

NATIONAL PROJECTS

CHARITABLE FOUNDATION "MHP-GROMADI"



REPORT ON IMPLEMENTED
NATIONAL PROJECTS

2023



Greetings!



Tetiana Volochai

*Director of the CO
CF "MHP-GROMADI"*

For the third year, a full-scale war has been going on in our country, and that's how long the MHP-Gromadi Foundation has been working tirelessly with the whole team despite constant challenges and trials. We are constantly transforming our approaches and enhancing our adaptability in order to be able to support those who suffer daily from military aggression.

The "MHP-Gromadi" Foundation sets itself the task of further developing and restoring communities through grant competitions, which primarily provide the support of food safety in the country, which corresponds to the principles of sustainable development established by the United Nations. In 2023, our flagship initiatives expanded their sphere of influence and united proactive groups around them, ready to invest in the development of their own community.

We are particularly proud of the "Do Your Business" contest, which became the basis for three sub-projects. One of them is "#Worth Doing Your Business" which we implemented in partnership with the Ukrainian Veterans' Fund of the Ministry of Veterans Affairs of Ukraine. The contest is aimed at supporting veterans, military personnel and their families. Thanks to the second "Do Your Business with Kurator" contest, HoReCa entrepreneurs affected by the war were able to restore their businesses after the deoccupation in Irpin, Borodianka and Baryshivka communities. Today, as part of the third project "Do Your Business. Vinnytsia region" we train people, provide grants to veterans and military personnel in Vinnytsia region, which is extremely important for their reintegration. Each story of the winners of these projects allows people not only to recover from the losses that the war brought them, but also to find the meaning of life and develop further.

The war has neither stopped us, nor did it frighten us, but it disrupted our usual pace and compelled us to work with triple strength: for ourselves, for the veterans, and for those who can no longer return.



Volodymyr Panchenko

Head of the National Projects Department

In 2023, the “MHP-Gromadi” Foundation implemented more than 20 national projects aimed at support and development of communities. Thanks to the constant support of regional managers of four social development groups (Northern, Western, Cherkasy and Vinnytsia Hubs), we were able to continue effective implementation of sustainable projects in communities and launch new ones. Working directly in communities, regional managers are able to see and analyze the situation on the ground, identify problems and needs, establish and develop partnership relations with the public, business and authorities, monitor project implementation. Their tireless work gives us the opportunity to become more efficient, transforming national projects to meet urgent needs of communities.

We aim at long-term joint work, transparency and strategic approach in the implementation of socially significant national projects with the focus on socio-economic development of communities and approaching victory!

The best communication of any project is always through a story. Then the impact is very clearly traced and the value is felt. With the projects of the “MHP-Gromadi” Foundation, this happens very organically: no one needs to be forced, to search, to “suck” stories out of one's finger. Stories impress both journalists and ordinary readers of social networks - and spread through the network and between people. It is important to pick them up, highlight and love them in time. Then it is possible to achieve large coverage, and to show value, and to convey the main message to local residents: “We develop communities so that they want to live there.”



Kateryna Kukharchuk

Business partner in communications

**Oleksandr Pakholiuk**

*Head of the Department
of Attracting Social
Investments and
Partnerships*

An important direction of activity of the “MHP-Gromadi” Foundation is the development of partnerships at the national and international levels to solve social problems. We are proud of our cooperation with such organizations as the Ukrainian Veterans Fund and UNDP. Joint efforts made it possible to attract resources and investments that contributed to the effective solution of social problems of communities.

The Foundation is also actively working to attract co-financing from local communities, which ensures additional sustainability and effectiveness of our initiatives aimed at improving people's lives. Thanks to the support of partners, in 2023 it was possible to implement important projects that played an important role in the reconstruction and development of communities affected by the war. Raised funding allowed us to provide necessary resources for educational programs, medical care and social integration of veterans, internally displaced persons and other vulnerable population groups.

Our projects are attractive to foreign partners, as they demonstrate high efficiency and transparency of processes, as evidenced by the positive results of the Fund's 2022 audit report from PwC (PricewaterhouseCoopers). They contribute to social cohesion, economic growth and improved quality of life for many people.

We are open to new partnerships and are always ready to cooperate to achieve common goals in solving current social problems!



Regional Hubs



Yuliia Korol

Head of the Northern Hub

National contests are primarily an opportunity to exchange experience, a platform for communication, training and development. The communities involved in the National projects become self-sufficient and self-charging, because they, having confidence in the stability of contests, do not just plan their budgets, but pledge a share for co-financing. In addition, at the beginning of the year, they study the opinion of the community and determine the problems that they plan to solve with the help of participation in national contests and charity events. Thanks to the support of the team of the national projects department, the national project "Do Your Business with Kurator" was successfully implemented in 2023, the goal of which was to support businesses in the field of HoReCa, which suffered during the war or which are developed by the military. In particular, 80% of the project's initiatives were implemented in Kyiv region; most of the participants were from communities that felt the negative consequences of Russia's military aggression directly.

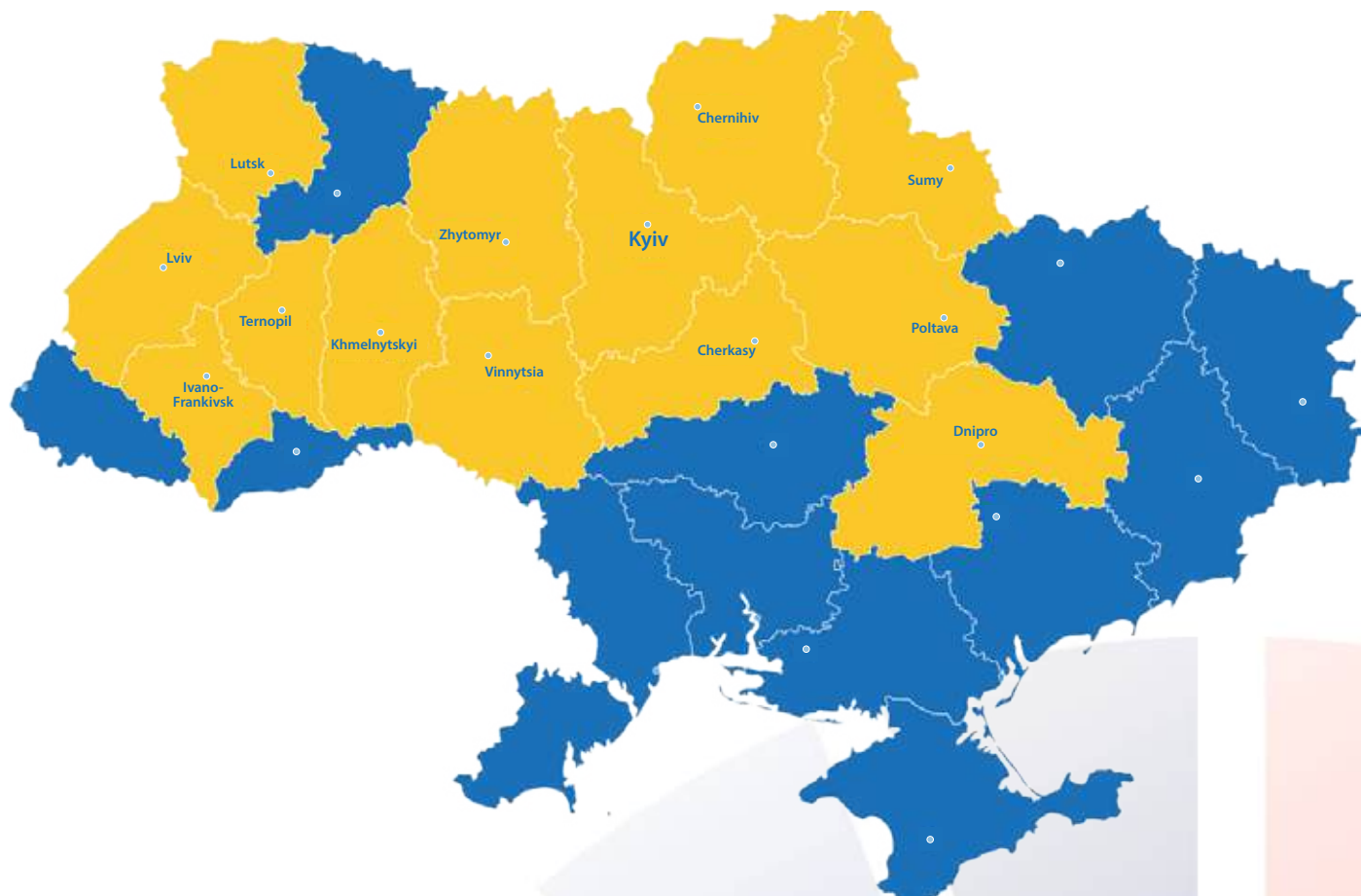
The stability and sustainability of national-level projects guarantees permanent opportunities for the development of communities on the part of the "MHP-Gromadi" Foundation. This means that you can count on us, even if there are no other options. These are projects that not only help bring business ideas or social initiatives to life, they teach and become the first step in the growth and strengthening of the community as a self-sufficient civil society. In 2023, 124 initiatives were successfully implemented through joint efforts with the National Projects Department. Among them, it is worth highlighting the educational project "Youth to the Community", within which 7 teams of young people had the opportunity to undergo training in the basics of project management, development of communication skills, building an effective team and implementing changes in communities.



Vitalii Ocheretianyi

Head of the Cherkasy Hub

Geography of activities



Since 2015, we have implemented projects with the participation of local businesses and authorities in 13 regions of Ukraine in more than 700 settlements.

National projects of the MHP-Gromadi Foundation meet the global goals of sustainable development adopted by the United Nations by providing financial, expert and organizational support to initiatives that improve the quality of life of people in communities, provide access to quality education and medical services, and promote inclusive development and reduction of social inequalities.



National projects

Grant contests

8

Educational projects

15

Medical projects

20

Affirmation of Ukrainian identity

22

Charity actions

35



#Worth Doing Your Business

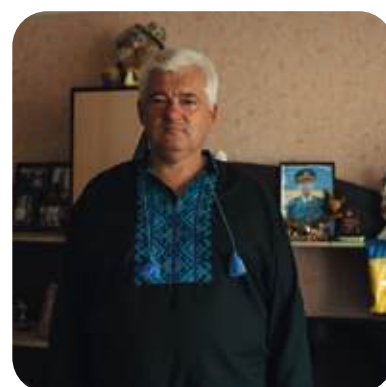
The purpose of the project is to finance the business of veterans, family members of fallen (deceased) war veterans and family members of fallen (deceased) defenders of Ukraine in the field of agriculture and agro-industrial complex on a competitive basis. The project partner is the Ukrainian Veterans' Fund of the Ministry of Veterans Affairs.

The following can participate in the Contest:

- Veterans, family members of fallen (deceased) war veterans and family members of fallen (deceased) defenders of Ukraine, who are registered in accordance with the requirements of the law as individuals entrepreneurs.
- Legal entities registered no later than two years before receiving financial support, whose founders are veterans, family members of fallen (deceased) war veterans and family members of fallen (deceased) defenders of Ukraine.

Results of the Contest in 2023:

- 10 projects were supported;
- 8 regions are covered;
- 8 million people - the audience covered by the media campaign;
- UAH 1,5 million - project budget;
- UAH 10,9 million - co-financing.





Do your business

The contest of business ideas is implemented to support small and medium-sized enterprises in the regions. Entrepreneurs who have a business idea and are ready to start their own business, want to scale an existing business, as well as entrepreneurs who are relocating their production can apply for the contest.

The goal of the project is to create favourable conditions for the development of entrepreneurs in the cities and villages of Vinnytsia, Volyn, Dnipropetrovsk, Zhytomyr, Ivano-Frankivsk, Kyiv, Lviv, Poltava, Sumy, Ternopil, Khmelnytskyi, Cherkasy and Chernihiv regions, in particular, in response to negative economic and social consequences of war. This is achieved by providing micro-grants. This contributes to the creation, scaling, relocation of small and medium-sized enterprises.

The project was awarded the award: "Charitable Ukraine - 2022"

Results of the Contest in 2023:

- 615 applications were submitted;
- 78 projects were implemented, 7 projects more than in 2022;
- 43 projects on food security, of which 12 are related to craft production;
- 12 regions, 64 settlements are covered;
- 24 new jobs were created;
- 23,3 million people - the audience covered by the media campaign;
- UAH 7,2 million - amount of granted grants;
- UAH 8,95 million - co-financing amounting to UAH 6,25 million. This exceeds the rate of co-financing in 2022 (UAH 2,7 million).

The number of winning projects in terms of Hubs:

- Cherkasy Hub: 32
- Northern Hub: 11
- Vinnytsia Hub: 21
- Western Hub: 16



Do Your Business with Kurator

Contest of business ideas in the field of HoReCa, aimed at supporting businesses in the field of public catering. This is the financing of projects of veterans-entrepreneurs, internally displaced persons and businesses that suffered from russian aggression.

The organizers are the "Kurator" brand and the "MHP-Gromadi" Foundation

The goal of the project is to stimulate socio-economic transformations in urban and rural communities by conducting entrepreneurial activities in the field of public catering, including the creation of jobs, which will ensure the improvement of community life and activate the activities of public initiatives.

The total budget of the Contest is UAH 1 million.

The amount of one grant is up to UAH 100,000.

The following participated in the Contest:

- Individuals or legal entities that previously ran a business in the field of public catering, but lost it (in full or in part) due to military aggression on the part of russia.
- Cooks, restaurateurs, owners of catering establishments who are in the de-occupied territories, whose catering establishments were not physically affected and need consulting services to improve and continue their activities.
- Cooks, restaurateurs, owners of public catering establishments, who were mobilized, have returned and want to continue their activities.
- Military personnel who have/had public catering establishment and plan to develop or renew its work.

Results of the Contest in 2023:

- 10 projects were implemented;
- covered 10 settlements in Dnipropetrovsk, Kyiv, Poltava and Cherkasy regions;
- 3,1 million people - the audience covered by the media campaign;
- UAH 961,5 thousand - amount of granted grants.





Time to act, Ukraine!

The goal of the project is to help solve social problems of communities by supporting local initiatives during the war in Ukraine in the cities and villages of Vinnytsia, Volyn, Dnipropetrovsk, Zhytomyr, Ivano-Frankivsk, Kyiv, Lviv, Sumy, Ternopil, Khmelnytskyi, Cherkasy and Chernihiv regions by providing micro-grants.

Priority tasks of the project:

- Support and implementation of local initiatives, promotion of development and unity of the population of communities.
- Increasing the activity and self-organization of the community population.
- Strengthening of trust and cooperation between the "MHP-Gromadi" Foundation, the authorities and the community.

The amount of one grant is up to UAH 100,000.

Results of the Contest in 2023:

- 150 winning projects, 48 more projects than in 2022;
- 30,7 million people - the audience covered by the media campaign;
- UAH 13 million - amount of granted grants;
- UAH 18,6 million - co-financing, which is 54,59% higher than the figure in 2022 (UAH 12 million).





Scale:

- 149 projects were implemented in 12 regions and 114 settlements;
- 2,7 thousand people were involved in active participation in the project;
- 6,3 million people were informed about important social problems and the possibilities of their solution.

The number of supported projects in terms of Hubs:

- Cherkasy Hub: 69
- Northern Hub: 22
- Vinnytsia Hub: 32
- Western Hub: 26



Youth to the community

"Youth to the Community" project was implemented as an initiative for the formation and development of young men and women as proactive leaders in their small communities, their becoming as self-sufficient project managers.

Educational project was implemented by the "MHP-Gromadi" Foundation with the support of the UNDP "Support to Civil Society and Youth" and financed by the Ministry of Foreign Affairs of Denmark.

Over the course of six months, 100 young people aged 14-17 from the communities of Vinnytsia, Cherkasy, Kyiv, and Lviv received training on researching the needs of youth in the community, establishing communications, and the basics of project management. In practice, they formed an idea, wrote project applications, learned to organize a team, involve partnerships and co-financing of local self-government bodies and business, report, present projects, etc.

To implement their ideas, youth teams received funding in the amount of up to UAH 40,000 for each project. As a result, it was possible to equip 8 youth spaces, 4 sports grounds, 2 open-air recreation areas, implement 6 meaningful leisure projects and conduct trainings.

Participants presented their projects at the Youth Forum. The result of the "Youth to the Community" project was a trip to the Republic of Poland to exchange experience in the implementation of youth initiatives, participation in the life of the community and the practice of social entrepreneurship.

Project implementation indicators in 2023:

- 100 people were trained in project management;
- 20 conducted studies of the needs of youth in communities;
- 200 participants of the Forum "Youth - the future of communities";
- 40 people (8 boys, 32 girls) improved their knowledge thanks to participation in the exchange of experiences;
- 4,800 people were involved in the implementation of initiatives in communities, of which 541 people were involved in the implementation of projects;
- 1,3 million people - the audience covered by the media campaign.



Dual education

Since October 2023, the implementation of the "Dual Education" project has begun, with the goal to provide educational institutions with the necessary material and technical resources to improve the quality of students' practical training in order to increase their readiness for employment and future professional challenges. The project is implemented by the "MHP-Gromadi" Foundation jointly with the Professional Training Department of the MHP.

In 2023 two educational institutions received financial support:

- Separated structural subdivision "Nemishaieve Professional College of the National University of Bioresources and Environmental Management of Ukraine" (Nemishaieve village, Kyiv region). With the support of the Foundation, professional equipment was purchased to equip the laboratory, namely: vacuum packaging machine, kitchen robot, combi steamer, electric fryer and shock freezing device.
- Separated structural subdivision "Smila Engineering Professional College of the National University of Food Technologies" (Smila, Cherkasy region). In the first days of the full-scale invasion SSS "Smila Engineering Professional College of the National University of Food Technologies" donated protective nets of the windows in the college gym for weaving camouflage nets. This made it impossible to hold sports classes for students. At the request of the college management, the Foundation financed the purchase of protective net for the windows in the college gym and the purchase of blackout fabric for the decoration of the assembly hall.

Project implementation indicators in 2023:

- 2 regions covered (Kyiv, Cherkasy);
- 3,8 million people - the audience covered by the media campaign.



Safety classes in educational institutions

The purpose of the project is to study the rules of fire, mine safety and civil defence in educational institutions, to form students' skills in providing first aid and to study the algorithm of actions in emergency situations, which is an important element of educational process in the cities and villages of Vinnytsia, Kyiv, and Cherkasy regions.

Project implementation indicators in 2023:

- 41 projects being implemented (Cherkasy region - 17, Kyiv region - 7, Vinnytsia region - 17);
- 3 regions covered (Vinnytsia, Kyiv, Cherkasy), 35 settlements;
- 40,800 people - the audience covered by the media campaign.





Sport to the community

The goal of the project is to popularize an active lifestyle and sports among community residents by involving them in the organization and participation in various sports events for different age categories, such as training, competitions and friendly matches, with the participation of the volleyball team "MHP-Vinnytsia".

People of different categories take part in the action: beginners and experienced athletes, as well as fans.

Indicators of project implementation:

- 10 events were held;
- 4 regions covered (Cherkasy, Vinnytsia, Poltava, etc.), 10 settlements.





Treasury of health

The goal of the project is to provide highly qualified and complete medical examination to children from the risk group and with specific diseases, children of military personnel, fallen defenders, IDPs, as well as children from low-income families.

The project received the award: "Partnership for sustainable development 2023" from the UN Global Compact

The project is implemented jointly with the Children's Specialized Hospital of the Ministry of Health of Ukraine "Okhmatdyt". The project involved on-site team of specialized doctors who provide consultative and diagnostic services to children in small towns and villages.

Project implementation indicators in 2023:

- 13 trips were made, 13,3 thousand consultations were held;
- 4 regions covered (Kyiv, Cherkasy, Vinnytsia, Dnipropetrovsk), 13 settlements;
- 5,2 million people - the audience covered by the media campaign;
- 115 children were referred for hospital treatment.





Doctor for the village

The goal of the project is to provide residents of rural communities the opportunity to receive free consultations from medical specialists and secure greater access to medical care for the population of remote and hard-to-reach regions.

As part of this social initiative, medical vehicle specially equipped with reagents and medical equipment travels through small settlements in various regions. Local residents have the opportunity to receive free consultations of ophthalmologist (if necessary, get glasses) and therapist, conduct an ultrasound and ECG examination, check the blood sugar level, and receive the necessary medical supplies as prescribed by the doctor.

Project implementation indicators in 2023:

- 6 regions, 224 settlements are covered;
- 16,000 medical examinations were conducted;
- 5,9 thousand glasses were issued;
- 9,2 million people - the audience covered by the media campaign.





Grailyk

On August 29, 2023, the presentation of the book of children's game folklore "Grailyk" by Mariia Pylypchak took place. The book was published with the support of the "MHP-Gromadi" Foundation. The collection includes more than 100 folk songs-games, spring songs, carols, riddles, tongue twisters. The author, Mariia Pylypchak, composer, ethnographer, leader of the children's folklore ensemble "Tsviten", collected expedition records in various regions of Ukraine for 40 years, starting from the 1980s, and they became the basis of the book.

During the meetings-presentations of the book, Mariia Ivanivna passed on the experience of innovative methods of teaching children music to preschool teachers and music teachers. More than 1,000 books were sent to more than 600 communities of Ukraine: to music schools, art schools, and kindergartens.

Project implementation indicators in 2023:

- 1,5 thousand copies of books distributed;
- 4 presentation master classes were held: Kaniv, Cherkasy region; Ladyzhyn, Vinnytsia region; Yagotyn, Kiev region; Teofipol, Khmelnytsky region;
- 597,5 thousand people - the audience covered by the media campaign





Preservation of cultural heritage

The goal of the project is the reconstruction and restoration of Ukrainian museums and historical institutions in order to preserve and popularize Ukrainian culture and identity.

Five museums were financed during the implementation of the project in 2023. In Cherkasy region - the museum of Trypillian culture, the museum-estate of Viacheslav Chornovol, the museum of Vasyl Symonenko. In Vinnytsia - the museum of composer Mykola Leontovych, the museum of Vasyl Stus.

Museum of Trypillian culture in Cherkasy region

The Museum of Trypillian Culture is located in the village of Legedzyne in Cherkasy region. The museum is based on excavations of Trypillian settlements and is located on the territory of the State Historical and Cultural Reserve "Trypillian Culture". In 1981, between the museum and Legedzyne village, the remains of real Trypillian metropolis were excavated: its total area of 450 hectares is actually like 450 professional football fields.

Thanks to the support of the "MHP-Gromadi" Foundation, the tower with the spiral staircase, which is the main entrance to the museum, was renovated.





Museum-estate of Viacheslav Chornovol

A gazebo was built on the territory of the museum using the funds of the "MHP-Gromadi" Foundation. The territory of the estate is small, and the parent's house itself is not adapted to the influx of tourists. Gazebo is the place where the tour guide tells visitors about the Chornovol family both in the scorching heat and in the pouring rain.

People from all over Ukraine come to visit the museum - even during the war. Many immigrants whose homes were destroyed by Russia come to the museum. They want to feel the power of the place where the person who initiated the proclamation of the Declaration of State Sovereignty and the Act of Proclamation of Independence of Ukraine grew up. In the early 1990s, Viacheslav Chornovol, an outstanding publicist and politician, a member of the resistance movement against Russianization and national discrimination of the Ukrainian people, was equally respected both in Donbas and in Galychyna.





Museum of composer Mykola Leontovych

Life of the outstanding Ukrainian composer Mykola Leontovych is closely connected with Vinnytsia - he was born here, lived most of his life and wrote his main works, including the world-famous "Shchedryk", a melody better known in other countries as Carol of the Bells. Right here, in Vinnytsia, in 1921, the composer was killed - in the house of his father, a priest, in the village of Markivka, which is not far from the village of Teplyk, Haisyn district. Now one of two museums dedicated to the composer is located here. Another memorial complex is also in Vinnytsia region- in Tulchyn.

Thanks to the support of the "MHP-HGromadi" Foundation, a unique piano of 1909, manufactured by the German company "Artefact" from Dresden, was delivered to the museum from Chernivtsi. In addition, the Foundation actively sponsored the creation of an exact copy of the sofa from the Leontovych house. The original sofa was temporarily in the museum in Markivka, but now it is housed in the Leontovych Museum in Tulchyn, where the musician lived and worked. The Foundation also supports the museum in educational activities: soon it is planned to launch a lecture-excursion program for children with a viewing the documentary film "Shchedryk".



Museum of Vasyl Stus

Vasyl Stus Museum is located in the rural school of Rahnivka village in Vinnytsia region. As part of the project, the museum, in addition to stands for exhibits, received a TV and a laptop for a total of 100,000 hryvnias. Unique exhibits were also added - a military overcoat and other clothes of Vasyl Stus, shoes, his personal belongings.

In cooperation with the Vasyl Stus museum in Rakhnivka (Vinnytsia region), it was possible to film a documentary interview with the 96-year-old director of the institution, Dmytro Omelanchuk, who was familiar with the dissident poet. In the desire to record the memories and experiences of the museum director, the project has expanded even more, and now a special issue of "Local History" is being prepared, which will also include the history of Dmytro Omelanchuk and information about the museum



Presentation of Vasyl Symonenko's collection "Prayer"

In 2023, jointly with Cherkasy Literary and Memorial Museum of Vasyl Symonenko, a new collection of Vasyl Symonenko's "Prayer" was published, which included the writer's best works, as well as 80 previously unpublished pages of the author's manuscripts, provided by the writer's family. The publication of this collection was made possible with the assistance of the "MHP-Gromadi" Foundation.

The collection "Prayer" was presented on December 15, 2023 in Cherkasy in a symbolic place - Morris Space at the address of 1 Symonenko street. Audio recordings of the artist were played at the presentation, his photo was exhibited, and there was a painting of Vasyl Symonenko's no less famous friend Alla Horska. The artist gave it to the poet shortly before her death. This picture became the cover of a new collection of poems. After the New Year 3,000 copies of the publication went to libraries and educational institutions all-over Ukraine.





Reconstruction of the entrance group of the Museum of Folk Architecture and Life of Ukraine

Ambitious cultural project aimed at preserving and updating the National Museum of Folk Architecture and Life of Ukraine, located in the city of Kyiv.

The goal of the project is the reconstruction and restoration of the museum's buildings and territory, which, accordingly, attracts the attention of visitors and also allows preserving historical life, national traditions, and culture.

Thus, in 2023, the opening of the entrance group of the museum took place. It moves guests through a kind of ethnoportal from the modern world to the past. In the open air of the museum, the central entrance was reconstructed. Previously, only an iron barrier stood in its place. In its place, two separate buildings with cash registers and an exit were built, and the territory around the entrance was arranged - from the observation deck to the guard house. The central entrance is made of wood (pine, spruce, oak), metal and concrete. The new entrance was designed taking into account the landscape features of the museum and the tourist requests of visitors from Ukraine and the world. The reconstruction was implemented by the "MHP-Gromadi" Foundation, the architectural project was created by Yurii Krasii from the Skotch Group.



Kobzarstvo

The goal of the project is to recognize and include the "world of kobzarstvo" in the intangible cultural heritage of UNESCO (the Charitable Foundation acts as a co-applicant in this process). The tasks of the project also include the support of three kobzar workshops (Kyiv, Lviv, and Kharkiv) and the popularization of kobzarstvo.

The annual festival "Kobzar Trinity" is one of the important events, where kobzars, bandurists, and lyre players from different regions of Ukraine traditionally gathered. At the same time, it is another promotional event that promotes the entry of the kobzar-lyre tradition into the UNESCO list, and this is the goal of charitable activities of the "MHP-Gromadi" Foundation, because by supporting such events, we support the cultural identity and future of Ukraine.

Within the framework of the festival, the "MHP-Gromadi" Foundation announced the launch of scholarships for teachers in three kobzar workshops (Kyiv, Lviv and Kharkiv). Also, taking into account the high cost of high-quality musical instruments, the Foundation presented each workshop one kobza instrument for training.

Project implementation indicators in 2023:

- 3 events were held;
- 2,2 million people - the audience covered by the media campaign.



Affirmation of Ukrainian identity

Culture vs war

The goal of the project is to record and convey the truth about Russia's war against Ukraine through the stories of well-known artists who joined the resistance, through the creation of a complex of media products in cooperation with Ukrainian cultural figures, who, through their own examples and stories, acquaint the world and Ukrainian communities with the events taking place during a full scale invasion.

Achievements of the project:

- **International influence:** more than 110 cultural and artistic events in 35 countries were held with organization of photo exhibitions and presentation of art books in Ukraine, Poland, the USA and other countries.
- **Mass media:** over 160 publications in Ukrainian and 100 materials in foreign mass media, as well as 40 TV shows in Ukraine and abroad.
- **Publicity:** The content is posted on YouTube, Facebook, Instagram, as well as in the media, with more than 4,4 million views and a total reach of more than 12 million people.





Cinema for Victory

“Cinema for Victory!” - a unique project, within the framework of which Ukrainian films can be seen by defenders of Ukraine in military units and by tens of thousands of spectators in populated areas without cinemas. The project is aimed at mental support, unification, motivation of both military and civilian people of all ages through Ukrainian cinema.

Since August 6, 2022, this project has continued in different formats: the travel of the film car to cities and villages during the warm season allows to organize open-air film screenings, as well as organizing remote screenings together with local activists and at the request of military units, medical institutions, boarding schools, etc.

As part of the film tour, the organizers hold meetings with filmmakers and arrange pre-premiere screenings of Ukrainian films, in which directors, actors and crew participate. Almost all screenings for the military were attended by stars of Ukrainian cinema - project ambassadors: Ada Rogovtseva, Irma Vitovska, Akhtem Seitablaiev, Bohdan Beniuk and Oleksii Trytenko. Sincere communication between movie stars and Ukrainian soldiers was the most important emotional moment of the tour, and the meetings lasted for hours.

The project was awarded the "SABRE Awards EMEA Communications Award"



Affirmation of Ukrainian identity

As part of the film art project “Cinema for Victory!” the feature film “My Carpathian Grandfather” directed by Zaza Buadze was financed. The film was released in December 2023 and premiered in August of the same year at the Odesa International Film Festival. The film was presented by People's Artist of Ukraine Bohdan Beniuk, who played one of the main roles.

This film is about our Carpathians, the Ukrainian spirit, and it is just finding its audience. The film was also presented abroad, because the events in it take place not only in Ukraine, but also in Italy. In general, the film is about relationships and those thoughts that accompany us throughout our lives - the feeling of love for parents,

Project implementation indicators:

- 573 film screenings were held;
- 22 regions, 169 settlements covered;
- 35,3 million people – the audience covered by the media campaign



Zaporozhets by the Danube

“Zaporozhets by the Danube” is a large-scale stage project, a new edition of the famous opera in the director’s vision of Oksana Taranenko, where the image of the Ukrainian Cossacks finally gets rid of centuries-old stereotypical layers forcibly implanted by the Muscovites. The event took place with the support of the “MHP-Gromadi” Foundation.

For the first time since 1987, the orchestra pit of the October Palace was opened! For the first time since 1987, live opera was performed here! Soloists, choir, orchestra, ballet - 165 people on stage. We are once again showing the world - in military Kyiv during a full-scale invasion, Ukrainian music sounds, Ukrainian art lives on!

Unbreakable nation!



Affirmation of Ukrainian identity



Let's sing for Victory

The goal of the project is to support and popularize Ukrainian culture, unite and raise the national-patriotic spirit of community residents. Holding a charity concert of the beloved Ukrainian band KOZAK SYSTEM for residents and guests of small towns and villages is a great reason to get together, feel inspiration and mutual support through music.

According to the feedback of event participants: "What these guys from KOZAK SYSTEM do is more than music, more than poetry, more than a concert!"

Project implementation indicators:

- 13 events were held, covering 8 regions, 13 settlements;
- 12,7 million people - the audience covered by the media campaign.





Sowing seeds

Every year, the "MHP-Gromadi" Foundation implements the "Sowing Seeds" charity event, which is aimed at supporting food security in the regions by providing people with high-quality planting material of the main vegetable crops and, as a result, a good harvest.

In 2023, more than 155,000 households received packages of beetroot, radish, parsley, zucchini, carrot, cucumber and aster seeds.

The total weight of the distributed planting material was 3,18 tons, 310 hectares of land were sown in 13 regions of Ukraine: Vinnytsia, Khmelnytskyi, Ivano-Frankivsk, Lviv, Ternopil, Volyn, Sumy, Kyiv, Cherkasy, Dnipropetrovsk, Zhytomyr, Chernihiv and Poltava.

Project implementation indicators in 2023:

- 155,500 seed packages were distributed, more than 155,000 households were reached;
- 6,9 million people - the audience covered by the media campaign.





Let's save the harvest together

By implementing the annual All-Ukrainian charity event "Let's save the harvest together", the "MHP-Gromadi" Foundation creates prerequisites for food security in Ukrainian communities by providing free canning lids.

In 2023, more than 133,000 families from 13 regions of Ukraine received sets of 25 canning lids. In total, 3,3 million pieces of high-quality canning lids were distributed so that the collected vegetables and fruits would please Ukrainian families longer.

Also, 5 video series were filmed by Yulia Spasibova, the author of the orchard and vegetable garden blog "Life hacks from the canning jar" about:

- how to make delicious canned food for the winter and save the grown crop;
- how to take care of the food security of each family;
- how not to depend on electricity supply and to be full during possible blackouts.

Project implementation indicators in 2023:

- more than 133 thousand households were covered, 133,5 thousand sets of lids were distributed;
12 million people the audience covered by the media campaign





School - the heart of the community

The purpose of the charity event "School - the heart of the community" is to congratulate first-graders on the Day of Knowledge and present them with sets of school stationery.

Representatives of the "MHP-Gromadi" Foundation visit educational institutions and present small schoolchildren with kits containing the essentials for school life. Each set consists of a sketchbook, coloured pencils, pencil case, reflective tape for safety in the dark, yellow and blue patriotic bracelet, water bottle, bag for changing shoes and pack of crunchy fruit slices for a healthy snack.

On September 1, 2023, almost 6,000 first-graders from 13 regions of Ukraine (Vinnytsia, Volyn, Dnipropetrovsk, Ivano-Frankivsk, Kyiv, Lviv, Poltava, Sumy, Zhytomyr, Ternopil, Khmelnytskyi, Cherkasy and Chernihiv) received such sets.





Sweet Christmas

The purpose of the charity event "Sweet Christmas" is to create a warm and welcoming atmosphere, full of joy and hope, by giving New Year's gifts to children and residents of small Ukrainian communities, towns and villages. This makes it possible to make holidays special for everyone who receives a gift, to give people a sense of warmth and attention, so that they feel part of something bigger - a shared warm and generous community that cares about its members.

This year, more than 51,000 children - pupils of preschool and general secondary education institutions (grades 1-11) from 13 regions of Ukraine received sweet gifts from the "MHP-Gromadi" Foundation during the New Year and Christmas holidays. Packets of sweet joy gave children a smile and a Christmas mood! The Foundation has been supporting this tradition for 8 years.

Project implementation indicators in 2023:

- 51,100 sweet gifts were distributed;
- 28,700 people - the audience covered by the media campaign.





Donor Day

This is not the first year that the "MHP-Gromadi" Foundation has held "Donor Day", when all willing employees can donate blood. To make this process more systematic, to attract new donors to the movement, to maintain constant communication with them - we became a partner of the Donor UA public organization.

In 2023, Donor-UA platform launched Donor-UA for Teams — a solution for team and corporate blood donation. In Donor-UA for Teams, you create your own donor community (<https://ap.donor.ua/teams>), you can join an already created one, and also organize a corporate Donor Day for your company to improve your social contribution. The system has the ability to monitor the activity of the team and each of its members, as well as to create sub-teams that can compete with each other. You can set goals to ensure a certain part of the blood needs of the city, region, etc., monitor their achievement and the contribution of all participants in the process. The main thing is that every donation becomes a drop in a common good cause!

Project implementation indicators in 2023:

- 997 involved volunteers.
- 2 million people - the audience covered by the media campaign.





18001, Ukraine, Cherkasy, Smilianska street, 46
mhpgromadi@mhp.com.ua +380 67 440 59 00



website

