

# REPORT ON IMPLEMENTED NATIONAL PROJECTS 2024



**MHP**

**Gromadi**

CHARITABLE FOUNDATION

**TOGETHER  
WE DO IMPORTANT  
THINGS**



**Global Compact  
Network Ukraine**

The projects are aligned with  
the UN Sustainable  
Development Goals, as confirmed  
by expert assessments from  
the UN Global Compact Network Ukraine





Greetings!

In 2024, the MHP-Gromadi Foundation team implemented national projects, as well as a number of social initiatives that became important steps in the development of Ukrainian communities. These projects were aimed at strengthening social infrastructure, improving living standards, creating new opportunities for self-realization of citizens and supporting the local economy. Each of them reflects our strategic priorities - maintaining sustainable development, social cohesion and active involvement of society in change processes.

The significance of the implemented national projects goes far beyond improving material living conditions. They contribute to strengthening public interaction, developing infrastructure, access to educational and cultural programs, as well as supporting environmental and social initiatives. The implementation of these projects is a significant contribution to achieving the global Sustainable Development Goals, including poverty eradication, quality education, social equality, and economic growth. **This is affirmed by the expert assessment of the UN Global Compact Network Ukraine.**

We believe that only through cooperation, innovation and active participation of local communities can we ensure sustainable development of the country and build a society where everyone has equal opportunities to prosper. This report highlights the successes and lessons learned during the implementation of our projects, and also emphasize the importance of further work in this direction. We hope that our experience will inspire other initiatives and help implement even more meaningful changes in Ukrainian communities.

**MHP****Gromadi**

CHARITABLE FOUNDATION



# Do your own business

The business ideas competition is held to develop and support small and medium-sized businesses in small towns and villages. Entrepreneurs who have a business idea and are ready to start their own business, want to scale up an existing business, as well as entrepreneurs relocating their production can apply for the competition.



**In 2024, the “Do Your Own Business” project won the “PR CASES” competition from MMR in the “Best PR for Small and Medium Businesses” nomination.**



The project's goal is to create favourable conditions for the development of entrepreneurship in small towns and villages of Vinnytsia, Volyn, Dnipropetrovsk, Zhytomyr, Ivano-Frankivsk, Kyiv, Lviv, Poltava, Sumy, Ternopil, Khmelnytskyi, Cherkasy, Chernihiv regions and Kyiv city, as a response to the negative economic and social consequences of the war. This is achieved by providing micro-grants, which contribute to the creation, scaling, and relocation of small and medium-sized businesses.



## Competition results in 2024:



**616** applications submitted



**80** winning projects (37 - food security, 10 - craft production; 12 - service provision; 21 - veteran business; 41 - women's business)



Amount of grants provided: **8,5 million UAH** including taxes and fees (50/50 principle)



Co-financing – more than **15 million UAH**, not less than 100% of the grant amount (from 100 thousand UAH)



Over **100** newly created jobs

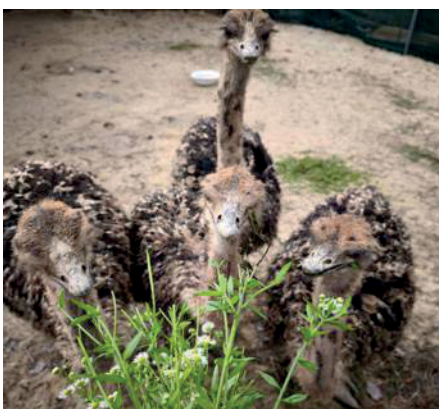


**14** regions of Ukraine, **66** settlements

**GRANT CONTESTS**



## WINNING PROJECTS





# Do your own business with Kurator



A competition of business ideas in the HoReCa industry aimed at supporting businesses in the catering industry. This is funding projects of veteran entrepreneurs, internally displaced persons and businesses that have suffered from Russian aggression. The organizers are the Kurator brand and the MHP-Gromadi Foundation.

**In 2024, the project "Do Your Own Business with Kurator" won the contest of social initiatives "Responsible Country 2.0" in the nomination "Cooperation between Business and Charitable Foundation"**



The project's goal is to stimulate socio-economic transformations in urban and rural communities through entrepreneurial activity in the field of public catering, including job creation, which will improve community life and activate the activities of public initiatives.

The amount of one grant is **up to 100 thousand UAH.**

## The contest was attended by

- ◇ Individuals or legal entities that previously ran a catering business, but lost it (in whole or in part) due to military aggression by Russia.
- ◇ Cooks, restaurateurs, owners of catering establishments who are in the deoccupied territories and have not experienced physical impact on the establishment and need consulting services to improve and continue their activities.
- ◇ Cooks, restaurateurs, owners of catering establishments who were mobilized, returned and want to continue their activities.
- ◇ Military personnel who have/had a catering establishment and plan to develop or resume its work.





## ✓ Results of the Contest in 2024:



**10** projects were implemented in Dnipropetrovsk, Kyiv, Poltava and Cherkasy regions;



**1.2 million UAH** — the amount of grants provided including taxes and fees;



**over 1.7 million UAH** — co-financing.

## Among the winning projects:



# Agrokebety. Grow your own



The educational project "Agrokebety", the association "Ukrainian Club of Agrarian Business" (UCAB) and the MHP-Gromadi Foundation have initiated a new opportunity to support and develop entrepreneurship in agriculture and related industries.



"Agrokebety. Grow your own" is a practical training program on developing business plans to attract financing and a competition of business projects in the agri-food industry with grants.



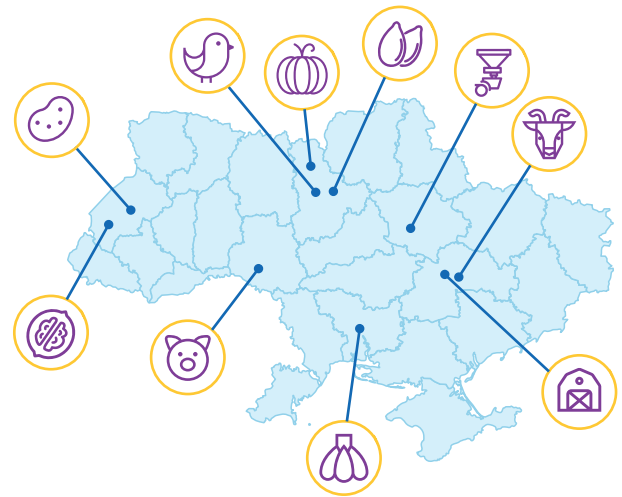
The main objectives of the project are: to provide young entrepreneurs with the skills and knowledge necessary to develop and implement projects in the agri-food sector that can be financed by banks; to promote innovation and sustainable development in the agri-food sector by supporting start-up entrepreneurs through mentoring, training and resources; to facilitate access to financing for promising agri-food projects.







The expert council selected the best **10** business projects, which received cash grants of up to **UAH 200,000** each for the implementation of their business idea or the development of an existing business. The total budget of the Contest was **UAH 4.5 million**. The grants provided the winners with the opportunity to implement their ideas and scale up their businesses.



The project "Agrokebety. Grow your own" unites those who see the future of the Ukrainian agricultural sector through the prism of innovation, creativity, and entrepreneurial spirit. This is an initiative that not only teaches, but also inspires young leaders to take responsibility for their land and create new opportunities for the prosperity of Ukraine.



# Do your own, Vinnytsia region



The goal of the project is to help veterans gain new knowledge and skills, apply them in their micro-enterprises and improve their work or start a new business. The project partner is the Ukrainian Veterans Fund of the Ministry of Veterans Affairs.

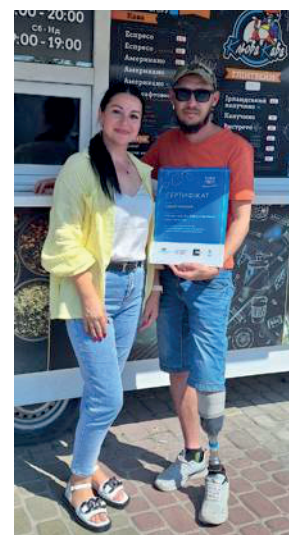
**РОБИ  
СВОЄ**  
*Вінниця*

During the implementation of the project "Support for Micro-Entrepreneurship of War Veterans and Their Families: From Idea to Implementation in Vinnytsia Region", veterans and their families received all the necessary knowledge to develop their business: from instructions for starting their own business to advice on accounting, financial planning, obtaining financing, product marketing and team management. This resource will become an indispensable assistant for veterans who seek to implement their entrepreneurial ideas.

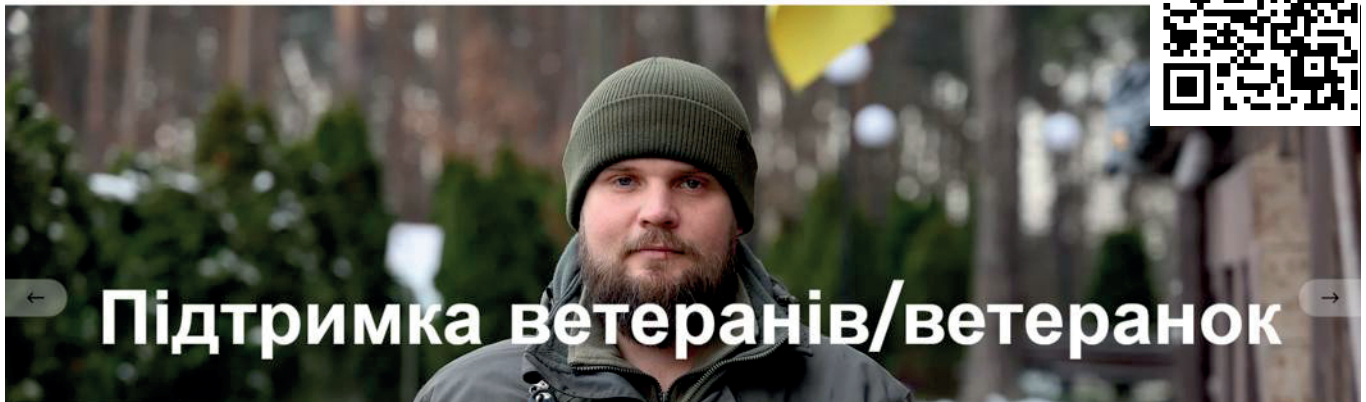


The reintegration of veterans into society through the development of their small and medium-sized enterprises is an important factor for the economic growth and stability of the country. Among the 10 participants who won the competition were veterans and their family members, IDPs, and owners of relocated businesses.

- ◆ The amount of one grant is **up to 100 thousand UAH.**
- ◆ The total fund of the Competition amounted to **3.2 million UAH.**
- ◆ The total amount of grants provided including taxes and fees is **1.3 million UAH.**
- ◆ The total co-financing amount from participants is **1.4 million UAH,** and from UVF – **500,900 UAH.**







Thanks to the support of the MHP-Gromadi Foundation, the project website <https://www.veteranbusiness.com.ua/> was developed, an online platform that represents a virtual ecosystem for veteran entrepreneurs. It is a business support resource designed for both beginners and experienced entrepreneurs.

The platform also contains an interactive map to promote veteran businesses in the Vinnytsia region. An electronic methodical manual "Strong Business" was also created on the basics of doing business and organizing your own business in wartime conditions.



Veteran entrepreneurship not only helps veterans find a new purpose after service, but also contributes to the formation of a positive image of veterans in society.



# Time to act, Ukraine!



For 9 years in a row, the MHP-Gromadi Foundation has been implementing the All-Ukrainian competition of social initiatives "Time to act, Ukraine!" in communities, the purpose of which is to promote the implementation of important social initiatives as a response to the challenges of war in cities and villages on the territories of Vinnytsia, Volyn, Dnipropetrovsk, Zhytomyr, Ivano-Frankivsk, Kyiv, Lviv, Poltava, Sumy, Ternopil, Khmelnytskyi, Cherkasy, Chernihiv regions and the city of Kyiv through the provision of microgrants.

Час  
ДІЯТИ,  
Україно!

The total amount of financing for one project from the Fund is a minimum of **50 thousand UAH**, and a maximum of **100 thousand UAH**. A mandatory condition is co-financing by the participant of at least 50% of the grant amount.

## In 2024, the priority areas of the Competition were

- ◇ Reintegration and rehabilitation of veterans.
- ◇ Preservation of traditions and cultural heritage.
- ◇ System projects in education, medicine, and infrastructure.
- ◇ Development of public spaces.
- ◇ Energy security.

## ✓ Competition Results in 2024:



**912** applications submitted



**150** winning projects (72 projects in medicine, education, infrastructure; 35 projects for the reintegration and rehabilitation of veterans; 26 projects aimed at the development of public areas; 15 — preservation of cultural heritage and 2 projects on energy security)



**45 million UAH** — total budget of the competition



**14 million UAH** — grant funding,  
**over 30 million UAH** — co-financing from the participants





## WINNING PROJECTS:



# Time to Act, Unstoppable



The All-Ukrainian competition of social initiatives "Time to Act, Unstoppable" aims to promote the creation and arrangement of sports centres adapted for community residents, in particular people with disabilities, including people with disabilities as a result of the war, where they will be able to engage in physical education, communicate with like-minded people and receive professional support from qualified coaches, stimulating their reintegration into the social life of the community.

**Час  
ДІЯТИ.  
Нестримні**



The project is being implemented in 13 regions of Ukraine, namely: Vinnytsia, Volyn, Dnipropetrovsk, Zhytomyr, Ivano-Frankivsk, Kyiv, Lviv, Poltava, Sumy, Ternopil, Khmelnytskyi, Cherkasy, Chernihiv regions and Kyiv city.

## ✓ Results of the Competition in 2024:



**117** applications submitted



**15** winning projects



**9.7 million UAH** — total budget of the competition



**2.37 million UAH** — grant funding from the Foundation

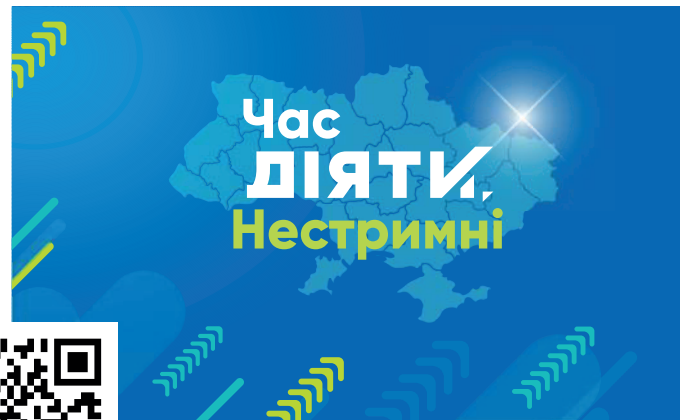
**2.91 million UAH** — grant funding from the State Institution "Sport for All" of the Ministry of Youth and Sports of Ukraine

**3.8 million UAH** — co-financing from the participants





Each of the winners received grant funding in the amount of **UAH 200,000** from the MHP-Gromadi Foundation, **UAH 200,000** from the State Enterprise "Sport for All" of the Ministry of Youth and Sports of Ukraine, of which UAH 100,000 went to purchase low-value sports equipment, and UAH 100,000 to pay for the work of coaches.



# CommonFund 2.0

The Partnership Project “CommonFund 2.0” was implemented by the Community Foundation “Podillia community” in cooperation with the “MHP-Gromadi” Foundation with the support of ISAR “Ednannia”. The initiative involved 54 initiative groups from 5 regions of Ukraine: Vinnytsia, Cherkasy, Kyiv, Khmelnytskyi and Lviv.



According to the results of the selection, 108 participants underwent training and acquired skills in attracting resources to implement their ideas on the ground. To do this, they involved local authorities, businesses, and communities, and raised funds both for the implementation of their ideas and to support the Armed Forces of Ukraine.

As a result, the 36 teams that reached the finals managed to attract UAH 3.1 million on the ground. Co-financing from the MHP-Gromadi Foundation amounted to UAH 2.2 million, which allowed the implementation of 36 projects. All of them are designed to solve urgent problems in communities. The synergy of partnership within the Joint Fund allowed not only to implement projects for the community, but also taught people to feel their involvement, relevance, usefulness, and to see the result of what they managed to achieve together\*.



\*This project became possible thanks to the synergy of the “Podillia Community” Community Foundation, the MHP-Gromadi Foundation with the support of ISAR Ednannia within the Civil Society Sector Support Initiative. Sector support initiatives implemented by ISAR Unity in consortium with the Ukrainian Independent Center for Political Studies (UICPS) and the Center for Democracy and Rule of Law (CDRL) thanks to the sincere support of the American people provided through the United States Agency for International Development.



# Educational series on Diia.Education

The MHP-Gromadi Foundation, together with the Ministry of Digital Transformation of Ukraine, presented the educational series "[How to Implement a Social Project in a Community](#)", which will help activists and employees of local governments implement their social initiatives!

Over the past 9 years of work in communities, the Foundation has accumulated vast experience and expertise, and is now ready to share practical knowledge that will help develop an effective project, form a team, find funding and partners, involve the community in fundraising, participate in grant programs, cooperate with business, and ensure the sustainability of the project.

The series consists of 8 episodes lasting 6-15 minutes, which examine all aspects of implementing a social project. Each episode contains practical advice, real examples of successful cases and mistakes.



You can watch the educational series "[How to Implement a Social Project in a Community](#)" for free on the Diia.Education platform. It will become a reliable assistant for those who strive for change in their communities and are looking for ways to implement their initiatives.

# Educational forum "Time to act, Youth!"

On November 11, 2024, the educational forum "Time to Act, Youth!" was held in Dnipro city. Having a perspective and seeing opportunities for professional growth is especially important for young people in times of uncertainty. That is why the MHP-Gromadi Foundation and the MHP Company organized the educational forum "Time to Act, Youth!" to help young people find their way and confidently step forward.

Час  
ДІЯТИ  
МОЛОДЬ!



The forum was created for students of technical specialties as a space for exchanging experience, as well as a tool for attracting motivated, active youth to the MHP company through dual education and internships with subsequent employment. Participants had a unique opportunity to communicate with directors of enterprises and young specialists of the company, which helped lower the barrier to entry into the company and inspired young people to consider the MHP Company as a potential career path. The forum participants were **70 students from 12 educational institutions**. The forum consisted of discussions, workshops and direct communication between students and company leaders. The main topics included career prospects, employer values and the importance of support in difficult times.



The forum "Time to Act, Youth!" became an example of a successful partnership between business, charity and education, contributing to the professional development of young people and confirming the position of MHP as a socially responsible employer.





# Dual Education

Jointly with the Youth Engagement and Development Group of the MHP Group of Companies and the MHP-Gromadi Foundation, the Dual Education project is being implemented, which aims to provide educational institutions with the necessary material and technical resources to improve the quality of students' practical training and increase their readiness for employment.

**In 2024, the Foundation supported 5 educational institutions, namely:**

- ◇ **Smila Technological Vocational College of the National University of Food Technologies** (Smila, Cherkasy region) — the arrangement of the college's sports and assembly hall was supported;
- ◇ **Bar Vocational College of Transport and Construction of the National Transport University** (Bar, Vinnytsia region) — the arrangement of the college's computer centre;
- ◇ **Nemishaiv Vocational College of the National University of Life Resources and Environmental Management of Ukraine** (Nemishaiv village, Kyiv region) — the arrangement of the educational and production laboratory "Food Production Technologies";
- ◇ **Kyiv Vocational College of Applied Sciences** (Kyiv, Kyiv region) — the arrangement of a modern multifunctional creative space;
- ◇ **Sumy Vocational College of the National University of Food Technologies** (Sumy, Sumy region) — equipping educational laboratories of professional disciplines with 3D printers.



# Festival "Science Picnics"

On May 26, the 11th Science Picnics "Genius in Simplicity" took place on the Theater Square in Ternopil. This is an event during which various organizations (schools, higher education institutions, colleges, volunteers, philanthropists, and state structures) demonstrated interactive experiments for everyone who is interested in science. The organizers of the event were Ternopil City Council under the coordination of the Department of Family, Youth Policy and Child Protection, together with the NGO "Ternopil Science Centre" and the Foundation "MHP-Gromadi".



50 improvised mini-laboratories were set up for visitors in the open air, where various experiments in chemistry, physics, biology, robotics and over 500 experiments accessible to everyone were demonstrated. Exhibitions with scientific and technical developments were also held at the location. Ternopil National Pedagogical University named after Volodymyr Hnatiuk was represented by the following faculties: physics and mathematics, history, chemistry and biology, geography, pedagogy-psychology, engineering-pedagogy, philology and journalism.

During scientific picnics, all interested Ternopil residents and guests of the city could test the theory in practice, create robots, conduct test experiments in chemistry and physics and take part in various interactive experiments.





# Community Development Strategy

In 2024, the MHP-Gromadi Foundation supported the request from representatives of the Myronivka and Kaniv territorial communities and, with the support of experts, organized a strategy-making process in these 2 communities with the aim of developing a Development Strategy until 2035.



The Foundation contributed to the consolidation and unification of the public, authorities, scientists, representatives of the social sphere, and business around a common vision of community development for 10 years.

Under the close guidance of the involved strategic planning experts Oleksandra and Vitalii Hlizhynskyi (All-Ukrainian initiative "Active Community", Institute "Respublika"), the following were held in the communities: 6 sectoral strategic sessions, 10 focus group studies, 2 large-scale surveys of community residents (more than 1,600 people), 6 public discussion events with the public and the deputies, which resulted in the development and approval of 2 strategies:

- ❖ Development strategies of the Myronivka territorial community until 2035;
- ❖ Development strategies of the Kaniv territorial community until 2035.



# Business Forum "TIME TO ACT.UA"

On May 17, the international company MHP and the MHP-Gromadi Foundation organized a national identity business forum "TIME TO ACT.UA" in Kyiv. Over 300 small entrepreneurs, representatives of big business and communities gathered on one platform for networking, exchange of experience and development of new projects.



The first panel was dedicated to government-SME cooperation, building an ecosystem between large and small businesses in communities, and successful cases of local business recovery. Viktoriia Kryveshchenko, the owner of the quail farm "Magic bird", whose business was partially destroyed and looted during the occupation, and Olga Olefirenko, who created the farm in memory of her deceased father and had been looking for opportunities for its development for a long time, but never gave up, shared their recovery stories.

Each of the forum speakers identified the markers needed today that can increase the resilience of both small and large Ukrainian businesses. The organizers dedicated the second panel of the forum to the affirmation of national identity and the implementation of projects that shape it.







Experts spoke about successful cultural cases in communities and the demand of local residents to learn about Ukrainianness in them through the prism of such projects: an increase in visitors to local museums; demand for works by classics, the Shot Renaissance, dissidents; the need to watch and listen to Ukrainian content.

The final chord of the business forum was the presentation for visitors of the photo exhibition "Culture vs. War", the authors of which are photographer and cameraman Serhii Mykhalchuk and the Liberov couple. The photo exhibition demonstrated: at a time when the war of worldviews and values is ongoing, cultural projects are an important part of the resistance to the enemy. That is why business, communities and the public community must unite for this.



# Educational video course "The Path of an Entrepreneur"

The video course for entrepreneurs was created by the MHP-Gromadi Foundation in cooperation with the State Employment Service. It reveals the main aspects of creating own business - from an idea to finding financing and reporting.

The educational video course consists of 10 episodes lasting from 5 to 15 minutes, during which experts from the international company MHP and the Foundation in the field of investment, human resource management, business planning, marketing and social responsibility talk about how to:



search for  
business ideas;



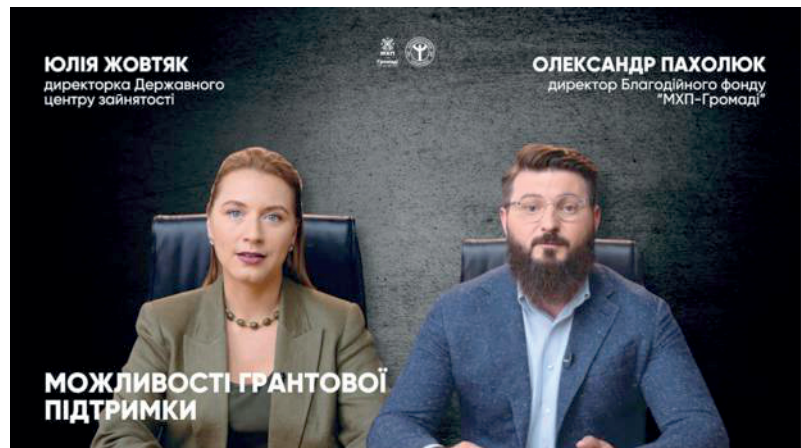
write effective  
business plans;



build cohesive  
teams;



consider risks  
and marketing trends.



And most importantly, where to look for investments for own business and how to ensure that your grant application receives funding from donors. You can watch the series on the "Do Your Own Business" website and on the Foundation's YouTube channel.

Promotional videos for the course were posted across the country in 35+ centres of the State Employment Service "Made in Ukraine."





# People-Titans

At the end of 2023, Serhii Solovii, the “golden trumpet” of the “KOZAK SYSTEM” group, wrote the song “People-Titans”. Already in February 2024, the premiere of the video of the same name took place and the “People-Titans” tour for medical institutions started with the support of the “MHP-Gromadi” Foundation for moral and psychological support of military personnel and hospital workers. Treatment and rehabilitation in hospitals is a difficult stage for defenders. Being far from home, comrades and combat missions, they often feel a lack of moral support necessary for recovery. At the same time, the Foundation received more than 100 letters from various children for military personnel undergoing treatment and rehabilitation. The letters were handed over to the defenders by musicians of the KOZAK SYSTEM group. Musicians from the band KOZAK SYSTEM organized a tour of moral and psychological support for military personnel in the “People-Titans” hospitals.



Within this part of the tour, the musicians visited more than ten medical institutions: from Khmelnytskyi, Truskavets to Cherkasy, Dnipro and Chernihiv. These meetings, unlike the usual concerts, acquired new meanings and content.

“It would be a mistake to think that a musician who comes to a hospital should entertain. We should sing songs that resonate,” notes Ivan Lenio, soloist of the KOZAK SYSTEM band. “It is extremely important for us that the soldiers feel the gratitude, love, warmth and respect of the entire Ukrainian society at a time when they are extremely vulnerable.”



# Culture vs War

"Culture vs. War" is a complex project that includes: 6 short documentary films-novels about the band "Antitila", Serhii Mykhalchuk, Akhtem Seitablaiev, Kostiantyn and Vlad Liberov, Serhii Zhadan, Taras Kompanichenko, a full-length documentary film, in which the heroes of the short films are joined by: Mykhailo Illienko, Dmytro Linartovych, Yevhen Nyshchuk, Yaroslav Pilunsky; a series of photo exhibitions (author's selections of photographs by photo artists - Kostiantyn and Vlad Liberov and cinematographer - Serhii Mykhalchuk); a series of publications and articles in the media (materials for Ukrainian and foreign media that reveal the topic "Culture vs. War"); an art book that includes quotes from the heroes, photographic materials by the cinematographer - Serhii Mykhalchuk, and photo artists - Kostiantyn and Vlad Liberov. On the anniversary of the full-scale invasion of the Russian Federation into the territory of Ukraine, the premiere of the feature film "Culture vs. War" took place in 12 countries around the world.



In late May and early June, the "Culture vs. War. Antibodies" tour took place in the UK, and in September, the Antibodies band visited the USA. The events included short story screenings, acoustic concerts, and discussions. During the visit to America, 10 million UAH were raised in support of the Main Intelligence Directorate of the Ministry of Defence.

For the first time in the United States, a unique war artefact was sold at auction — a whole and intact reconnaissance UAV "Orlan-10", which was actively used by the enemy for observation and adjustment of artillery. In Chicago, this eloquent proof of the skill of Ukrainian soldiers was sold for \$ 15,000!





In June, the “Culture vs. War. Taras Kompanichenko” tour took place in the UK with the participation of the legendary kobzar. In early July, the premiere of the film “Men of Steel” took place in Strasbourg (France), accompanied by an acoustic concert by the frontman of the band “Mandry” Serhii Fomenko and discussions as part of the “Culture vs. War. Serhii Fomenko” tour. The completion of the film about the Azovs on the topic of prisoners was supported by the Foundation in 2023. Events were also held in August in France during the Olympics and Spain. The film premiered in Ukraine in October at the Ukrainian House. The full-length film “Culture vs. War” was presented in Ukraine as part of the annual “KinoBouquet” festival in Kyiv's St. Sophia Cathedral. The “Culture vs. War” tour with Akhtem Seitablaiev took place in Ireland in August, and creative meetings were held in several European countries in October.



The project slogan is BE FREE TO CREATE!



# Literary Ukraine

During 2024, several authors were supported and the following books were published with the support of the MHP-Gromadi Foundation: "Piddubnyi. Victories and Unforgiven Love for Ukraine", one of the authors of which is the descendant of the famous hero Serhii Smagliuk, "Doctor Krapelka. Medical Detective" by Sashko Lirnyk, "School of Rhythm" by Maria Pylypchak.

**"Piddubnyi. Victories and Unforgiven Love for Ukraine"** is the second fiction-documentary publication that tells the story of the unsurpassed Ukrainian hero, six-time world wrestling champion, Ivan Maksymovych Piddubnyi. The authors of the book are Valentyn Sobchuk and Serhii Smagliuk.



Ivan Piddubnyi, born in the Poltava region in the village of Krasenivtsi, was a descendant of a Cossack family. He became a legendary champion, not losing a single tournament during his 40-year professional career. He was called the "Champion of Champions". Even in his old age, he continued to amaze with his strength endurance and devotion to his homeland - Ukraine. His life path is an example of upholding national roots.

The first presentation of the book took place in the library restored after the occupation of 2022 in the village of Rudnytske, Kyiv region. The second edition is supplemented with little-known facts from the hero's biography, because the first story was written during blackouts. Most of the works about him are stories that reveal the character and lifestyle of an invincible athlete who won two poods of medals in five years at the beginning of his sports career.





**The children's book "Doctor Krapelka. Medical Detective"** by Sashko Lirnyk was presented to adult and young readers in the same library. The story for children is written in the genre of a modern urban fairy tale about the adventures of Doctor Krapelka, who treats children and animals. All stories and characters are based on real events and have their prototypes in life, which is incredibly popular with children and inspires them.



"At the beginning of the full-scale invasion, parents asked me to read fairy tales to their children so that they could more easily endure shelling and being in a bomb shelter. This is how the stories about Doctor Krapelka, who treats children and animals, were born," shared Sashko Lirnyk. Now this book heals the souls of young and adult Ukrainians. Its copies are among the military, among displaced persons, and on the shelves of libraries in deoccupied towns and villages.

**"Rhythm School" by Maria Pylypchak** was published at the end of the year. The publication is suitable for professional rhythm teaching. The manuscript is based on a detailed development of the methodology for teaching rhythm using Body percussion. Taking into account and developing all its basic elements, a musical symbol with a pictogram was created for the first time. An important element of this work is the ability to combine the traditional foundations of rhythm with the peculiarities of the rhythm of one's own folk heritage. The collection includes more than 500 author's exercises, various developments of schemes, pictograms, and arrangements for the harp orchestra.



# Multimedia exhibition “The Will to Win”

The MHP-Gromadi Foundation supported the “The Will to Win” project and the Volia Space Ukrainian House at the 2024 Olympic Games in Paris, initiated by the Office of the President of Ukraine jointly with the Ministry of Youth and Sports of Ukraine and the NOC of Ukraine, which consists of:

- ◆ photo exhibition in Ukraine (opening took place on June 26 at the Gulliver Shopping Centre);
- ◆ photo exhibition in July-August at the Ukrainian House during the Olympics in France;
- ◆ virtual photo exhibition (over 100 photos of the project heroes edited into a video series were presented at Volia Space, the VDNH fan zone, Kyiv);
- ◆ 6 video business cards posted on social networks, specialized digital platforms, telethons, etc.;
- ◆ a short documentary film with the participation of the project heroes “The will to win” (about 25 minutes) placed at Volia Space in Paris and specialized digital platforms.



The Ukrainian House is open to guests from all over the world and presents not only the culture and achievements of our country, its sports achievements, introduces famous Ukrainians, but also shows the realities of the life of every Ukrainian during the full-scale russian invasion.





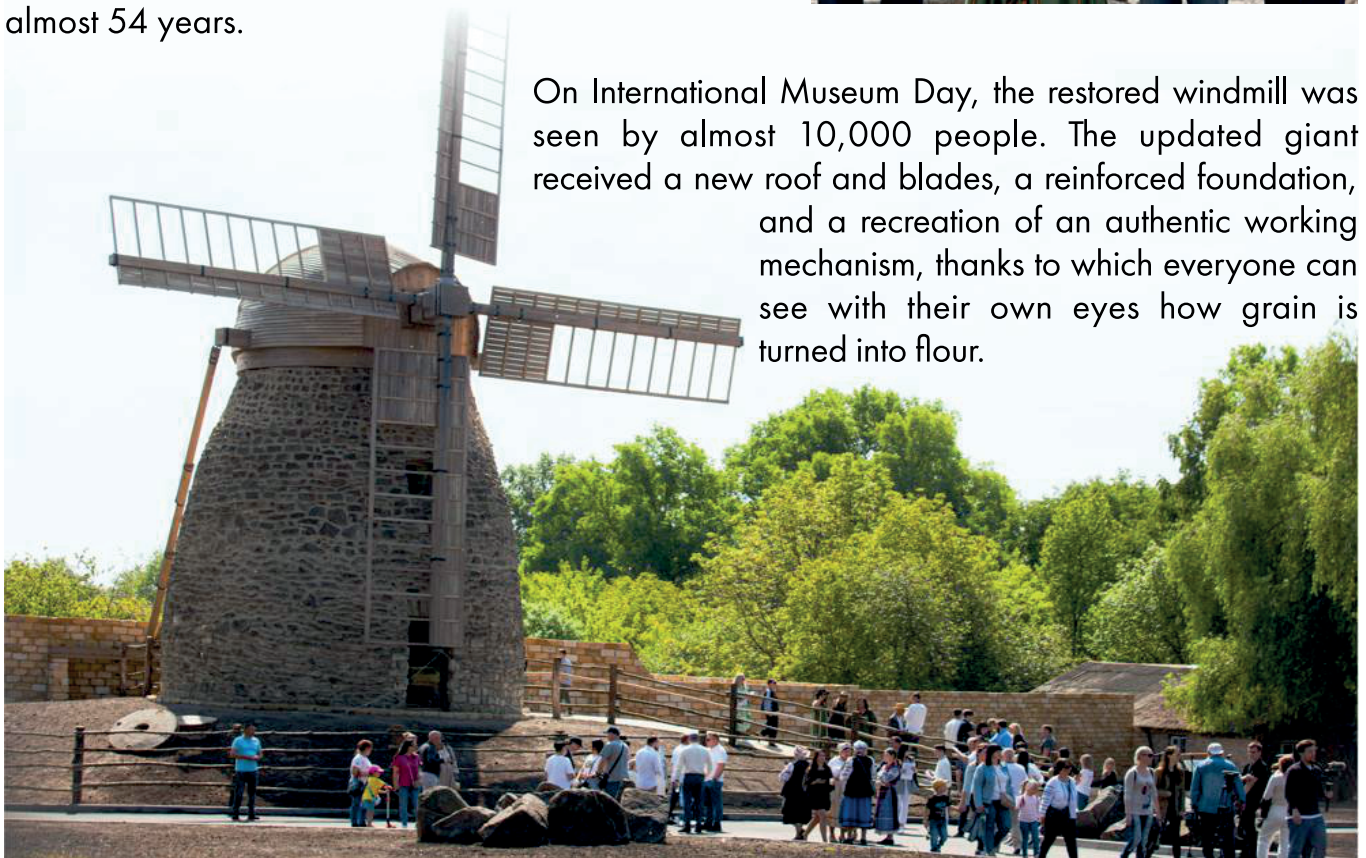
# The second life of a century-old windmill from the Kherson region

With the beginning of the Great War, sociologists drew attention to the surge of interest among Ukrainians in their own history. This is a natural process, because strengthening national identity is impossible without studying one's own history. Therefore, supporting museums now takes on a new meaning. One of the largest museums that forms such a public memory and preserves the history of the development of each region of Ukraine is the National Museum of Folk Architecture and Folk Life of Ukraine.

In 2022-2023, the MHP-Gromadi Foundation supported the reconstruction of the entrance to the museum to make it modern — one that would make it easy to invite diplomatic delegations, attend important events, and learn about one's own history. The next object of support for the museum was a unique 100-year-old windmill. It was built in the Kherson region at the end of the 19th century. It was moved to the museum in the 1970s and forgotten for almost 54 years.



On International Museum Day, the restored windmill was seen by almost 10,000 people. The updated giant received a new roof and blades, a reinforced foundation, and a recreation of an authentic working mechanism, thanks to which everyone can see with their own eyes how grain is turned into flour.



# Taras's Heritage: Revival

The National Reserve "Taras Shevchenko's Homeland" in Cherkasy Region presented restored cultural heritage sites that are part of the tourist routes of Shevchenko's homeland. The repair work was supported by the MHP-Gromadi Foundation at the initiative of the NGO "Ecological Movement of Cherkasy Region".

The Taras Shevchenko Homeland National Reserve unites the villages of Moryntsi, Shevchenkove, Budyshche and Vilshana. These villages were not only part of his life, but also became an inseparable part of Ukrainian cultural heritage. The cooperation between the Taras Shevchenko Homeland National Reserve and the MHP-Gromadi Foundation team began in 2023. Then, as part of the nationwide project to support Ukrainian museums, which the Foundation launched in 2022, the reconstruction of the 150-year-old Budyshche windmill, which has been preserved since Taras Shevchenko's childhood, began on the territory of the reserve.



The craftsmen also made a new ceiling for the underground room (the miller's room) near the windmill, and began landscaping the surrounding area, which is planned to be completed next year. In addition to the windmill, two more 19th-century huts were renovated on the territory of the reserve. On both buildings, work was carried out to cover the roofs with reeds, which will allow these historical objects to be preserved from destruction. For this, craftsmen who work with huts at the National Museum of Folk Architecture and Folk Life of Ukraine in Kyiv were involved in the restoration.



# Cinema for Victory

During 2024, the National Tour "Cinema for Victory!" expanded its focus and important work was carried out in educational institutions and medical institutions. For example, special equipment has been purchased for 4 medical institutions; systematic operation of cinematic areas has been set up, where patients and employees can watch Ukrainian cinema. Periodically, these film screenings are held with the participation of project ambassadors - prominent actors, directors and other artists.



Another significant event of the project was the initiative to restore the cinema in Ladyzhyn, Vinnytsia region with the new name "Ukraine". The cinema had not been operating since the beginning of the pandemic, and local residents actively attended events as part of the "Cinema for Victory!" tour. The audience's great interest in cinema was the impetus for the idea to restore the cinema. The MHP-Gromadi Charitable Foundation supported the initiative by investing about UAH 1 million in the necessary equipment.

On July 24, on the eve of the cinema's opening, as part of the National Tour "Cinema for Victory!", Ladyzhyn hosted the Day of Ukrainian Cinema: on this day, local residents had the opportunity to watch such hit Ukrainian films as "Mavka. Forest Song", "Another Franko", and "My Carpathian Grandfather". Akhtem Seitablaiev, a Ukrainian actor and director of Crimean Tatar origin, and Andrii Rizol, head of the "Watch Ukrainian!" Association, came to present Ukrainian cinema.



# Kobzarstvo - a heritage of the world!

2 years of painstaking work of the Kobzar community led by Oles Sanin, the Association "Watch Ukrainian!" and at the 19th session of the UNESCO Intergovernmental Committee in Paraguay, Ukrainian kobzarstvo was recognized as a cultural heritage of humanity. The entire process of creation, submission and two-year promotion for the nomination took place without involving state funding. The MHP-Gromadi Foundation supported this process from the beginning, acting as a co-applicant and continues to support the preservation, development and popularization of the kobzar-lirnyc tradition in Ukraine and the world. Supporting Ukrainian culture today, we are working to preserve Ukrainian values, meanings, and traditions.

## What did we do to make this a reality?



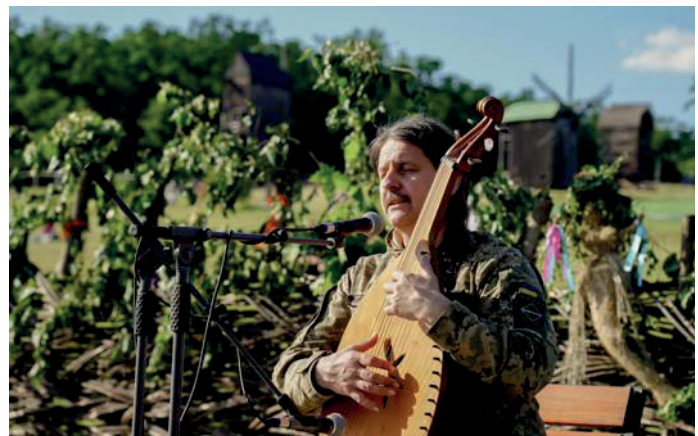
We supported the creation of the documentary film "Kobzarstvo" by director Oles Sanin, which was key to submitting the nomination.



We popularized kobzarstvo through exhibitions, cultural events, the opening of rehabilitation centres and restored museums.



We helped to update musical instruments in the Kyiv, Lviv and Kharkiv kobzar workshops.



We are grateful to our partners – kobzar workshops, the Association "Watch Ukrainian!" and the National Academy of Arts of Ukraine – for the large-scale work done. Today, together, we are writing a story that brings Ukrainian culture to the world level. Kobzarstvo is about the force that unites us and about the soul that inspires the whole world.





# Revival of Yavoriv Toys



The goal of the project is to preserve and restore the tradition of Yavoriv wooden toys, which are part of the intangible cultural heritage of Ukraine.

**Yavoriv toy (plaything)** - the most famous wooden Ukrainian folk toy. Almost the last centre of folk art for the production of Yavoriv toys remains the village of Ivano-Frankove, Yavoriv district, Lviv region, where folk craftsmen



Oksana Kohut and Ostap Soika work. They have preserved and continued the tradition of Yavoriv toys since the early 2000s. The craftsmen strive to open a museum of Yavoriv toys in the village of Ivano-Frankove in order to preserve and popularize the tradition of toys of the Yavoriv region.



**With the support of the MHP-Gromadi Foundation, a number of activities were carried out:**

- ◇ a digital version of the book "Yavoriv Toy" was developed, 1,000 copies of the paper book were published;
- ◇ fundraising campaigns were supported to raise funds for the renovation of the museum premises, the production of advertising products, a charity draw, and the organization of an exhibition with the involvement of potential donors in the city of Ternopil.



# Mobile Accessible Pharmacy

In December 2024, the MHP-Gromadi Foundation, in partnership with the State Enterprise "Ukrvaksyna" of the Ministry of Health of Ukraine, launched the social project "Mobile Pharmacy Points" for residents of remote villages of the Myronivka territorial community.



The goal of the project: to provide access to necessary medicines to improve the health and quality of life of residents of settlements where there are no stationary pharmacies and access to necessary medicines is limited.

## The mobile pharmacy provides the following services:

- ◆ pharmacist consultations;
- ◆ sale of medicines;
- ◆ government program "Affordable Medicines" (e-prescription, free of charge or with a minimal surcharge);
- ◆ the ability to order missing medicines for the next visit.



Each special vehicle (mobile pharmacy) is equipped with the necessary material and technical base that ensures the proper temperature regime and conditions for storage and transportation of medicines, namely: refrigerators, generators, access to the Internet.







# Take care of your health

The MHP-Gromadi Foundation, together with the National Cancer Institute, launched a mobile consultative and diagnostic centre. During the year, the project was implemented in the Baryshivka, Myronivka and Stepantsi territorial communities.



The goal of the project is early diagnosis and prevention of breast and cervical cancer, so that every woman can maintain health and confidence in the future!

## The institute's mobile consultative and diagnostic centre provides the following services:

- ◇ consultation with a gynecologist-oncologist with cytological analysis (PAP test) and colposcopy;
- ◇ consultation with a mammologist and ultrasound examination of the mammary glands;
- ◇ mammography.

This is extremely important, since women from remote regions have limited access to narrowly specialized specialists, especially in conditions of full-scale invasion.

Over the period of the project, **more than 1,400 people were examined and 4,751 medical services were provided.**

Early diagnosis means taking care of yourself and your loved ones!



# Health Chest



The goal of the project is to provide highly qualified and complete medical examinations to children at risk and with specific diseases, children of military personnel, deceased Defenders, IDPs, as well as children from low-income families.



The project is being implemented jointly with the Children's Specialized Hospital of the Ministry of Health of Ukraine "Okhmatdyt". The following doctors visit the communities: pediatricians, hematologists, orthopedists, surgeons, urologists, gynecologists, psychologists, cardiologists, endocrinologists, neurologists, gastroenterologists, allergists, ophthalmologists, ENT specialists, dentists, functional diagnostics and laboratory doctors, who conduct examinations that allow for timely diagnosis of children's diseases and prevent the development of complications.

The project was awarded the award: "Partnership for Sustainable Development 2023" from the UN Global Compact.

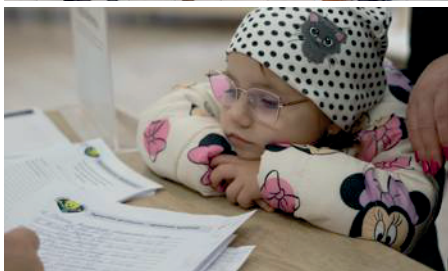
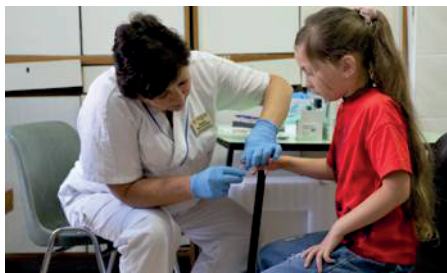
## Project implementation indicators for 2024:



9 trips were made; over 2,500 children were examined;



5 regions (Kyiv, Cherkasy, Khmelnytskyi, Vinnytsia, Dnipropetrovsk), 9 settlements were covered.







# Doctor for the village



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



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

## Project implementation indicators for 2024:



3 regions (Sumy, Cherkasy, Kyiv) covered, 86 settlements



2.2 thousand glasses and cases issued



6.3 thousand medical examinations conducted by doctors, of which  
2.1 thousand - by a therapist;  
2.2 thousand - by an ophthalmologist;  
2 thousand - by an ultrasound specialist



# "RUN 4 VICTORY" Running League

The "RUN 4 VICTORY" Running League brought together people of all ages and levels of training for a great goal - to support Armed Forces of Ukraine and create an unforgettable sporting event.

The goal of the charity races is to collect UAH 1.5 million in registration fees, which will be used to cover the needs of military units and the Military territorial defense of each city where the sporting events took place. The organizers of the events were the MHP Company together with the MHP-Gromadi Foundation in partnership with the sports community "Character".



In 2024, five races were held within the framework of the "RUN 4 VICTORY" league: in Ternopil, Vinnytsia, Cherkasy, Ladyzhyn, Kyiv. The sporting events brought together more than 4 thousand amateur and professional runners from all over Ukraine, who tested their strength at different distances - 21, 10, 5, 2 km. The youngest participants ran 200, 400 and 800 meters. In particular, during the race in Cherkasy, a rescuer from Poltava, Andrii Grechanyi, set a Ukrainian record. The employee of the State Emergency Service ran 21 km in full firefighting equipment in memory of his fallen comrades.

All registration fees of participants in charity races were converted into donations. In total, 2.6 million UAH was collected; all contributions were directed to support our brave Armed Forces of Ukraine. The "RUN 4 VICTORY" race league is another proof of the unity, cohesion and endurance of Ukrainians, because we are invincible when we are united, when our hearts beat in unison!







# Sow the seeds

Every year, the MHP-Gromadi Foundation implements the charity campaign "Sow the seeds", which is aimed at supporting food security in the regions by providing people with high-quality planting material for basic vegetable crops and, as a result, a good harvest.

In 2024, more than 160 thousand households received packages with seeds of beets, radishes, parsley, zucchini, carrots, cucumbers and asters. 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 for 2024:



**61 thousand pieces** of seed packages



**111.7 thousand pieces** of planting calendars






# Let's Save the Harvest Together

By implementing the annual All-Ukrainian charity campaign "Let's Save the Harvest Together", the MHP-Gromadi Foundation creates the prerequisites for food security in Ukrainian communities by providing free lids for preservation.



In 2024, sets of 25 lids for preservation were received by **more than 156 thousand families** from 13 regions of Ukraine. In total, **3.9 million pieces of high-quality lids** for preservation were distributed so that the harvested vegetables and fruits would delight Ukrainian families longer.

Also in 2023, 5 video series were filmed by the author of the garden blog Yuliia Spasibova "Life Hacks from a Jar" about:

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



Over **156 thousand** households covered



**CHARITY EVENTS**





# School is the heart of the community



The goal of the charity campaign “School is 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 young schoolchildren with sets of the most necessary things for school life. Each set consists of a drawing album, coloured pencils, a pencil case, reflective tape for safety in the dark, a bag for changing shoes and a package of crispy fruit slices for a healthy snack.

On September 2, 2024, **6.5 thousand 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 goal 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 Ukrainian small communities, towns and villages. This makes it possible to make the holidays special for everyone who receives a gift, to give people a feeling of warmth and attention, so that they feel part of something bigger - a common warm and generous community that cares about its members.

This year, **over 56 thousand children** — pupils of preschool and general secondary education institutions (grades 1-11) from 13 regions of Ukraine: Vinnytsia, Volyn, Dnipropetrovsk, Zhytomyr, Ivano-Frankivsk, Kyiv, Lviv, Poltava, Sumy, Ternopil, Khmelnytskyi, Cherkasy and Chernihiv regions, as well as the city of Kyiv — received sweet gifts from the MHP-Gromadi Foundation during the New Year and Christmas holidays. The Foundation has been supporting this tradition for 9 years.







# For partnership and cooperation issues, please contact:

**Volodymyr Panchenko**

Head of the National Projects  
Implementation Department

✉ [vo.v.panchenko@mhp.com.ua](mailto:vo.v.panchenko@mhp.com.ua)



**46 Smilianska street, Cherkasy,  
Ukraine, 18001**

[mhpgromadi@mhp.com.ua](mailto:mhpgromadi@mhp.com.ua)  
**+380 67 440 59 00**

