



charity for the future

GENERAL PRESENTATION

2025 The flag of Ukraine, featuring horizontal stripes of blue and yellow.

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

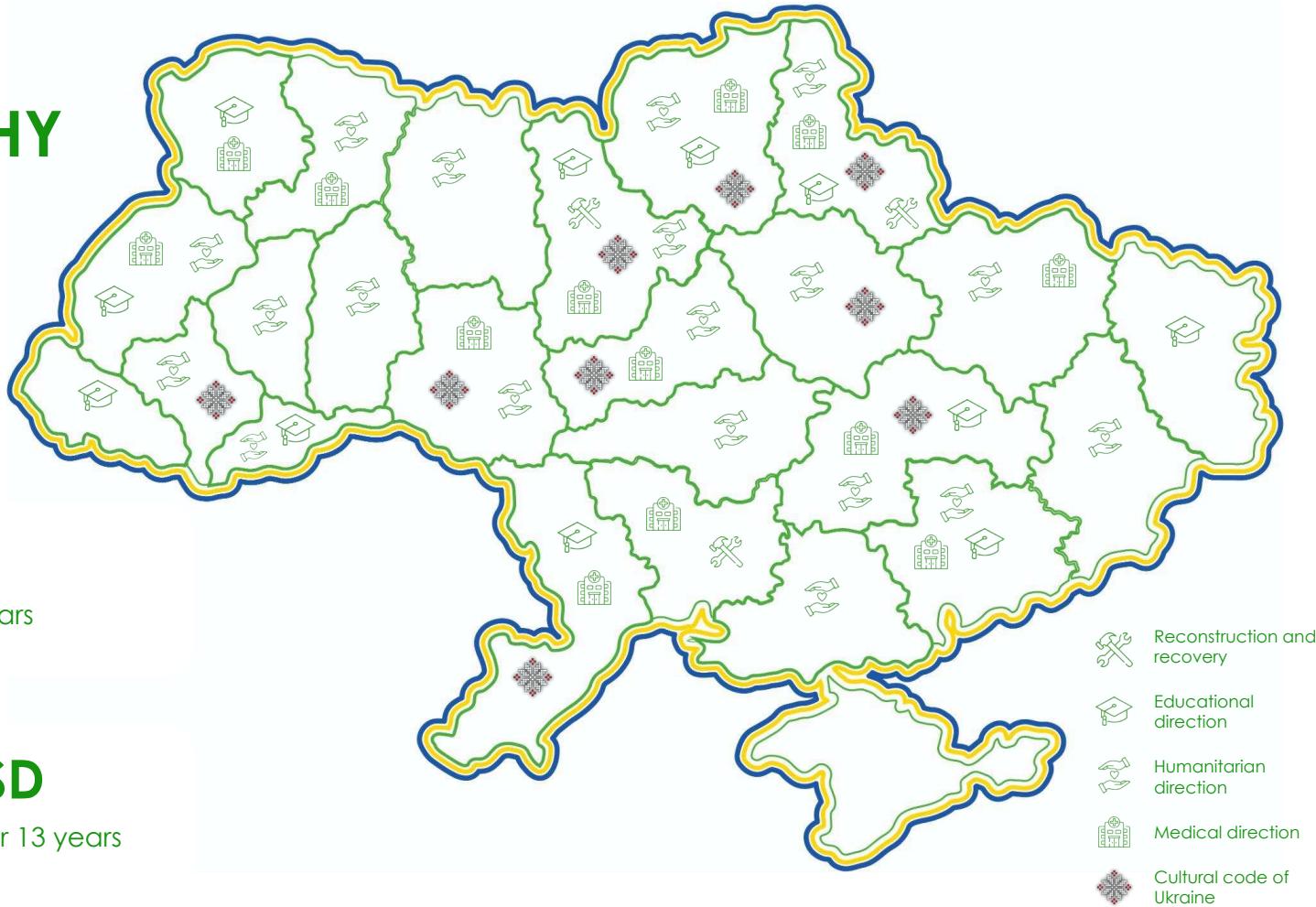
GEOGRAPHY OF OUR ACTIVITIES

1,638,142

beneficiaries over 13 years
(2012-2024)

7,465,840 USD

spent on assistance over 13 years
(2012-2024)



OUR MAIN AREAS OF ACTIVITY



Medicine



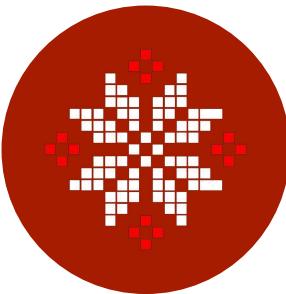
Reconstruction
and recovery



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

470
units of medical
equipment provided

1 390 068
beneficiaries

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+ radical 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.

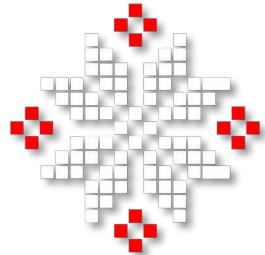
Impact Results (since 2023):

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



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

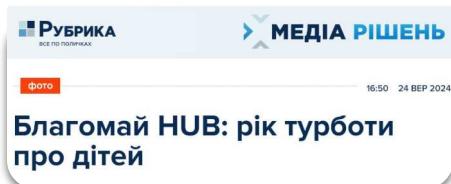
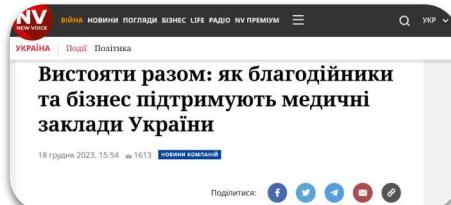
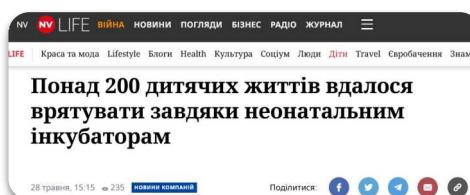
COMMUNICATION RESULTS IN 2024

3.7 million
unique users reached

518
media mentions

3
features in Forbes print
magazine

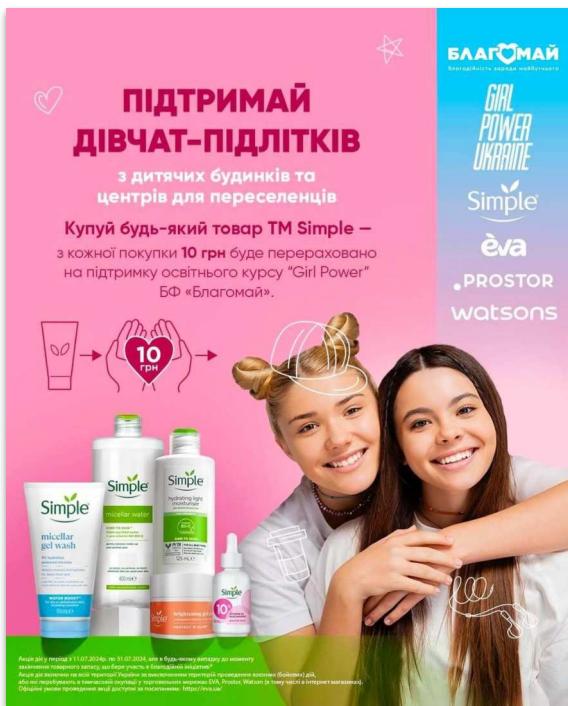
2
special communication projects
implemented: "Warmth for
Infants" and "Brave in Spirit"



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



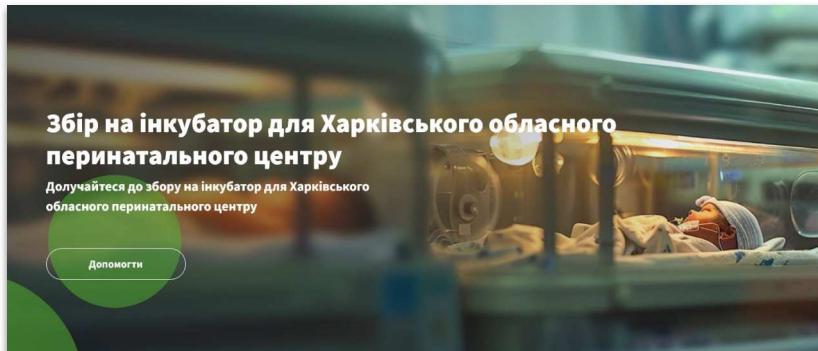
Bank charity campaigns



Збір на інкубатор для Харківського обласного перинатального центру

Долучайтесь до збору на інкубатор для Харківського обласного перинатального центру

Допомогти



OUR DONORS AND PARTNERS



AF JOCHNICK FOUNDATION



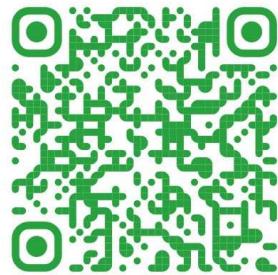
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Our charitable
year 2024



Our social
networks



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