

Annual Non-Financial Report 2023



The Charitable Foundation MHP — GROMADI received a positive audit report by PwC based on its 2022 operations review

A YEAR IN REVIEW BY TETIANA VOLOCHAI	3
A YEAR IN REVIEW BY YURIY MELNYK	4
KEY EVENTS IN 2023	5
WHO DO WE WORK FOR?	6
AREAS OF ACTIVITY	7
■ ECONOMIC DEVELOPMENT	8
DO YOUR BUSINESS	9 - 10
■ FOOD SECURITY	11
SOWING SEEDS!	12
FOOD PACKAGES FOR RESIDENTS IN FRONTLINE REGIONS	13
VICTORY GARDENS	14
■ SOCIAL SUPPORT	15
TIME TO ACT, UKRAINE!	16
HEALTH TROVE	17
YOUTH FOR THE COMMUNITY	18
DOCTOR FOR THE VILLAGE	19
■ SUPPORT FOR DEFENDERS AND THEIR FAMILIES	20
MHP STANDING TOGETHER	21

■ INFRASTRUCTURE IMPROVEMENT	22
SHELTERS	23
■ CULTURAL HERITAGE	24
CINEMA FOR VICTORY!	25
LET'S SING TO BRING US VICTORY!	26
PRESERVATION OF CULTURAL HERITAGE	27
VOLUNTEERING	28
STRUCTURE OF EXPENSES	29
PARTNERS	30
CONTACTS	31

A YEAR IN REVIEW BY TETIANA VOLOCHAI, HEAD OF MHP – GROMADI

3



Tetiana VOLOCHAI,
Head of MHP – GROMADI

For the past two years, our country has been confronting the harsh realities of a fullscale war. Despite the relentless challenges and trials we face, our team has continued to work tirelessly, never once slowing down. We have constantly been transforming our approaches and enhancing our adaptability to more effectively support those suffering daily from military aggression.

Following the russian shelling in 2023, our volunteers provided food kits and baby food to residents of front-line areas, as well as generators, pumps, hygiene products, and other essentials to those impacted by the attack on the Kakhovka Hydroelectric Power Plant. The calamity brought upon our land by the russian invasion demands immediate action. We cannot remain idle while one part of the country is drowning and another is engulfed in flames.

Even so, we have not lost sight of our primary, strategic projects that are crucial for the development and recovery of communities. In 2023, our leading projects scaled up and became more efficient.

We are particularly proud of the “Do Your Business” contest, which has laid the foundation for three subprojects. One of these is **“#WorthDoingYourBusiness”**, aimed at supporting veterans, military personnel, and their families. Thanks to the second contest, **“Do Your Business with Kurator”**, HoReCa entrepreneurs affected by the war have been able to revive their businesses after the liberation of areas like Irpin, Borodianka, and the Baryshivka community. Today, under our third initiative **“Do Your Business.Vinnytsia region”**, we are offering training and grants to veterans and military personnel in Vinnytsia, which is vital for their reintegration.

Every story emerging from these projects enables people not just to recover from the losses the war has inflicted upon them, but also to rediscover the meaning of life and move forward.

The war has neither stopped us, nor did it intimidate us, but it disrupted our usual pace and compelled us to work with triple the effort: for ourselves, for the veterans, and for those who can no longer return. We have discovered within ourselves the boundless strength to push forward and bring our Victory closer. The year that began on February 24, 2022, has now stretched into two, but during this time, we have learned to face challenges, overcome obstacles, and help others. We are committed to the long haul, and prepared for the marathon. For more information about our activities, projects, and results see the pages of this report.

A YEAR IN REVIEW BY YURIY MELNYK, CHAIRMAN OF THE SUPERVISORY BOARD OF MHP – GROMADI

4



Yuriy MELNYK,
Chairman of the
Supervisory Board

It's hard to believe, but looking back, it becomes clear: for two years, our country has been in a state of war, and each of us, whether directly like our defenders or indirectly like the rest of the Ukrainians, feels its impact every day. Those who defend our nation and its independence with weapons every day, those who strengthen the state's defensive economic power at their workplaces, and those who volunteer or engage in charity work, supporting both the defenders and civilians in need, all contribute to creating conditions for the development of communities and citizens.

Reflecting on 2023, it's important to acknowledge that **MHP – GROMADI**, having identified the most pressing areas of activity at the start of the year, fulfilled its planned tasks with the support of philanthropists, partners, and donors. This effort has lived up to the trust and expectations of defenders, communities and citizens. Notably, MHP – GROMADI's activities in 2023, even amidst the war, were characterized by a comprehensive approach to planning, project selection, and their effective implementation.

MHP – GROMADI's unequivocal priority was to cooperate with the military, providing charitable aid and support to our nation's defenders. Meanwhile, MHP – GROMADI continued to work on projects that, given the state of war, are of extraordinary importance to the lives of communities in education, health care, culture, sports, entrepreneurship development, and the affirmation of national consciousness and identity.

One of the significant and promising directions initiated by MHP – GROMADI in 2023 was the creation of the comprehensive **MHP STANDING TOGETHER** program for interaction with the military, veterans as well as their families, aimed at providing maximum support and assistance in coordination with state and regional structures. The comprehensive and effective implementation of the MHP STANDING TOGETHER program is a new but primary focus of MHP – GROMADI's activities in 2024. Additionally, another key priority in MHP – GROMADI's project activities for 2024 is the development of partnerships and interactions with philanthropists and donors.

The war continues, and we do not know how much more time we need to win. But we know for sure that we will make every joint effort to do so. The war has toughened us, made us more resilient, and taught us to quickly adapt to changing situations. However, it has not and will never change our core values for which we work – open-mindedness, transparency, mutual respect and support for those who need it. Together, we will prevail!

KEY EVENTS OF MHP – GROMADI IN 2023

- Changing the structure – responding to new challenges

As a response to rising demands and new needs in the communities due to the full-scale invasion, is changing its structure. The National Projects Unit was created **to develop clear and understandable principles for the implementation of initiatives** on the all-Ukrainian scale. And the new Social Investment and Partnerships Unit strengthens the financial sustainability of MHP – GROMADI, **attracting grant funds from international and national institutions** and building an ecosystem of strategic partnerships.

- Record number of partnerships and donors

The number of partners and donors **increased by 150%** compared to 2022, which made it possible to attract grants for youth programs, strengthen food security in communities, open educational hubs and provide humanitarian aid for suffered regions.

- SABRE International Award for the project “Cinema for Victory!”

World recognition of the project “Cinema for Victory!” demonstrates **the transformative power of art and culture** that unites people around national values to motivate and support them.


- Positive audit report from PwC

MHP – GROMADI was audited by PwC in accordance with International Standards on Auditing (ISAs) for financial reporting and received a positive assessment, which is an indicator of **transparency and effective management of resources that come with each donation.**



WHO DO WE WORK FOR?

6


Pidhaichyky village,
Lviv region




Tetiana TSOROKH,
15 years old, schoolgirl

Tetiana is an active schoolgirl from the Lviv region. Despite the opportunity to study abroad, she remains in Ukraine and intends to develop her village and community. To do this, she looks for a wide variety of opportunities: from grant competitions to learning English and mastering social media promotion.



“Thanks to the “Youth for the Community” project, I know for sure that after receiving higher education, I will return to my village and work to make my community modern and comfortable to live in, so that no one wants to change Pidhaichyky for any other city in the world.”


Bobrytsia village,
Cherkasy region



Olena SHTEFAN,
48 years old, head of the community

Olena is an active head of the community. She gathers other active residents in the settlements of her community, involving them in participation in grant competitions, development, and the adoption of experience from foreign colleagues. She skillfully cooperates with large, small and medium-sized businesses, uniting them around social initiatives important for the community.



“You can't just sit around and wait for someone to come and offer support. That's not going to work. Capability must be fought for. The competition “Time to act, Ukraine!” from MHP – GROMADI gives such an opportunity, because it is not only about financing, but also about the opportunity to gain new knowledge, acquaintances and useful skills.”


Borodianka village,
Kyiv region



Stanislav OBUKHIVSKYI,
31 years old, entrepreneur

Stanislav is an entrepreneur who works in the field of HoReCa: he has several coffee shops in the Kyiv region. His facilities are damaged after the occupation by Russian troops. However, he continues to work, pay taxes, provide services to local residents and create jobs. He is also constantly looking for new opportunities for development – from grants to courses and lectures.



“I want my renovated coffee shop and shawarma kiosk to be able to serve not 100 people every day, but at least 200. I strive to fill the city budget so that Borodianka becomes even better than before. Of course, the plan is to create a chain of coffee shops under a single recognizable brand.”

AREAS OF ACTIVITY

Since 2015, **MHP – GROMADI** has been developing Ukrainian communities. Our mission is to help communities become self-sufficient through building partnerships among community, business, and government. Make them such that people want to live there. Therefore, the areas of our work are not limited to one vector, because the development of the community is impossible without the support of local businesses, infrastructure, training, and development of the public sector or the support of vulnerable segments of the population.



MHP – GROMADI was audited by PwC in accordance with International Standards on Auditing (ISAs) for financial reporting and received a positive assessment, which is an indicator of transparency and effective management of resources that come with each donation.



ECONOMIC DEVELOPMENT

#capablecommunity



*ECONOMIC DEVELOPMENT by supporting local businesses, creating job opportunities, and fostering economic growth within the community.

A competition of business ideas to support small businesses in local communities. The competition is open to the following applicants:

- entrepreneurs who already have a ready-made business;
- entrepreneurs whose businesses suffered because of the war;
- people who are planning to start a new business.

In 2023, the competition was scaled up and became an “umbrella” competition for other derivative competitions:

- #Worth Doing Your Business;
- Do Your Business with Kurator;
- Do Your Business. Vinnytsia region.




Each of the winners of these competitions creates new jobs in their communities.

- covered **2 000** families, including IDPs, military personnel, veterans, and their families;
- 217+** thousand granted for 108 projects;
- €73+** thousand of taxes paid to the budgets of local communities in 2023;
- €2 300+** per one business.



FOOD SECURITY

#capablecommunity

A baby wearing a bright orange puffer jacket and a pink knit hat with a unicorn face and pink pom-poms is looking down at a spoonful of food. The baby is holding a green-lidded jar of baby food. In the background, there is a brick wall and a green metal gate.

***FOOD SECURITY** by arranging the possibility to have physical and economic access to sufficient, safe, and nutritious food to meet dietary needs, cover food requirements and availability.

SOWING SEEDS!

The charity event “**Sowing Seeds!**” includes more than 155 thousand packs of garden seeds, that MHP – GROMADI distributed last year to local residents in communities to help them prepare for the spring sowing campaign.



The project arose due to the need:

- to cover **155+** thousand people in communities, IDPs living closer to the frontline;
- to sow **320** hectares of land with seeds;
- to harvest **12** thousand tons of crop;
- to preserve **3+** million jars of canned vegetables.



FOOD PACKAGES FOR RESIDENTS IN FRONTLINE REGIONS

Our team, together with partners and donors, distributed in 2023:

900 food packages to residents of Kostiantynivka in Donetsk region;

34 thousand cans of baby food to residents of 10 communities in Dnipropetrovsk region.



Almost every day, frontline villages and towns are being destroyed, retail trade is virtually non-existent, and people have lost their jobs. Logistics is constantly disrupted due to shelling. Distribution of food packages makes it possible to support vulnerable segments of the population. The project was implemented with the financial support of the CO "Merezha 100% Zhyttia Rivne" and the European Union.

VICTORY GARDENS

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14

Victory Gardens is an all-Ukrainian grant competition aimed at the effective use of available land plots and thus increasing food security in communities.

The total budget of the competition amounted to

149

projects, which was divided among 6 winning communities, each receiving funding of

€6 100+



Results of grant competition

The communities purchased agricultural machinery, professional seed material, mineral fertilizers, equipment for processing grown produce, and reconstructed vegetable storage facilities.

The total impact of all initiatives has already been felt by more than 26,000 people living in the communities.

New jobs have been created for local residents and IDPs.

IDPs, schoolchildren, pupils of kindergartens, and military personnel who are currently on the front line are provided with free food. Local residents were able to buy fresh produce at discounted prices.

The project not only ensured food security, but also contributed to the creation of new jobs and the development of local infrastructure. The competition is organized by the “**Victory Gardens**” initiative of the SURGe project, funded by the Government of Canada and implemented by Alinea International and **MHP – GROMADI** in partnership with the Ministry of Agrarian Policy and Food of Ukraine.

SOCIAL SUPPORT

#socialcapital



***SOCIAL SERVICES** by providing and improving access to essential services like education, healthcare, and social support systems.



A competition of social initiatives that contribute to solving urgent social problems in communities. The expert jury and the team of organizers, **MHP – GROMADI**, choose the best initiatives that can improve or change the life of the community.

Additional value for communities participating in the project:

- participants receive knowledge on attracting additional resources to their communities;
- improve project management skills;
- develop a network of social connections for the implementation of important projects in the future.

“Time to act, Ukraine!” in figures for 2023:

149

projects became winners this year;

€2 440+

funding for each project;

€318+

thousand budget of the competition;

€440+

thousand co-investing attracted for the projects.



The “**Health Trove**” is a social initiative of the National Children's Specialized Hospital “**Okhmatdyt**” and **MHP – GROMADI** aimed at diagnosing children in de-occupied and remote communities.

The project arose at the request of residents from the communities due to:

- disrupted logistics as a result of shelling and air raids, as well as the inability of the children's parents to get to the regional center for a timely and high-quality medical examination;
- reduced financial capacities of community residents and quality healthcare services;
- “delayed” consequences for children's health due to a full-scale war that parents cannot cope with on their own: increased anxiety, stress level, and derivative diseases from traumatic conditions.

A group of doctors travels to de-occupied communities or communities remote from regional centers and examines all willing children.

Project results in 2023:

13

field consultations
in 4 regions;

3 000+

children examined (115 of them were referred
for inpatient treatment);

Social media campaign #don'tputcheckupoff with coverage

of **200+** thousand views.

YOUTH FOR THE COMMUNITY

#socialcapital

18

“Youth for the Community” is a social project aimed at developing leadership qualities in young people and supporting the implementation of their ideas in communities. Boys and girls aged 14–17 studied the basics of project management, researched the needs of young people in the community, wrote an application with mentoring support, involved local governments and businesses in partnership and co-financing, and reported.

100

young community residents were trained;

20

projects were implemented;

€1 040

allocated per one social initiative.



The “Youth for the Community” project is implemented by MHP – GROMADI as a part of the UNDP Project “Civil Society and Youth Support”, which is financially supported by the Ministry of Foreign Affairs of Denmark.

DOCTORS FOR THE VILLAGES

#socialcapital

19

A social initiative within the framework of which a specially equipped ambulance, stocked with reagents and medical equipment, travels to small settlements in different regions. Local residents have the opportunity to see an ophthalmologist, therapist, conduct ultrasound and ECG examinations, check blood sugar levels, and receive the necessary medications as prescribed by a doctor – all for free.

6 regions covered;

16+ thousand check-ups conducted;

224 settlements;

5 800+ glasses issued.



SUPPORT FOR DEFENDERS AND THEIR FAMILIES



*DEFENDER engagement by providing mobilized employees with humanitarian aids, reintegrating demobilized soldiers, and promoting respect and pride in the community.

MHP STANDING TOGETHER

MHP STANDING TOGETHER provides individual assistance and comprehensive support for the military, veterans, their families and those who are waiting for loved ones from the front. The program is aimed at all residents of the communities where MHP – GROMADI operates, without exception.

- 2 300 mobilized defenders in the communities covered by the program;
- personalized approach to each veteran;
- creation of a **Center for Interaction** with the military and veterans, which provides for a coordinator – a qualified specialist who helps the mobilized, and supports veterans in their reintegration in each of MHP – GROMADI's presence.



MHP STANDING TOGETHER was recognized by the jury of the International Business Culture Award as the best social initiative.

INFRASTRUCTURE IMPROVEMENT



***INFRASTRUCTURE IMPROVEMENT** by enhancing local infrastructure such as roads, schools, health-care facilities and public spaces to improve overall living conditions.

****Bomb shelter**

SHELTERS FOR EDUCATIONAL AND MEDICAL INSTITUTIONS

Shelters, in addition to protecting against air attacks, also become a place for classes and lessons, strengthening social infrastructure and ensuring the safety of children during military conflict.

- for 2 years of the full-scale war **100+** shelters in kindergartens, schools, and hospitals;
- **€360+** thousand is the total amount of assistance;
- arranged in communities of **10** Ukrainian regions;
- **13** thousand children have been able to study offline since September 1.



CULTURAL HERITAGE



***CULTURAL ENRICHMENT** by supporting and preserving local culture, traditions and heritage, fostering a sense of identity and community cohesion.

CINEMA FOR VICTORY!

#assertingUkrainianidentity

25

A unique project within which Ukrainian films can be watched by Ukraine's defenders in military units and by tens of thousands of viewers in settlements without cinemas. It launched on August 6, 2022, and is still ongoing.

Implementation formats:

- launch of a special movie theater car;
- technical team visits to provide technical support for screenings;
- remote screenings in cooperation with local activists and at the request of military units, medical institutions, boarding schools, etc.



In the framework of the film tour, the organizers arrange numerous meetings with filmmakers, and pre-premiere screenings of Ukrainian films with the participation of directors, actors, and film crew are arranged exclusively for the military.

1 656

film screenings;

53

Ukrainian feature films;

353

settlements and
military units;

22

regions of Ukraine.

LET'S SING TO BRING US VICTORY!

#assertingUkrainianidentity

26

“Let's sing to bring us Victory!” is a tour of small towns and villages by the Ukrainian band KOZAK SYSTEM intended to unite, motivate, support and communicate with Ukrainians. The main purpose of the tour is to help Ukrainians with their self-identification and motivate them to learn about their history and themselves through songs.



100+

concerts in communities;

40+

thousand spectators attended
concerts in communities;

media coverage of the project is

9 million +

In 2024, in response to requests and new challenges, the project was transformed into a tour around military hospitals “People-Titans”.

PRESERVATION OF CULTURAL HERITAGE

The "Cultural Heritage Preservation" project is a program of support and development of local museums.

Problems in communities we solve with this project:

- promote museums as places for active leisure;
- during a full-scale war with high risks of destruction, we preserve the cultural heritage for future generations;
- teach communities and museum workers to seek alternative sources of funding;
- unite communities around helping and supporting museum projects.

Project results in 2023

- modernized expositions in **5 rural museums** in central regions;
- helped to digitize **83** pages of Vasyl Symonenko's manuscripts;
- the main entrance to the State Historical and Cultural Reserve "**Trypillian Culture**" was repaired.

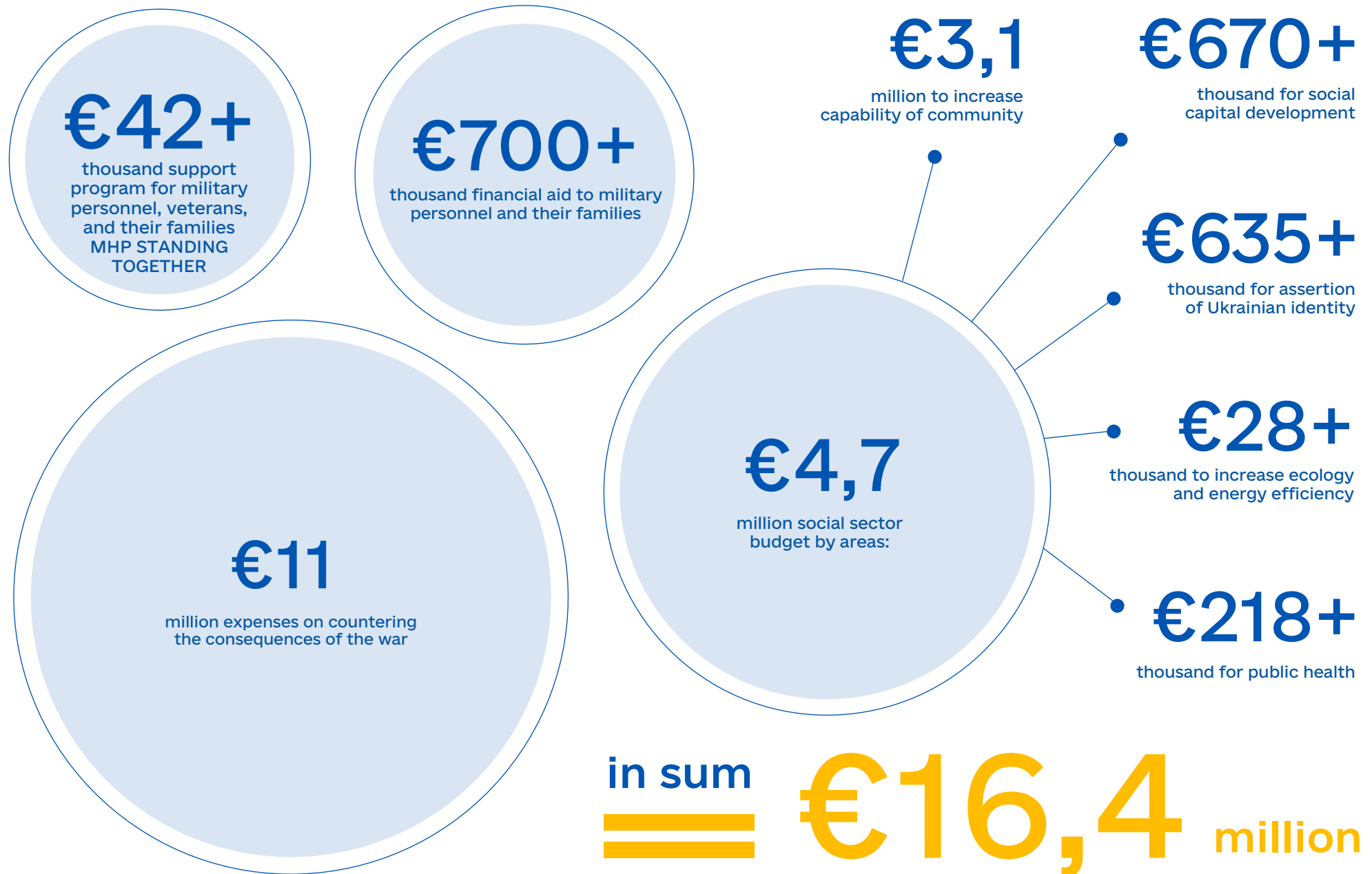


Up to **3 000** volunteers participated in various activities within local communities

- delivering food supplies to military personnel and essential goods to affected regions in the frontline zone;
- community clean-ups;
- corporate volunteers for blood donation;
- charity runs within community areas.

As the number of volunteers grows every year, MHP – GROMADI is achieving an increasing impact on communities, by meeting their needs and implementing various social projects.





WE THANK OUR RELIABLE PARTNERS FOR THEIR SUPPORT



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