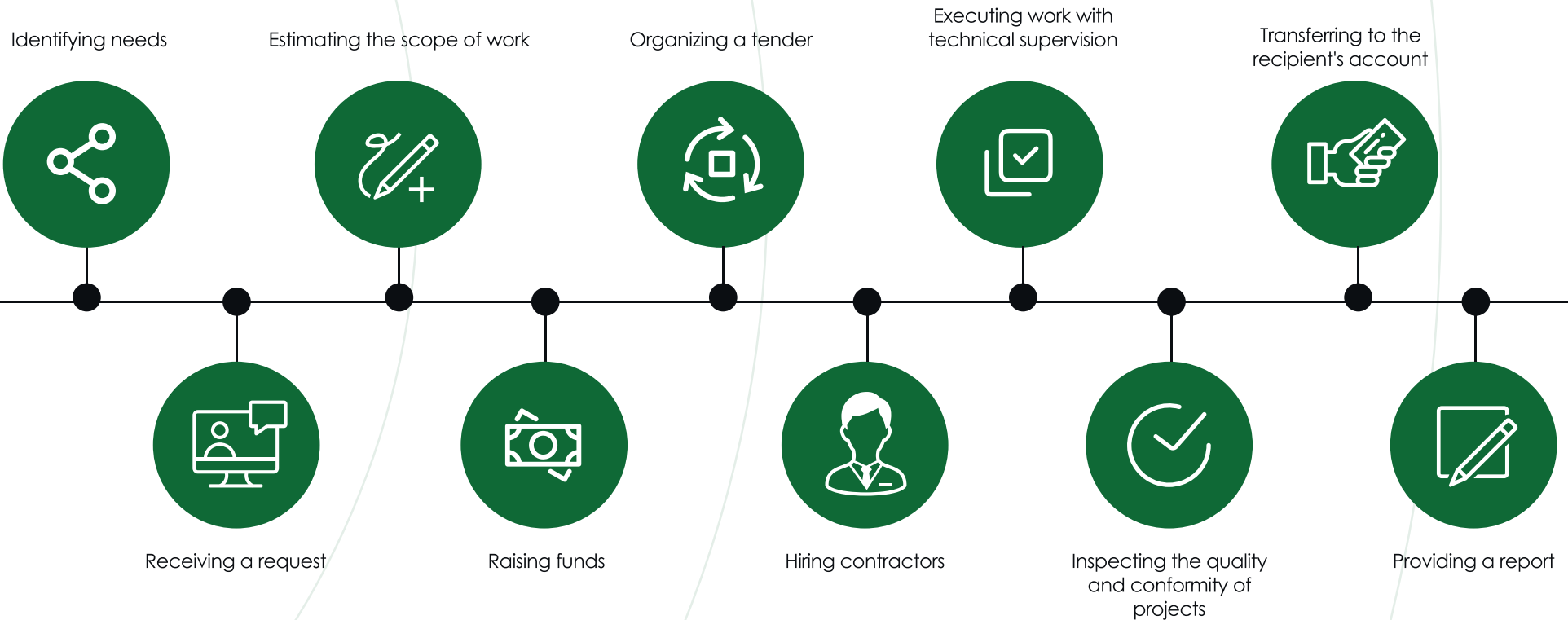
We replaced the heating system and fully renovated **2 bathrooms** for **200 children**, attending the Prolisok kindergarten in the village of Stari Petrivtsi. The total cost of the renovation was **UAH 1,989,180**.



We provided aid to repair the roof of the Bilochka kindergarten in Trostyanets, Sumy region. Due to the armed hostilities, a shell hit the building, so the roof, stairwells, drainpipes, and cornices above the entryways required repairs. The total cost of the work amounted to **UAH 2,656,000**.



Program implementation stages



For details on the
"Reconstruction and
Recovery" project, please visit



Program implementation stages:

Mondelēz
International
SNACKING MADE RIGHT

UAH 13,543,487
is the project's total cost for constructing
air-raid shelters in 2023.

National Contest «Charitable Ukraine»

It is the only nationwide contest to recognize the best philanthropists, volunteers, and the most impactful charitable or volunteer initiatives in Ukrainian society. Charitable and volunteer initiatives are recognized with a unique award called the Angel of Good, also known as the Oscar for charities.

Our Fund has repeatedly won the contest in previous years, and in 2023, we became its Event Partner.





Moreover, Blagomay has initiated the creation of a new contest nomination, Charity of Foreign Business. It reviews applications for charitable activities of foreign companies and those registered in Ukraine with a significant share of foreign capital in the authorized capital to recognize their contributions to the local community.

Since the establishment of the contest, **620 organizations** have been honored with the awards.

Geography of the winners: **Ukraine, Poland, Germany, France, Italy, Belgium, Turkey, Japan** and others.



«St. Nicholas Brunch»

On December 7, Blagomay brought together representatives of socially responsible businesses. As part of the St. Nicholas Brunch, we presented partnership projects and made plans for 2024. In addition, all participants could participate in a workshop by business mentor Ihor Zabolotnyi on the strategy of innovative solutions.

During the brunch, the main benefactors of the Fund were honored and awarded:



Learn more here:



Mondelēz International PJSC received the award for the largest donation during the year and for assisting the largest number of beneficiaries during the war - more than 500,000 Ukrainians.



OTP Bank, Ukraine, was awarded for the largest number of charitable initiatives in 2023.



Cargill received the award for the greatest contribution to helping children from orphanages and providing temporary housing for internally displaced Ukrainians.



BETONENERGO received the award for creating air-raid shelters to protect children in educational institutions of Ukraine and supporting orphanages.



Customertimes Ukraine was honored for its commitment to improving the well-being of children from Ukrainian orphanages.



Sense Bank was awarded for the kindest team that takes care of children from orphanages.



Oleksandr Katsuba received the award for his significant monthly charitable contributions to the childhood of children from Ukrainian orphanages during the war.





SVEA EKONOMI CYPRUS LIMITED and CREDITEXPRESS took the award for their assistance in mitigating the aftermath of the Kakhovka Hydroelectric Power Plant explosion.



Membrana Media News was awarded for contributing to organising IT training for children.



PepsiCo Foundation PepsiCo Ukraine received the award for its outstanding support of the neonatal intensive care units in Ukraine and the opening of the first safe, educational space for children.



SYNGENTA LLC was awarded for their warm hearts and support for children from Ukrainian orphanages during the war.



UNILIVER UKRAINE LLC was awarded for organizing the largest charity events in Ukraine, providing significant assistance in educational projects, and giving gifts to children in difficult situations during the war.



Yuriy Shynkaruk was awarded for his consistent charitable contributions to improving the childhood of children from Ukrainian orphanages during the war.

«CSR Breakfasts»



CSR Breakfasts are open meetings for businesses and NGOs, co-organized by the Charitable Foundation Blagomay.

They are dedicated to global trends in corporate social responsibility, current trends, global CSR challenges, and successful initiatives to implement corporate social responsibility practices.

The goal of the CSR Breakfasts is to improve the expertise of corporate social responsibility specialists.

Speakers at the meetings are:



Ukrainian and international experts



representatives of the public sector



founders and directors of companies and organizations





«Our cooperation with Blagomay started with the resumption of CSR Breakfasts, one of the Center's flagship projects. This partnership has given the project a new start, allowing us to be **the first** to bring people offline to share their experiences regarding these issues. In 2023, **we held 9 breakfasts, 3 of which were in partnership with the Fund**. I am grateful to our partners for their cooperation and trust, and I am confident that we will achieve even better results in 2024».

Maryna Saprykina, Head of the Center for CSR Development, ESG and Sustainable Development Expert.

Themes of the events:

- Employment of veterans
- CSR trends
- Corporate social responsibility practices



Special Joint Initiatives

EVA, Unilever, Antoshka, Milk Bar, Salateira, and the Elfik network of educational centers are only some companies with which the Charitable Fund Blagomay cooperates.



Campaign with Unilever and EVA

Last year, the EVA store chain, with the support of Unilever and the Simple brand, decided to support teenage girls who participated in our Girl Power Ukraine educational project.

From July 13 to August 2 and in December 2023, **UAH 10** from each purchase of Simple products were transferred to the needs of the Girl Power project participants. They are girls from orphanages and internally displaced persons.



The Milk Bar and "Blagomay"

For a month, **UAH 5** from each drink sold at the Milk bar was transferred to the Blagomay Fund account. The only requirement was that the drink had to be in special cups illustrated by children. Blue and yellow clouds, flowers, a house, a rainbow, the flag of Ukraine—all these were drawn by children from the orphanages we support.



Salateira
так здорово!

Joint initiative with Salateira

To celebrate Children's Day, Blagomay launched a joint initiative with the Salateira restaurant chain. From May 31 to June 3, customers of Salateira restaurants could donate **UAH 10** by adding it to their orders. These funds were transferred to help children from orphanages, boarding schools, and children affected by the war in Ukraine.

Joint charity events for the Christmas and New Year holidays

Unilever

The Christmas and New Year season is a time for children's dreams to come true. To help make the dreams of orphans come true, the company launched a nationwide charity event with the participation of Rexona, TRESemme, Dove, Clear, Simple, Axe, Signal, Silky Hands, Clean Line, and Forest Balm brands. From November 20 to December 20, for each product sold from the brands mentioned above, **UAH 10** was allocated towards purchasing toys and various devices for children.

PJSC MONDELEZ UKRAINE

Employees of PJSC Mondelez Ukraine also contributed to the purchase of Christmas gifts for the Rokytnyansky District Orphanage in Kyiv region and the Center for Social and Psychological Rehabilitation of Children in the village of Khmilnytsia, Chernihiv region.

Apteka 911

Apteka 911 also joined the initiative to donate gifts to children. Children in the Cherkasy Regional Center for Social and Psychological Rehabilitation of Children, Znamenskaya Special School, and Vinnytsia Regional Social and Psychological Center for Rehabilitation of Children were presented with sweet gifts.

In total, **1,969 children** received gifts for the Christmas holidays. This was facilitated by **Unilever, Apteka 911, Mondelez Ukraine, Antoshka, and SENSE BANK JSC.**



АНТОШКА

АПТЕКА
9.1.1

Mondelez
International
SNACKING MADE RIGHT

Unilever

sense bank

Impact and Presence Map



Vinnytsia region

Urgent needs, Psychological support.



Volyn region

New hospitals, Psychological support.



Dnipropetrovsk region

New Hospitals, Urgent needs, Psychological support.



Donetsk region

Urgent needs, Psychological support.



Zhytomyr region

Urgent needs, Psychological support.



Zakarpattia region

Urgent needs, Girl Power camp, WOW camp, Psychological support.



Zaporizhzhia region

Urgent needs, Psychological support.



Ivano-Frankivsk region

Urgent needs, Psychological support.



Kyiv region

New Hospitals, Medical Office, Urgent Needs, Girl Power, Blagomay HUB, Reconstruction and Recovery, Psychological support.



Kirovohrad region

Medical office, Urgent needs, Psychological support.



Luhansk region

Psychological support



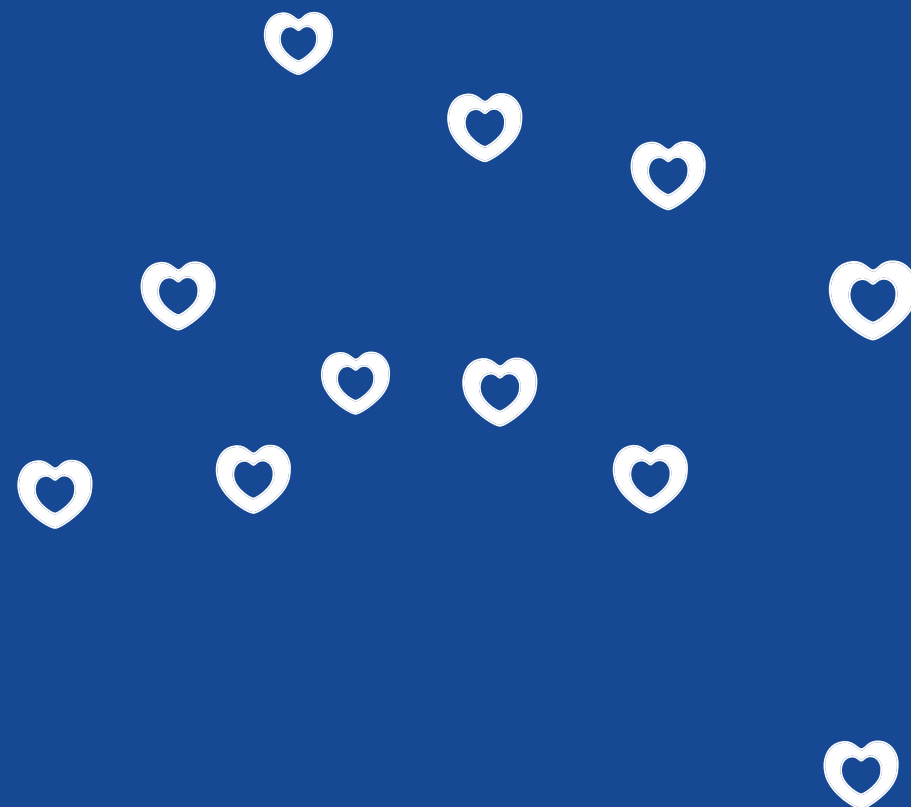
Lviv region

Urgent needs, Psychological support.



Mykolaiv region

New hospitals, Urgent needs, Psychological support.



**Odesa region**

Urgent needs, Psychological support.

**Poltava region**

Medical office, Urgent needs, Psychological support.

**Rivne region**

New hospitals, Urgent needs, Psychological support.

**Sumy region**

New hospitals, Urgent needs, Reconstruction and recovery, Psychological support.

**Ternopil region**

Medical office, Urgent needs, Psychological support.

**Kharkiv region**

New Hospitals, Girl Power, Psychological support.

**Kherson region**

New hospitals, Urgent needs, Psychological support.

**Khmelnyskyi region**

Urgent needs, Psychological support.

**Cherkasy region**

Urgent needs, Psychological support.

**Chernivtsi region**

Urgent needs, Girl Power, Psychological support.

**Chernihiv region**

New hospitals, Urgent needs, Psychological support.

Cooperation with UN Clusters

The Charitable Fund Blagomay effectively cooperates with the UN clusters. On an ongoing basis, Blagomay provides reports on the activities carried out throughout Ukraine in six clusters:

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



is a coordination body that unites efforts within the framework of international humanitarian assistance to Ukraine. Its mission is to provide shelter and non-food items (NFI) to people in Ukraine affected by the armed conflict.

The Education Cluster Ukraine



is a coordination body under the global leadership of the Global Education Cluster. It aims to ensure access to quality education in emergencies for children and youth affected by the conflict in Ukraine.

GBV Sub-Cluster Ukraine



is a coordination body within the UN Protection Cluster. Its goal is to strengthen humanitarian assistance to people who have suffered or are at risk of suffering from gender-based violence (GBV) in Ukraine, especially in the context of armed conflict.



This cooperation allows for the receipt of all the necessary information on the activities of other Funds and the government in various areas. It also prevents possible overlap of assistance to beneficiaries and allows for an even distribution of aid.

The Health Cluster Ukraine



is a coordination body that ensures a comprehensive response to the needs of the public health care system during humanitarian crises caused by the armed conflict in Ukraine. It operates under the overall guidance of the World Health Organization (WHO).

WASH



is an acronym for Water, Sanitation and Hygiene. A WASH cluster is a coordination body that brings together humanitarian organizations, governments, donors, and other partners to ensure that people affected by humanitarian emergencies have access to safe water, sanitation, and hygiene.

The FSI Cluster Ukraine



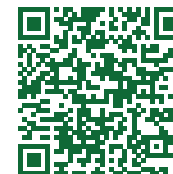
is a coordination body aimed at ensuring a comprehensive response to the food and livelihood needs of people affected by the armed conflict in Ukraine. It operates under the overall guidance of the Food and Agriculture Organization of the United Nations (FAO).

Annual Report by Project

The Charitable Fund Blagomay has successfully passed an external audit of its financial activities for 2023. The audit was conducted by the International Audit Company HLB Ukraine.

In 2023, we raised UAH **187,222,138.05** (**EUR 4,680,553.45**) in financial aid from international and Ukrainian companies and donor organizations. The largest donation was in the amount of **UAH 60,338,190**.

For details on the 2023 Fund Audit Report, please visit



In 2023, the Fund has allocated to projects:

UAH 182,300

Psychological support

UAH 19,099,829.29

Urgent needs

UAH 179,027.28

Clean water

UAH 1,205,081

Medical office

UAH 6,080,363.14

Shelter with love

UAH 1,361,883.70

Blagomay Hub

UAH 1,293,417.41

Girl Power Ukraine

UAH 116,284,033

New hospitals

UAH 4,879,272.05

Warm winter

UAH 13,543,487.98

Restoration of air-raid shelters

UAH 50,000

IT Study

UAH 1,699,498.84

OTP Bank Helps Ukraine

UAH 707,479

WOW Camp-7



UAH 20,286,465.36 will be allocated for charitable projects in 2024.

Partners' Feedback

TOP private donors:



"I am grateful to the Blagomay Fund for the opportunity to be a donor and support the orphans in Ukraine now; your work is truly incredible!"

Margarita Chichuy, *stylist, entrepreneur*



"The Blagomay is a Fund with the right values."

Oleksandr Katsuba, *specialist in the oil and gas industry*



"This Fund fulfills mankind's most important mission—helping children. I am grateful to you for your contribution to transforming the future of our nation and our young generation."

Sergiy Bondarenko, *IT entrepreneur*



Association of Philanthropists of Ukraine

"We started creating pages of history together a few years ago when Blagomay became a member of the Association of Philanthropists of Ukraine and participated in and won the National Charitable Ukraine Contest and its regional rounds. We were sincerely happy for our colleagues, watching their projects, achievements, and victories."

Last year, we held a joint award ceremony for the winners of the Charitable Ukraine Contest, where Blagomay was our partner and the source of inspiration for a new nomination category. Our teams collaborated, shared responsibilities, and, most importantly, inspired each other with new ideas. This year, we have expanded our collaboration into new projects and nominations within the contest. We are grateful for this enriching experience and our successful partnership. Together to Victory!"

Oksana Lobko, *Executive Director of the Association of Philanthropists of Ukraine*

PJSC Mondelez Ukraine



"Over the **two years** of our fruitful cooperation with the Blagomay Charitable Fund, we have implemented several crucial charitable initiatives in Ukraine. The Fund's team is comprised of professionals united by a joint mission to help those who need it most. Therefore, we value our partnership with Blagomay and look forward to continuing our cooperation to support the Ukrainian and Ukrainian communities in this difficult time."

Yaroslav Liakhovych, *Communications manager at Mondelez Ukraine*

OTP Bank



"In a world full of uncertainty and unrest, it is so important to have a trustworthy partner. Someone you can rely on under any circumstances. Someone who always acts as transparently and professionally as possible. We appreciate our **10-year partnership** with the Blagomay Charitable Fund. And especially the two-year cooperation within the OTP Bank Helps Ukraine project, where we have already implemented **21 initiatives** totaling more than **UAH 6 million**, most of which are related to the medical sector. In particular, we helped military hospitals together: we purchased and donated lung ventilators, hemodialysis supplies, electric beds, and radiation protective clothing for surgeons who use an X-ray machine to remove shrapnel from wounds. We supported children's hospitals and purchased the necessary medical equipment: the OKHMATDYT children's hospital, the neonatal center in Mykolaiv, and the children's hospital in Kropyvnytskyi.

Together, we helped children from orphanages and rehabilitation centers in Nizhyn, Smila, Bila Tserkva, Vorzel, and Ternopil. We supported orphans displaced from Toretsk. We arranged a shelter at the Center for Social and Psychological Rehabilitation of Children in Khmilnytsia village and collected aid for the victims from the flooded areas of the Kherson region.

We are grateful to the Blagomay Fund for the jointly implemented projects, and we continue our cooperation today".

Lesya Syrota, *team leader of the OTP Bank Helps Ukraine charity project, director of the OTP Bank retail business sales and network management department.*

PepsiCo Ukraine



"**For ten years**, PepsiCo has been committed to cooperating with the Blagomay Charitable Fund to support the Ukrainians we are proud to serve. During this time, our joint efforts have covered a wide range of areas of aid - from providing access to clean drinking water and evacuating people from dangerous regions to providing food, clothing, and other essentials for orphanages, as well as creating the first safe, educational space for teenagers in Ukraine and providing medical facilities with vital equipment. We are proud of our long-standing cooperation with the Blagomay Fund, as it is through the combined efforts of responsible businesses and charitable organizations, we can make a lasting impact on communities and empower them to grow and prosper."

Turchaninova Kateryna, *Head of External Communications PepsiCo Ukraine*

Future Plans

We want to expand our activities and provide even more help to those who need it most.

Program goals for 2024

In 2024, the Charitable Fund Blagomay will continue to support vulnerable social groups through its projects and programs. We plan to increase assistance in each area to help even more people.



«Blagomay HUB»

We plan to open **6** hubs in different regions of Ukraine for more than **30 thousand** children.



«New Hospitals»

We plan to purchase medical equipment for **45** medical institutions worth **UAH 200 million**.





«Reconstruction and Recovery»

Blagomay and its partners plan to build **8** air-raid shelters and restore **6** damaged educational institutions.



«Girl Power Ukraine»

44 offline groups will be opened in **20** cities in Ukraine, and **2** camps will be established in the Zakarpattia region. In addition, we will hold **2** online forums. We plan to invite more than **5,000** girls to join the project.



«Urgent Needs»

We plan to provide assistance to **30,000+** children.

Charity for the future!






Scan this QR code to join our Charitable Fund on social media and our website. Your support is very important to us!



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