

BLAGOMAY

charity for the future

GENERAL PRESENTATION

2025 

Mission:

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

Vision:

We passionately work towards living in a free, successful, and independent country where Ukrainians receive quality education and medical services throughout the nation.



Ranked in the TOP-50
Charitable Foundations
according to Forbes
Ukraine



Ranked in the TOP-100
Charitable Organizations by
the Association of
Philanthropists of Ukraine



Member of the
European Business
Association



Member of the Health Cluster
SAG - Strategic Advisory Group
of the Health Cluster in Ukraine



Member of the Ukrainian
Child Rights Network



Verified on the international
platform CAF America



Verified on the
international platform
Benevity



Verified on the international
platform Global Giving

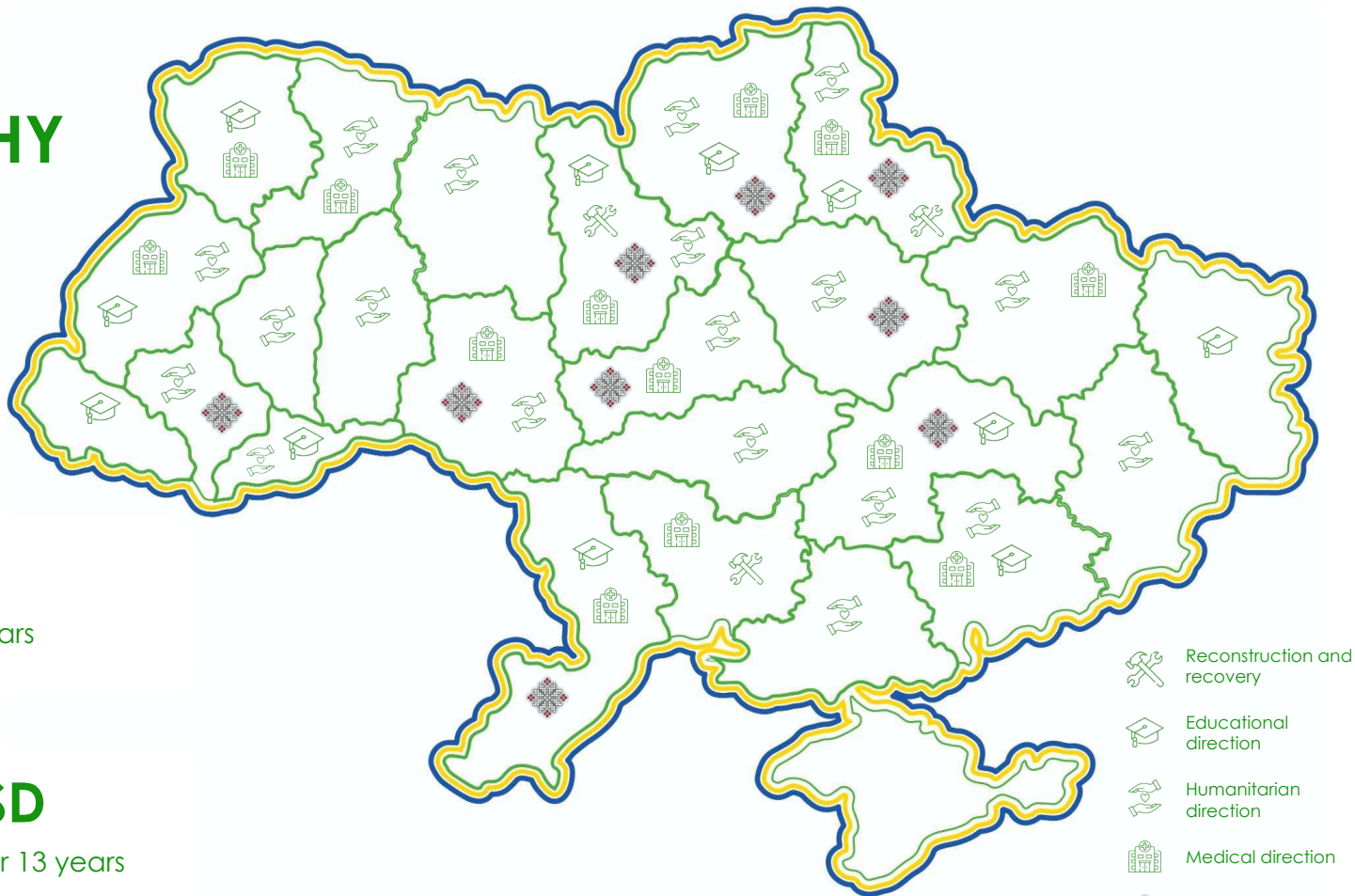
GEOGRAPHY OF OUR ACTIVITIES

1,638,142

beneficiaries over 13 years
(2012-2024)

7,465,840 USD

spent on assistance over 13 years
(2012-2024)



-  Reconstruction and recovery
-  Educational direction
-  Humanitarian direction
-  Medical direction
-  Cultural code of Ukraine

OUR MAIN AREAS OF ACTIVITY



Medicine



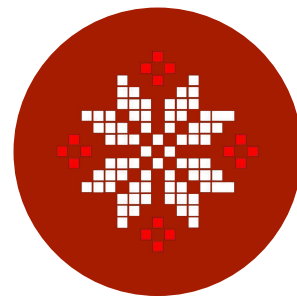
Reconstruction
and recovery



Education



Humanitarian
aid



Cultural
initiatives

MEDICAL PROGRAM

We equip medical institutions with new and modern equipment to improve the quality of healthcare services in Ukraine.

3,5 million

USD in aid

1 390 068

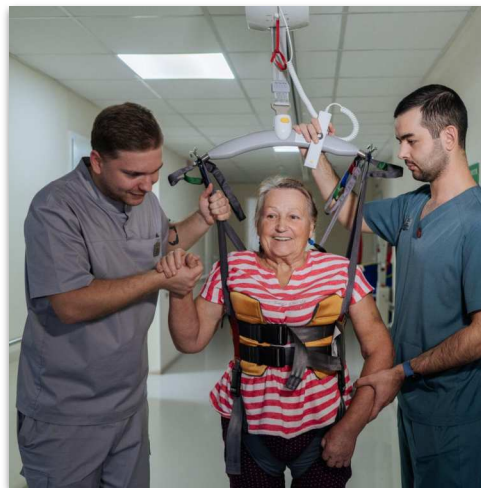
beneficiaries

470

units of medical
equipment provided

13

regions of Ukraine
covered





Restoration of educational
and medical institutions



Building of shelters

RECONSTRUCTION AND RECOVERY

7,500+ beneficiaries

13 educational institutions supported

3 medical institutions assisted

8 shelters built and renovated

675k USD

spent on the project



Repair and refurbishment of shelters

SHELTER WITH LOVE

Building of temporary free housing for people who lost their homes due to the war in Ukraine.

Assistance was provided to over

400 adults and 140 children

in the village of Khorosno, Lviv region

240k USD spent on the project

in partnership with:



EDUCATIONAL PROGRAMS

Girl Power Ukraine - A unique educational course for teenage girls (ages 12-18), providing essential knowledge about their rights and opportunities while preventing negative social phenomena.

Impact Results Over 5 Years:

Over 195k USD spent on the project
30,330 participants (both online and offline)
Conducted in **13** regions of Ukraine



EDUCATIONAL CAMPS

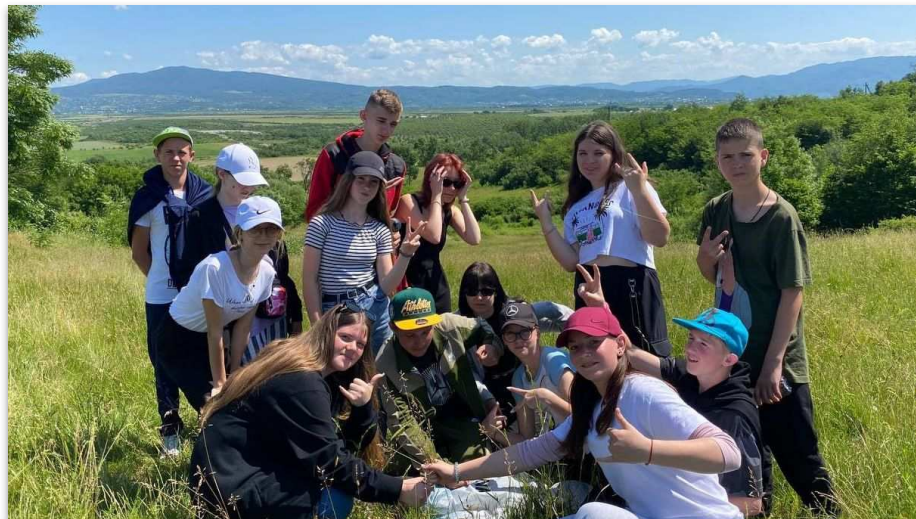
Wow Kids camp - 8 camps, 240 children

Like Camp - 3 camps, 90 children

IT Camp - 3 camps, 90 children

OTP Kids Camp - 3 camps, 135 children

Girl Power Camp - 3 camps, 90 children



A **10-day** educational camp with a daily learning and development program.

Budget: Over 95k USD

Coverage: 645 children





Kyiv, 2023

BLAGOMAY HUB:

Participants: **7,905**

Events Held: **841**

Guest Lecturers: **339**

Individual Psychological Consultations: **393**

6 Thematic Day Camps

Budget: Over 265k USD



Expanding access to STEM education and helping overcome gender stereotypes in professions.

Coverage: 20,000+ girls from all regions of Ukraine (schools, universities, communities)

#дівчата
STEM



Career Guide

- 12+ career guidance meetings with leading companies across various industries
- 12+ practical workshops for participants
- Career Fair Career Guide



HUMANITARIAN AID PROGRAM

Результати впливу:

90,000+
beneficiaries

1,5 million USD
allocated for
humanitarian aid

Impact Results: Implemented humanitarian projects:

- Hot Needs
- Warm Winter
- Children's Day
- Full Backpack in Wartime



CULTURAL CODE OF UKRAINE

Our initiative preserves and promotes Ukraine's cultural heritage among children from vulnerable categories, providing them with traditional clothing and teaching them about values, history, and traditions.

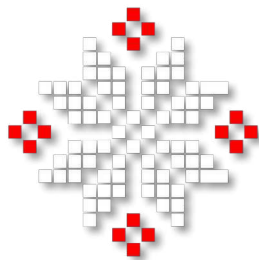
Impact Results (since 2023):

Children reached: **700+**

Institutions covered: **31**

Regions covered: **9**

Over 15k USD spent for program



PARTNERSHIP EVENTS

National Contest "Charitable Ukraine"

General partners of the "Charitable Ukraine" - 2023

12,000

submitted
applications

630

winners from the
business sector

13

years of the
competition

CSR Breakfasts

in partnership with CSR Ukraine

Monthly meetings with Ukrainian and international businesses and NGOs discussing important topics related to corporate social responsibility.

10+

CSR Breakfasts

600+

Participants

350+

international and
Ukrainian companies



Kyiv



Kyiv

COMMUNICATION STRATEGY



Writing and publishing
press releases in media
outlets



Developing and
implementing special
media projects



Creating high-quality
professional
photo/video content



Collaborations with
opinion leaders



Advertising in print
media

COMMUNICATION RESULTS IN 2024

3.7 million
unique users reached

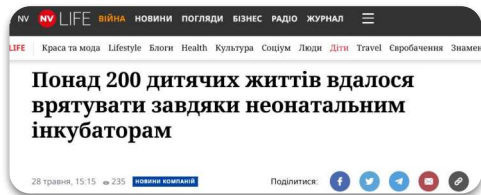
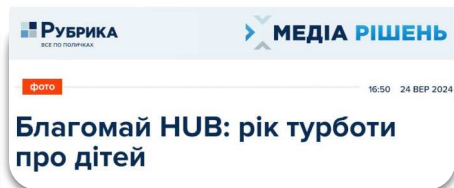
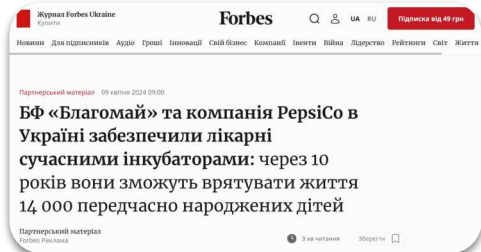
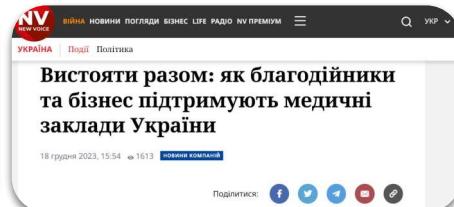
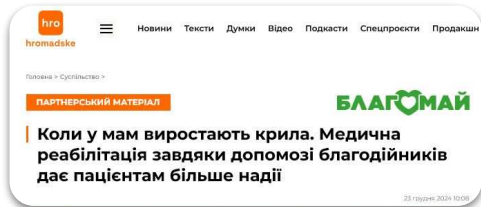
518
media mentions

3

features in Forbes print
magazine

2

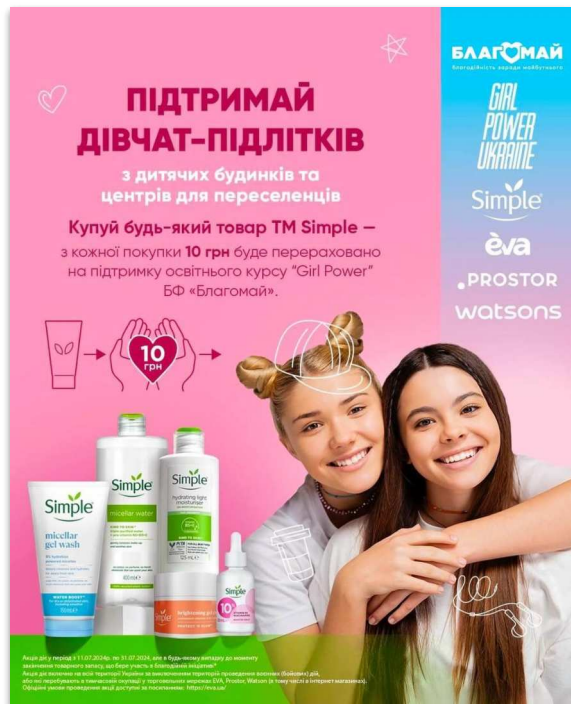
special communication projects
implemented: "Warmth for
Infants" and "Brave in Spirit"



You can view an example of a report of our communication projects at the [Link](#)

JOINT CHARITY CAMPAIGNS WITH PARTNERS

Retail charity campaigns



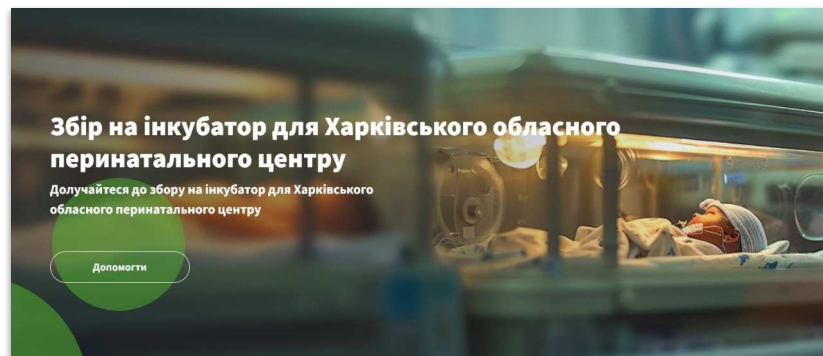
HoReCa charity campaigns



EBA charity campaigns



Bank charity campaigns



OUR DONORS AND PARTNERS



AF JOCHNICK FOUNDATION



Unilever



THE GOVERNMENT
OF THE FAROE ISLANDS



ETC.

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charity for the future



Our charitable
year 2024



Our social
networks



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