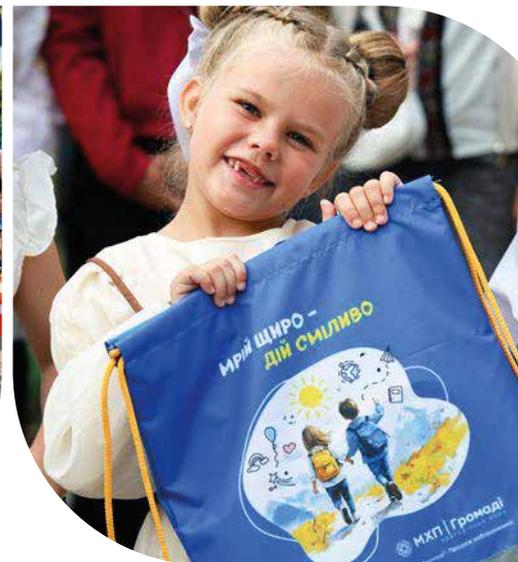


REPORT ON IMPLEMENTED NATIONAL PROJECTS

2025



Congratulations!

The year 2025 has become a special one for the team of Charitable Foundation MHP - HROMADI — we are celebrating 10 years of activity, 10 years of working together for the development of Ukrainian communities. It is a decade of partnership, trust, and daily efforts aimed at creating decent living conditions, new opportunities for people, and positive change in communities.

In this anniversary year, the Foundation continued to implement national projects and social initiatives that strengthen community capacity, develop local economies, and support educational, cultural, and environmental areas. We continue to act based on a sustainable system of values and the principles of ESG (Environmental, Social, Governance), which define our responsibility to people, the environment, and society.

Our initiatives in 2025 brought communities together around shared values — mutual support, trust, and sustainable development. They became an important contribution to achieving the UN Sustainable Development Goals, particularly in the areas of quality education, social equality, decent work, and economic growth.

We are confident that the power of change lies in cooperation. It is the combined efforts of business, communities, and local authorities that make it possible to create a space where everyone has the opportunity for self-realization and to contribute to shared success. This report is a testament to our common journey, achievements, and inspiration, with which we continue to shape the future of Ukrainian communities.

Sincerely,
The team of Foundation MHP - HROMADI

Together making what matters

WE THANK OUR PARTNERS:



MINISTRY
OF YOUTH AND SPORTS
OF UKRAINE



MINISTRY OF
SOCIAL POLICY
OF UKRAINE



UKRAINIAN
YOUTH
FOUNDATION



UKRAINIAN
VETERANS
FOUNDATION



UKRAINIAN
CULTURAL
FOUNDATION



*Shupyk National Healthcare University of Ukraine

J.A.S.

Junior Academy
of Sciences of Ukraine



Olena Zelenska
Foundation



Tina
Karol
Charitable foundation



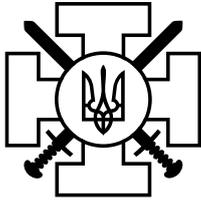
UKRAINE
FOR FAMILY VALUES

NewRun



biopharma
plasma

morshynska
SPORT



Ministry
of Veterans
Affairs
of Ukraine



MFA
UA



AGENCY FOR MASS SPORTS



УКРВАКЦИНА
МЕДИЧНА ЛОГІСТИКА

*STATE ENTERPRISE "UKR-VACCINE" OF THE MINISTRY OF
HEALTH OF UKRAINE



NATIONAL
CANCER INSTITUTE



Mariupol University



Bohdan
Hawrylyshyn
Family Foundation



Fedir Shpyg
Foundation



ASSOCIATION
WATCH UKRAINIANS!

syngenta



OSVITORIA



ucab



THE NATIONAL
MUSEUM OF FOLK
ARCHITECTURE AND
LIFE OF UKRAINE



MAKE IT YOUR OWN

The competition is held in Vinnytsia, Volyn, Dnipropetrovsk, Zhytomyr, Ivano-Frankivsk, Kyiv, Lviv, Poltava, Sumy, Ternopil, Khmelnytskyi, Cherkasy, and Chernihiv regions of Ukraine, as well as in Kyiv city. Its goal is to create conditions for the sustainable development of entrepreneurship, including as a response to the negative economic and social consequences of the war, in cities and rural areas by providing microgrants for the further launch, scaling, and/or relocation of existing micro- and small businesses.

The priority focus of the project selection is the development and support of veteran entrepreneurship.

WINNING PROJECTS:



Wellness and Recreational Services Using Horses



Vertical Farm for Microgreens and Edible Flowers "Benefit"



Scaling the Burger Shop "Bulka i Kotleta"

**РОБИ
СВЄ**



Auto Service Center

RESULTS OF THE COMPETITION IN 2025:

-  502 applications submitted
  12 regions of Ukraine, 69 localities
-  80 winning projects, including 32 veteran-owned businesses (manufacturing – 1, craft production – 11, ecotourism – 3, landscaping services – 1, household services – 6, food security – 7, educational services – 3)
-  Total grants awarded: UAH 9.5 million, including taxes and fees
-  Co-financing: over UAH 20 million, at least 100% of the grant amount (from UAH 100,000)
-  Over 85 newly created jobs

VETERAN-OWNED BUSINESS



Production of dried vegetables



Veteran's workshop: expansion of craft sausage production



Craft coffee shop



Child development center "VITAMIND KIDS"



Start Your Own Business with Horeca Masters

The goal of the competition is to create conditions for the sustainable development of entrepreneurship in the food service sector in cities and rural areas by providing microgrants for further start-up and scaling (improving the material and technical base, launching a new service/format/menu, changing location, or opening an additional outlet) for small and medium-sized businesses by providing microgrants.

Participants of the competition included current owners and managers of food service establishments in the Street & Casual Food segment (street food outlets, food trucks, coffee shops, bakeries) and the Middle Segment (restaurants, cafés, dark kitchens, bars, pubs, hotel-based establishments) who seek to improve service quality, expand their range, or optimize operational processes.

Grant amount: from UAH 250,000 to UAH 500,000, depending on the lot.

Street & Casual Food



Street food outlets, food trucks, coffee shops, bakeries. Funding per project from the Foundation: UAH 250,000

Middle segment



Middle segment (restaurants, cafés, dark kitchens without dine-in service, bars, pubs, hotel-based establishments). Funding per project from the Foundation: UAH 500,000

Results of the Competition in 2025:



- 5 projects supported from Vinnytsia, Kirovohrad, Kyiv, and Poltava regions;
- UAH 2.5 million — total amount of grants awarded, including taxes and fees;
- Over UAH 2 million — co-financing.





It's Worth Starting Your Own Business 2.0

Project goal — financing businesses of veterans, family members of fallen (deceased) war veterans, and family members of fallen (deceased) Defenders and Defendresses of Ukraine in the fields of agriculture and the agro-industrial complex on a competitive basis. The competition is implemented by the Ukrainian Veterans Foundation of the Ministry for Veterans Affairs in partnership with the Charitable Foundation MHP-HROMADI and the agribusiness company Kernel.

Project focus — from agricultural production to service activities. The competition winners represent various sectors: agricultural production, wood and metal processing, food processing and manufacturing, as well as the provision of household and service services.



Competition participants:

- Veterans, family members of fallen (deceased) war veterans, and family members of fallen (deceased) Defenders and Defendresses of Ukraine who are registered in accordance with legal requirements as individual entrepreneurs.
- Legal entities registered no later than one year before submitting an application to participate in the competitive selection, provided that at least one of the founders (participants, owners, or shareholders) is a veteran, a family member of a fallen (deceased) war veteran, or a family member of a fallen (deceased) Defender or Defendress of Ukraine.



Results of the Competition in 2025:

#ВАРТО
РОБИТИ
СВЄ



100 winning projects



259 applications submitted



Grant amount: from UAH 600,000 to UAH 1.6 million





AGROKEBETY. Grow Your Own.

The educational project “Agrokebety”, the Ukrainian Agribusiness Club (UCAB), and the Foundation MHP–HROMADI have launched new opportunities to support the development of entrepreneurship in agriculture and related sectors.

“Agrokebety. Grow Your Own” is a practical educational program focused on developing business plans to attract financing, as well as a business project competition in the agricultural sector with grant support.

The project was launched in May 2024 with a two-month training program, for which 394 participants registered. The training block consisted of 18 lectures, each lasting 2 hours, delivered by 28 speakers.

Based on the results of the Expert Council’s work, 10 of the best business projects were selected, each of which received a grant of up to **UAH 200,000** to implement their idea or scale an existing business. The total competition budget amounted to **UAH 4.5 million**. Thanks to the grants, the winners were able to bring their plans for business development to life.

To showcase the stories of business scaling by the winners, a collaboration was organized with the media outlet “Shotam”, which carried out high-quality filming of the implemented projects and demonstrated how participants transform their ideas into successful initiatives.







AGRO 360: A Course Focused on Yields for Agribusiness Entrepreneurs

This educational course was created to enhance the managerial, financial, and technological competencies of agribusiness executives, farmers, and professionals in the agricultural sector.

Its goal is to support those who seek to systematically develop, optimize, and scale their agribusiness, implement modern solutions, and meet new market requirements. Today, many agricultural producers insufficiently integrate smart technologies, lack established ESG policies, and face challenges in financing and the legal support of land plots. The course is designed to address these challenges.



Who is this course for?

- Small, medium, and large farming operations
- Agronomists and production managers
- Managers of agribusiness companies
- Those who want to operate according to EU standards
- Those planning their business development for the next 5–10 years



What will participants gain after completing the course?

- A clear understanding of agrotechnology and modern cultivation methods
- Knowledge of digital farming tools
- Ready-to-use solutions for risk management
- Practical skills to meet EU requirements
- An understanding of how to build a sustainable, profitable, and environmentally responsible business model
- A starting point for building an ESG system within one's own farm
- Access to a network of experts and collaboration opportunities

As part of the course, the following topics are covered: agribusiness management, land bank management, smart farming, sustainable production, effective use of crop protection products and seeds, sales in the agricultural sector, working with grants and government programs, as well as the principles of sustainable development.



Through this course, we demonstrate where the agricultural sector is heading and what businesses need to prepare for over the next 5–10 years. Nineteen experts from Syngenta and MHP companies were involved in the development of the program. The course consists of an introductory series, 10 video podcasts, and a final series summarizing key takeaways and discussing the vision and strategy for the future of the agricultural sector.

The educational course “AGRO 360: A Course Focused on Yields” is hosted on the national educational platform Prometheus, which provides convenient access and the opportunity to learn at one’s own pace. The video podcasts are also published on the Foundation’s YouTube channel and on Syngenta’s channels, enabling the materials to reach the widest possible audience of agricultural producers and interested professionals.



After watching the full course, which is also available on the website, participants will be able to take a final assessment and receive a certificate. Viewers who achieve the highest scores will receive special bonuses from partners — the companies MHP and Syngenta.



Time to Act, Ukraine!

For 10 years now, we have been helping communities become places where people want to live. This year, the “Time to Act, Ukraine!” Social Initiatives Competition is being held for the 10th time and aims to address important social challenges as a response to the impacts of the war in cities and villages across Vinnytsia, Volyn, Dnipropetrovsk, Zhytomyr, Ivano-Frankivsk, Kyiv, Lviv, Poltava, Sumy, Ternopil, Khmelnytskyi, Cherkasy, and Chernihiv regions, as well as in the city of Kyiv, through the provision of grant funding.

To mark the 10th anniversary, the Foundation MHP–HROMADI decided to expand the concept of the competition and give communities the opportunity to attract from **UAH 100,000 to UAH 500,000** for innovative and impactful projects.



In 2025, the priority focus areas of the Competition were:

- Reintegration and rehabilitation of veterans
- Preservation of traditions and cultural heritage
- Systemic projects in education, healthcare, and infrastructure
- Development of community spaces
- Energy security
- Creation of inclusive spaces

Results of the Competition in 2025:



760 applications submitted



105 winning projects



UAH 40.4 million — total competition budget



UAH 14.4 million — grant funding, UAH 26 million — co-financing from participants

WINNING PROJECTS:



Час
ДІЯТИ,
Україно!





Time to Act, Unstoppable

For the second year in a row, the nationwide social initiatives competition “Time to Act, Unstoppable” has been implemented, becoming an effective tool for building an inclusive environment and developing adaptive sports in Ukraine.

The competition is implemented within the framework of the National Strategy for Creating a Barrier-Free Space in Ukraine, initiated by First Lady Olena Zelenska. The initiative is carried out with the support of the Ministry of Youth and Sports of Ukraine, within the framework of the President of Ukraine’s “Active Parks” program, the Fedir Shpyg Foundation, and the MHP-HROMADI Charitable Foundation as part of the MHP Standing Together veterans’ reintegration program.



Each of the winners received grant funding in the amount of UAH 200,000 from the MHP-HROMADI Foundation and UAH 200,000 from the State Institution “Agency for Mass Sports of Ukraine” under the Ministry of Youth and Sports of Ukraine. Of this amount, UAH 100,000 was allocated for the purchase of low-cost sports equipment, and UAH 100,000 for covering coaches’ fees.

Results of the Competition in 2025:



121 applications submitted



20 winning projects



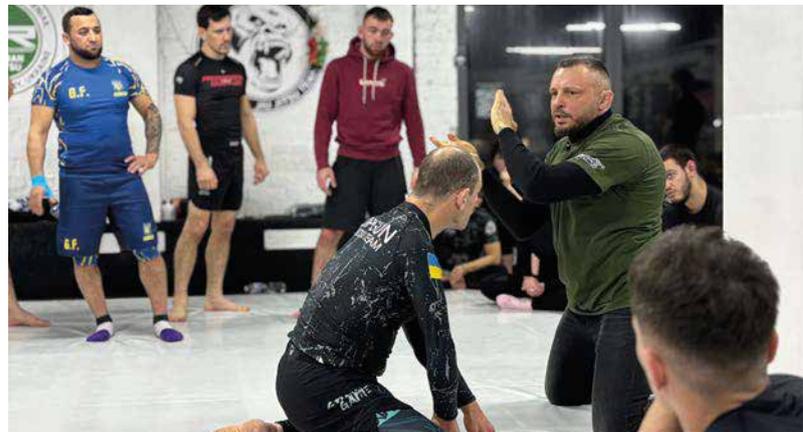
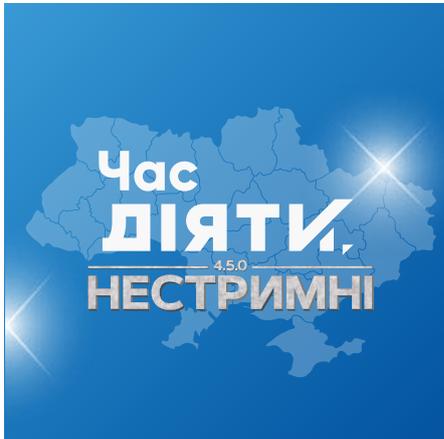
UAH 15 million — total competition budget



UAH 3.97 million — grant funding from the MHP-HROMADI Foundation (including UAH 1 million from the Fedir Shpyg Charitable Foundation)

UAH 11 million — co-financing from partners (State Institution “Agency for Mass Sports of Ukraine”) and the competition winners themselves

WINNING PROJECTS:





Culture in the Focus of Communities

With the aim of ensuring equal access to cultural products and cultural services in communities, activating local initiatives by engaging residents outside agglomerations and regional centers in generating competitive cultural products, the MHP-HROMADI Foundation, together with the Ukrainian Cultural Foundation, initiated a joint lot “Culture in the Focus of Communities” to support regional initiatives and to develop and promote culture in small towns and rural areas.

This is a unique opportunity to receive funding ranging from **UAH 500,000 to UAH 1 million** for the implementation of ideas that will contribute to the development of culture in the regions.



Project areas:

- Visual and audiovisual arts
- Performative and stage arts
- Cultural heritage and literature
- Creative industries

Results of the Competition in 2025:



173 applications submitted



14 winning projects



UAH 10 million — total competition budget

Minimum grant amount: UAH 500,000

Maximum grant amount: UAH 1 million



UAH 5 million — grant funding from the MHP-HROMADI Foundation

UAH 5 million — grant funding from the Ukrainian Cultural Foundation

UAH 1.55 million — co-financing from the competition winners

WINNING PROJECTS:



Community Leaders School 2.0

For the second consecutive year, in cooperation with Mariupol State University, the MHP–HROMADI Foundation is implementing the Community Leaders School 2.0. In September, the educational part of the project was launched, which effectively marked the start of this year's competition. Over the course of three months, **55 participants** improved their competencies in project management, fundraising, and other important areas. Most importantly, the participants gained the opportunity

Based on the results of the competition, the Foundation selected **11 winners** who presented the strongest and most promising change-oriented projects. The supported initiatives are aimed at strengthening community capacity, supporting people, and creating sustainable solutions for the

The winners represent communities from the Cherkasy, Vinnytsia, Kyiv, Lviv, Khmelnytskyi, and Dnipropetrovsk regions.

Areas of supported projects:

- energy efficiency — 5 projects;
- veterans policy — 3 projects;
- youth development — 3 projects.

The total fund for the supported projects (on the basis of co-financing of at least 50%) amounts to UAH 10 million.



PROgrowth

A charitable project aimed at developing human capital in Ukraine by improving the qualifications of professionals in the social, medical, and cultural sectors through the provision of mini-grants of up to UAH 15,000, with the goal of supporting employees' professional growth.

Priority areas:

- advanced training, professional development, and career growth;
- development of soft and hard skills to increase personal productivity;
- adaptation to changing working conditions during wartime and the implementation of innovations.
- enhancement of personal resources to improve and increase professional effectiveness;

Results of the Competition in 2025:



17 communities reached;



453 applications submitted;



270 winners;





Business Forum “TIME TO ACT.UA”

On June 11, the Forum for Community Development “TIME TO ACT.UA” took place at the National Museum of Folk Architecture and Life of Ukraine, marking the 10th anniversary of the “MHP–HROMADI” Foundation. The event brought together more than 500 representatives of local self-government bodies, state authorities, business, the civic sector, and the cultural community to discuss key challenges and opportunities for sustainable community development in the context of war and transformation.

Over **10 years** of activity, the Foundation has supported more than **3.2 million** people, implemented 552 social projects in communities with total funding exceeding **UAH 42 million**, and also **helped 548** small entrepreneurs launch their own businesses and scale them up.

During the forum, the following topics were discussed:

1 Civil society and sustainable community development.

Participants discussed how government, civil society, and local self-government jointly create effective models for territorial development. Business representatives shared their experience in supporting communities through educational, social, and infrastructure projects, emphasizing the importance of trust and partnership.

2 Social and veterans policy in the focus of government and business.

The discussion focused on support for veterans and social policy from both the state and business sectors. Key participants included figures working on veteran and military support in Ukraine: Matvii Bidnyi, Minister of Youth and Sports, and Yuliia Kirillova, Deputy Minister for Veterans Affairs of Ukraine.

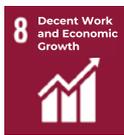
3 Strengthening national identity in wartime conditions.

Participants included prominent Ukrainian cultural figures, artists, musicians, and civic leaders who not only preserve but also actively shape the contemporary image of Ukrainian culture during wartime.



“The MHP–HROMADI Foundation organized the Forum not merely as a symbolic event, but as a logical continuation of many years of work aimed at developing strong, viable communities. Over the course of 10 years, the Foundation has brought to life social, economic, and cultural initiatives that help communities become places where people want to live, work, and grow,” — says Oleksandr Pakholiuk, Director of the MHP–HROMADI Foundation.





Educational Project “Grant Opportunities for Youth in the Community”

The project was implemented by the Ukrainian Youth Foundation with financial support from the MHP–HROMADI Foundation.



The goal of the project is to provide young people with tools for development:

- to learn how to write project proposals and participate in grant competitions;
- to express their ideas and needs through surveys in order to shape a modern youth policy within the community;
- to gain access to opportunities for education, employment, and self-realization.

The project was implemented in four regions of the country (Cherkasy, Kyiv, Vinnytsia, and Dnipropetrovsk regions) across 47 territorial communities. In total, 1,610 participants joined the offline activities. The participants of the meetings included students, high school pupils, as well as representatives of stakeholders interested in youth development,

The program of activities included not only a seminar but also practical training: participants analyzed case studies, discussed examples of implemented youth initiatives, and received practical tools for preparing grant projects. In parallel, focus groups worked with representatives of the education sector, business, and local authorities to jointly

The MHP company and its strategic partner, the MHP-HROMADI Foundation, support young people in what matters most: they provide education, help them find their first job or change professions, and offer opportunities to bring their own ideas to life through grants and



Science Picnics “In Search of Inspiration”

On May 31, in Ternopil at Teatralna Square, the 12th Science Picnics “In Search of Inspiration” took place—an annual event that introduces residents of the city to the fascinating world of science. During the event, various organizations (schools, higher education institutions, colleges, volunteers, charitable organizations, and government agencies) showcased interactive experiments for everyone who is passionate about science.

This year, visitors were offered 60 open-air mini-laboratories, where anyone could see how science works and even conduct experiments themselves. In total, the organizers presented more than 500 exciting experiments.

Representatives of universities, colleges, schools, youth organizations, civic associations, and businesses took part in the event.

The event was implemented by the Ternopil City Council, coordinated by the Department of Family Affairs, Youth Policy, and Child Protection, in partnership with the NGO Science Center of Ternopil and the MHP–HROMADI Foundation.



12th Science Picnics “In Search of Inspiration”



ECOSOC Youth Forum 2025 in New York

From April 15 to 17, the ECOSOC Youth Forum 2025 was held in New York. This is a global platform for dialogue where young people from around the world discuss key challenges of sustainable development and formulate recommendations for the international community. Ukraine was represented at the event by youth delegates to the UN Maria Kotsiurba and Yurii Lomikovskiy.

The delegates actively participated in the main program of the forum and also took part in a number of side events, including a ministerial breakfast on the activities of the UN Youth Office, a meeting on youth participation in international peace and security (organized by the Permanent Mission of Portugal to the United Nations), as well as events hosted by youth delegates from other countries.



In 2025, the delegates' trip to the ECOSOC Forum was made possible through the synergy of efforts of the MHP–HROMADI Foundation, the Bohdan Havrylyshyn Family Foundation, UNDP in Ukraine, and Razom for Ukraine.

A Creative Journey Together with Destination Imagination Ukraine

Despite the challenges of wartime, Ukrainian children continue to dream, create, and learn new things. That is why the MHP–HROMADI Foundation supports the Destination Imagination program—an international movement that develops creativity, teamwork, and critical thinking among school students. The project partner is the Junior Academy of Sciences of Ukraine under the auspices of UNESCO.



Program goal — to awaken in all representatives of the younger generation the potential of future innovators ready for collaboration.



Program mission — to provide young people with inspiration and tools to move from imagination to innovation through the creative process.

The Foundation provided funding to cover registration fees for 23 teams. The next stage will be their participation in the National Olympiad in the spring. To enhance the impact of the program, two offline training sessions were also organized for educators who coordinate children's teams. Participants received professional development certificates.



The project covered educational institutions from 17 regions of Ukraine, including the capital. Overall, representatives of 71 educational institutions (schools, lyceums, gymnasiums, and extracurricular education centers) took part in the project. The total number of teachers and staff from educational institutions involved in the training amounted to 147 people.

This project is not just about education. It is about believing in children, in their potential to change the world and shape the future of Ukraine through creativity and collaboration.

Teachers of the Future

The MHP–HROMADI Foundation supported the “Teachers of the Future” event—the largest educational festival in Ukraine—which took place in Lviv on June 19–20, 2025. The festival was dedicated to shaping an education system that prepares students for the realities of the modern world, not just for exams.

Key aspects of the festival:



Theme: “Education for Life” — preparing learners for real-life challenges, not merely formal schooling.



Participants: more than 2,500 educators from across Ukraine, as well as Ukrainian and international thought leaders in education and civil society organizations.



Format: over 250 lectures, workshops, discussions, presentations, and interactive sessions held over two days.



Speakers: Oksen Lisovyi, Barbara Prammer (Austria), Richard Dunne (United Kingdom), Zoya Lytvyn, and other experts.



Pavlo Moroz, Director of the Corporate Social Responsibility Department at MHP, joined the discussion and emphasized the business sector’s need in education—specifically, how educators today can help pupils and students acquire skills essential for employment.



Thanks to the financial and organizational support of the MHP–HROMADI Foundation, 50 educators from across the country were able to attend the event. The Foundation covered festival tickets, accommodation, and travel expenses for participants.



“A Family for Every Child”

The MHP–HROMADI Foundation supported the “A Family for Every Child. Better Care Awards.” This is an annual national award recognizing leaders and change-makers in the field of protecting every child’s right to grow up in a family environment. The award was launched in 2025.

The award ceremony took place on November 20—World Children’s Day—so that on this day in Ukraine the stories of those who change children’s lives for the better every day could be heard.

In 2025, 367 nominees took part in the award, among whom 16 laureates received honors.

Among the laureates were foster families, adoptive parents, social sector professionals, communities, businesses, and initiatives whose contributions have become examples of genuine responsibility, support, and care for children. The award was granted to people who, through their actions, are building a country where every child has a family, feels cared for, and has opportunities to grow and develop.



Culture vs War

“Culture vs War” is a large-scale cultural diplomacy project implemented by the Association “Promoting the Development of Cinema in Ukraine – Watch Ukrainian!” with the support of the MHP–HROMADI Charitable Foundation, Vavilon company, and the comprehensive support of the Ministry of Foreign Affairs of Ukraine.

Within the framework of the “Culture vs War” initiative, in 2025 the Association “Watch Ukrainian!” organized 254 events in 29 countries and 104 cities worldwide, including the United Kingdom, Spain, Germany, Denmark, Georgia, the Netherlands, Belgium, Slovakia, Turkey, the USA, Poland, Estonia, Azerbaijan, India, Kazakhstan, Austria, Ireland, Finland, Sweden, France, Italy, Hungary, the Czech Republic, Jordan, Canada, China, Cuba, Mozambique, and Montenegro. Additionally, three international film marathons were held, dedicated to important dates for Ukraine, bringing together film screenings, discussions, and charity fundraising events in support of Ukraine. In particular, in 2025, the program of cultural and informational tours of heroes and ambassadors of the “Culture vs War” project was continued. 13 global tours were organized with the aim of conveying the truth about the war, sharing testimonies of direct participants in the events, and showcasing the project’s documentary films.



Cinema for Victory!

The national tour “Cinema for Victory!” has been implemented since August 2022 on the initiative of the Office of the President of Ukraine, the State Film Agency of Ukraine, and the Association “Watch Ukrainian!”, with the support of the MHP–HROMADI Foundation, in cooperation with the Main Directorate of Communications of the Armed Forces of Ukraine, and with the assistance of the Ministry of Defense of Ukraine, regional military-civil administrations, the Ministry of Internal Affairs of Ukraine, the National Guard of Ukraine, and the National Police of Ukraine.

Since the launch of the Tour, 3,022 film screenings have been held in 514 localities and military units across 23 regions of Ukraine and the city of Kyiv. Within the framework of the project, as of January 1, 2025, the Association “Watch Ukrainian!” has organized 970 film screenings of 112 Ukrainian films in 168 localities across 17 regions of Ukraine for servicemen and servicewomen, internally displaced persons, local communities, as well as educational institutions training future officers. In total, 112 full-length Ukrainian feature films have been screened.

In 2025, the Tour’s events were supported by around 40 artists, including Bohdan Benyuk, Oles Sanin, Akhtem Seitablaiev, Irma Vitovska, Vitalina Bibliv, Olha Sumska, Liubomyr Levytskyi, Yevhen Lamakh, Oleksandra Kotsiubailo, Anna Zakletska, Mykhailo Illienko, the band Antytila, Stanislav Tiunov, Mykola Tovkailo, Vitalii Kobzar, Zhdan Bezverbnyi, Viacheslav Dovzhenko, Oleksandr Shchur, Andrii Rizol, Yurii Komarnytskyi, Andrii Suiarko, Artem Hryhorian, Maksym Serediuk, Taras Kompanichenko, Serhii Bordeniuk, Oleksii Shaparev, Denys Tarasov, Viacheslav Vasyliuk, Ostap Stupka, Andrii Donchyk, Serhii Trymbach, Hennadii Popenko, Serhii Lysenko, Serhii Mykhalchuk, Vitalii Kapranov, Serhii Fomenko, Andrii Isaienko, Kateryna Tymchenko, and others.



The opening of cinema spaces in military hospitals and rehabilitation centers of the Armed Forces of Ukraine is a special program implemented within the framework of the National Tour “Cinema for Victory!,” aimed at providing moral and psychological support to Ukrainian soldiers undergoing treatment and rehabilitation.



! In 2025, six cinema spaces were opened in hospitals and rehabilitation centers of the Armed Forces of Ukraine in the Poltava, Vinnytsia, Lviv, and Kyiv regions.

The program was founded by the “MHP–HROMADI” Charitable Foundation and the “Watch Ukrainian!” Association in August 2024. Since its launch, 10 cinema spaces have been opened in 10 rehabilitation centers. The program is implemented by the “Watch Ukrainian!” Association in cooperation with the Communications Department of the Armed Forces of Ukraine, the National Academy of Arts of Ukraine, and a number of units from various branches of the Defense Forces. The technical equipment for the cinema spaces has been provided with patronage support from the “MHP–HROMADI” Charitable Foundation, companies: MHP, Deloitte in Ukraine, Ukrzoloto, Senta Pharm, NEMIROFF, Oschadbank, the Multiplex cinema chain, and the “Watch Ukrainian!” Association.

Promotion of the Kobzar–Lirnyk Tradition

Since the beginning of 2025, the “Watch Ukrainian!” Association, in cooperation with the Kobzar guilds of Kyiv, Kharkiv, and Lviv, has continued its efforts to promote the tradition following UNESCO’s recognition of the “Program for Safeguarding the Kobzar–Lirnyk Tradition” as an Intangible Cultural Heritage of Humanity.

Throughout this year, around 30 events involving kobzars have been held. Educational events took place in Kyiv, Odesa, Zaporizhzhia, Dnipro, Kharkiv, Poltava, Chernihiv, Vinnytsia, Mykolaiv, Ternopil, Lviv, Rivne, as well as in the Cherkasy, Zhytomyr, Khmelnytskyi, and Kyiv regions.

This year, a new venue appeared at Bouquet Kyiv Stage — the Kobzar Glade: representatives of the Kobzar guilds of Kyiv, Lviv, and Kharkiv performed over two days, presenting the tradition to festival visitors.

In July, with the participation of a bearer of the kobzar–lirnyk tradition and serviceman Taras Kompanichenko, the tradition was presented as part of the international cultural diplomacy tour “Culture vs. War” during the festival “Connections. The European Soul of Ukraine” in Rome and at the Swedish Army Museum (Armémuseum) during the exhibition “Sweden – Ukraine: At the Crossroads of a Thousand Years” (October), as well as within the European Festival: Ukrainian Spring in Stockholm (May) and a series of events in Strasbourg.



People-Titans: Music of Support and Gratitude

In 2025, MHP, together with the “MHP–HROMADI” Foundation and the band KOZAK SYSTEM, continued the implementation of the musical project “People-Titans,” aimed at supporting wounded servicemen undergoing treatment and rehabilitation.

Throughout the year, within the framework of the “MHP Poruch” program, eight “People-Titans” performances by the band KOZAK SYSTEM took place in medical and rehabilitation institutions in Kyiv, Poltava, Kharkiv, Vinnytsia, and Lviv regions. The concerts became spaces for live communication, emotional support, and gratitude to the defenders who fight for Ukraine’s freedom every day. An important step in 2025 was the support of inclusive infrastructure during KOZAK SYSTEM’s concert in Lviv on Ukraine’s Independence Day, which made the event accessible to people with different needs and emphasized the values of equality and respect. In addition, within the project “Sing for Victory,” implemented by the “MHP–HROMADI” Foundation, three performances by KOZAK SYSTEM were held in Kyiv, as well as in the Vinnytsia and Cherkasy regions.



KOZAK SYSTEM frontman Ivan Lenyo emphasizes that “People-Titans” is not just a series of concerts, but a living interaction with those who have endured extremely difficult trials, and an opportunity to convey support, strength, and faith in victory through music. The “People-Titans” project once again confirms that culture, music, and human presence are essential components of recovery, and that responsible business can and must stand alongside people in the most challenging moments.

The Play “Eneida” by the Veterans Theatre

Work on the experimental musical and physical theatre production “Eneida,” which combines Kotliarevsky’s literary foundation with methods of physical and performative theatre, lasted about a year. Most of the roles are performed by active servicemen and veterans of the Russian-Ukrainian war with amputations and severe injuries, as well as combat medics and volunteers — all those who joined the project to overcome their fears, reluctance to appear in public, and to accept their new selves.

The immortal poem by Ivan Kotliarevsky, interpreted by director and choreographer Olha Semoshkina, transforms into an emotional dialogue about war, memory, and the power of the word, where every movement and gesture is filled with energy and the rhythm of life.



Main Idea — therapy through culture: through physical expression, words, and music to open a path toward inner cohesion and self-expression through the art of theatre. “Eneida” is not just a new production of the Veterans Theatre, but a project designed to support Ukrainian veterans through creativity, help them reinterpret the traumatic experience of war, and reintegrate into society.



Primary Goal — to create a nationwide network of veterans’ theatres united under the Veterans Theatre initiative — centers of therapy through culture, inspiration, and socialization for Ukrainian veterans. The production “Eneida” was made possible with the support of the “MHP–HROMADI” Charitable Foundation.





Creative Team of the “Eneida” Production:

- o Director and choreographer — Olha Semoshkina;
- o Artistic director — Akhtem Seitablaiev;
- o Assistant director — Anastasiia Nechytailo;
- o Composer — Illia Razumeiko;
- o Production designer — Viktor Dontsov;
- o Costume designer — Olena Hres;
- o Management — Mykola Kobylak;
- o Producer — Andrii Rizol;
- o TRO Media team.

Performers: Andrii Onopriienko, Artem Moroz, Yehor Babenko, Ivan Voinov, Taras Kozub, Inna Korolenko, Anastasiia Nechytailo, Anastasiia Pustovit, Olena Syrotenko, Nataliia Plokhotniuk, Dmytro Zenenko, Nataliia Voitychuk, Roman Trokhymenko, Vladyslav Mazur, Valentyna Kalynovska, Andrii Siromakha.



Gastro Tour “Taste with Eneida”

A cultural and educational project about the history, traditions, and gastronomic heritage of Ukrainians, created by the National Museum of Folk Architecture and Life of Ukraine with the support of the “MHP–HROMADI” Foundation.



Project Goal: to showcase authentic Ukrainian flavors that continue to meet global standards, and to explore the history of 18th-century Ukrainian life through the lens of traditional cuisine.

A continuation of the cultural research project “Ancient Cuisine of Ukraine” is a collection of 12 video recipes titled “Taste with Eneida.” The videos provide step-by-step preparation of dishes mentioned in Ivan Kotliarevsky’s work. The dishes are prepared by renowned Ukrainian chefs: veteran Yurii Hrytsai and culinary expert Iryna Rudnevskaya.

Each episode is a journey into Ukraine’s culinary past, where viewers can learn how distinctive Ukrainian dishes were prepared 300 years ago. We have created a series of atmospheric videos that transport audiences into Ukraine’s gastronomic heritage.



Gastronomic Rushnyk “ENEIDA”

The gastronomic rushnyk “ENEIDA” was created through the collaboration between the International Women’s Movement “For Family Values” and the “MHP–HROMADI” Foundation. It is not merely a work of art — the rushnyk will become a new element of Ukraine’s cultural diplomacy. The symbolism of the rushnyk represents a person’s journey from the earthly to the spiritual, the unity of generations and family lineage, the harmony of masculine and feminine principles, the power of life, love, and the continuity of Ukrainian traditions.



As part of the project, craftswoman Lesia Cherniuk created an exclusive rushnyk with QR codes integrated into its ornamentation. These codes provide access to recipes of traditional Ukrainian dishes from the project “Ancient Cuisine of Ukraine,” implemented by the National Museum of Folk Architecture and Life of Ukraine with the support of the “MHP–HROMADI” Charitable Foundation.

The result of the initiative is an illustrated book featuring authentic recipes adapted for modern times, as well as a 12-episode video series “Taste with Eneida,” presenting step-by-step preparation of dishes mentioned in the works of Ivan Kotliarevsky.

In addition to the unique handmade rushnyk, the project's authors produced 100 copies using machine embroidery so that the item could serve as an element of cultural diplomacy and a souvenir for Ukrainian diplomatic missions abroad. The rushnyk is planned to be presented in Poland, Germany, Switzerland, Austria, Türkiye, Canada, the United Kingdom, the United States, Australia, Portugal, Denmark, Ireland, France, Spain, and other countries around the world.

As part of the project, 10 rushnyks will be presented to the First Lady of Ukraine, Olena Zelenska, to support her mission in the field of cultural diplomacy. The remaining rushnyks will find their owners among those who support recovery programs and assistance for the families of Ukraine's Defenders.



Charity Concert of the National Soloists' Ensemble "Kyiv Camerata"

The "MHP-HROMADI" Foundation became the general partner of the charity concert of the National Soloists' Ensemble "Kyiv Camerata," which was successfully held on April 21 in the Great Hall of the Berlin Philharmonic — one of the most prestigious concert venues in the world.

The charity concert Sound of Ukraine — an die freie Welt ("The Sound of Ukraine — to the Free World") was dedicated to supporting Ukrainian women, artists, and children affected by the war.

The soloists of the evening were Bohdana Pivnenko (violin), General Director and Artistic Director of "Kyiv Camerata," Kateryna Suprun (viola), and Dmytro Tavanets (piano). The ensemble was conducted by the world-renowned Canadian-Ukrainian maestro Keri-Lynn Wilson, who has served as the ensemble's chief conductor since 2024. The special guest was the acclaimed Canadian-Italian mezzo-soprano Emily D'Angelo.

Partners: Embassy of Ukraine in Germany, Embassy of Canada in Germany, Ukrainian Institute, Zusammen TV, Verein SAVE UKRAINIAN, Becker Tilley Company, the arts agency "Mizh Vukhami" ("Between the Ears"), and the "Watch Ukrainian!" Association.





At the 5th International Literary Festival “Frontera”

To show the world the impact Ukrainian culture has during times of great war, the team of the “MHP–HROMADI” Foundation joined the 5th International Literary Festival “Frontera.” The festival took place on August 2–3 at a historic location in Lutsk city — the Okolnyi Castle Museum Space.

The event brought together authors, translators, and journalists from Ukraine, Spain, Portugal, Poland, France, and other countries to speak collectively about the experience of war, cultural unity, and the future of culture. The focus theme of this year’s festival was “Community.”

What did we do at the festival?

- An interactive space of our cultural initiative [#Unread_Poems](#) — anyone could choose a poem by a poet of the Executed Renaissance and record it on camera. [112 guests](#) of the event rediscovered artists whom the Soviet regime had attempted to erase.
- A book exhibition supported by the “MHP–HROMADI” Foundation — over more than [10 years](#), we have helped publish dozens of Ukrainian books, ranging from children’s editions to significant popular science and biographical works.
- A charity book fair, where participants could choose any book in exchange for a donation. All the collected funds — [25,174 UAH](#) — were directed to support [the 100th](#) Separate Mechanized Brigade of the Ukrainian Ground Forces.

“When the enemy tries to destroy our identity, culture becomes a tool that helps Ukrainians rediscover themselves, their history, endure, and fight. That is why we invest in books and artistic initiatives,” noted the Foundation’s director, Oleksandr Pakholiuk, during a panel discussion at Frontera.

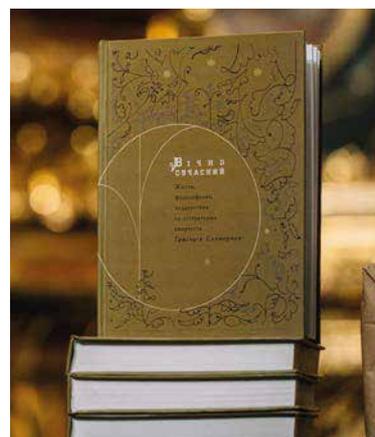


Monograph on Hryhorii Skovoroda

With the support of the “MHP–HROMADI” Charitable Foundation, the world saw the publication of a unique monograph titled “ETERNALLY CONTEMPORARY: The Life, Philosophical, Pedagogical, and Literary Legacy of Hryhorii Skovoroda” — a valuable contribution to Ukrainian culture.

This book is the result of 10 years of work by 52 scholars from Ukraine, Poland, Germany, Slovakia, and Italy. Initiated by the Skovoroda Studies Center at Hryhorii Skovoroda University in Pereiaslav, the publication presents Skovoroda as a thinker whose ideas about freedom of spirit and self-knowledge intertwine with European philosophy and Ukrainian identity.

The publication has become a significant scholarly achievement and an “intellectual resource that shapes the spiritual shield of the state,” as emphasized the Deputy CEO for Sustainable Development at MHP and Chairman of the Supervisory Board of the “MHP–HROMADI” Charitable Foundation - [Yurii Melnyk](#).



The Principality of Kyiv at the 19th International Festival of Medieval Arts

A Ukrainian delegation of artists, reenactors, and stage performers, supported by the “MHP–HROMADI” Foundation, took part in the annual International Festival of Medieval Arts, presenting Ukraine’s history, culture, crafts, military, and gastronomic heritage.

The Foundation acted as a key partner of the event, providing funding for travel, as well as logistical and organizational support for the delegation. Thanks to this assistance, the Ukrainian team was able to fully present itself on the international stage, demonstrating the depth and diversity of Ukrainian culture.

Participation in the festival became a vivid example of cultural diplomacy, strengthening ties with European countries that support Ukraine and contributing to the formation of a positive international image of our state. The project aligns with the strategic goal of the “MHP–HROMADI” Foundation — to present Ukraine as an active participant in the European cultural space that worthily preserves and promotes its historical heritage.



Ukraine, Romania, Moldova, Slovakia, Hungary, Bulgaria, Türkiye



Over 30,000 visitors.



Funding provided by the Foundation: 196,735 UAH.



Responsibility Award 2024

A strong civil society is the foundation of a democratic and successful Ukraine. That is why the [MHP-HROMADI Foundation](#) became a partner of the [Responsibility Award 2024](#), organized by the Bohdan Hawrylyshyn Family Foundation, with the aim of promoting the values of responsibility in Ukrainian society by recognizing the proactive efforts of individuals and organizations that base their daily activities on these values.

This year, the award recognized civil society organizations that, under the conditions of a full-scale war, demonstrate responsible partnership and cooperation, strengthening Ukraine through their activities. The Foundation's team presented the award in the nomination "Story of Responsible Partnership: Communities" to the Stepan Tarabalka "Know Your Dream" Organization for the project of the wellness center "Warmth of a Winged Soul."

“

"We invest in the development of communities and support those who create real change. By supporting this award, we help recognize volunteers, activists, and socially responsible businesses that contribute to the development of the country and society every day," says Oleksandr Pakholiuk, Director of the MHP-HROMADI Foundation.



Take Care of Your Health

For the second consecutive year, the MHP-HROMADI Foundation, in partnership with the National Cancer Institute, has been conducting on-site cancer screenings in remote communities with the help of a mobile consultation and diagnostic center.

The project is aimed at early diagnosis and prevention of breast and cervical cancer so that every woman can preserve her health and confidence in the future.

Services Provided by the Mobile Diagnostic Center:

- examination and consultation with a gynecologic oncologist, including cytological analysis (Pap test) and colposcopy;
- consultation with a mammologist with ultrasound examination of the breast;
- mammography;
- ultrasound examination of the breast, thyroid gland, and abdominal organs.

The project is an important step in ensuring access to quality medical care for residents of remote communities, where it is not always possible to receive such assistance locally.

In 2025, more than 850 people were examined, and 4,092 medical services were provided.



Health Treasury

For three consecutive years, the project has been implemented in cooperation with the specialized children's hospital of the Ministry of Health of Ukraine, "Okhmatdyt." A team of highly qualified doctors travels to communities, including pediatricians, hematologists, orthopedists, surgeons, urologists, gynecologists, psychologists, cardiologists, endocrinologists, neurologists, gastroenterologists, allergists, ophthalmologists, ENT specialists, as well as functional diagnostics and laboratory physicians. Doctors conduct comprehensive examinations, which allow for the timely diagnosis of children's illnesses and the prevention of complications.



Project Goal — to provide highly qualified and comprehensive medical examinations for children from risk groups and with specific medical conditions, children of servicemen, fallen Defenders, internally displaced persons (IDPs), as well as children from low-income families.

Project Implementation Indicators for 2025:

- 9 visits carried out, over 2,050 children examined;
- 6 regions covered (Kyiv, Cherkasy, Khmelnytskyi, Vinnytsia, Dnipropetrovsk, Ivano-Frankivsk) and 10 settlements.



Support for Children with Cancer

The MHP-HROMADI Foundation, together with the Tina Karol Charity Foundation, donated modern medical equipment for the treatment of children with cancer.

We joined forces to support pediatric oncology departments in Vinnytsia, Sumy, Dnipro, and Cherkasy with a total contribution of UAH 1.4 million.



"Only shoulder to shoulder can we overcome such challenges. This year, we are joining forces with big business that not only stands by Ukrainians in action. Together we are doing good deeds that, of course, should not remain silent. And sometimes it is important to speak about them out loud so that more people can join in supporting those who need it," says Tina Karol.

For children facing illness, every minute matters: every instrument and reagent that makes treatment faster, more accurate, and safer is important. Therefore, we continue our systematic daily work, together with our partners, addressing the most critical needs of hospitals.



Affordable Pharmacy

For the second consecutive year, the MHP-HROMADI Foundation, in partnership with the state enterprise “Ukrvaksyna” of the Ministry of Health of Ukraine, has been implementing the social project “Affordable Pharmacy” for residents of remote villages.



Project Goal — to ensure access to essential medicines to improve the health and quality of life of residents in communities where there are no stationary pharmacies and access to necessary medical products is limited.

Each specialized vehicle (mobile pharmacy unit) is equipped with the necessary material and technical base that ensures proper temperature control and appropriate conditions for the storage and transportation of medicines, including refrigerators, generators, and access to the Internet.

Project Implementation Indicators for 2025:

- 16 visits carried out;
- more than 1,900 people used the service;
- 3 regions covered (Kyiv, Cherkasy, Vinnytsia), 68 villages.



Prevention of Doctor Burnout

A study of the state of medical infrastructure and hospital needs has identified the main challenges of the system — staff shortages and emotional exhaustion of healthcare workers. Complications related to the war intensify emotional fatigue and burnout among doctors.



79% of surveyed chief doctors confirmed the need for psycho-emotional support for their teams.

In response to the needs of healthcare professionals, the MHP-HROMADI Foundation, in partnership with the Shupyk National Healthcare University of Ukraine, implemented a series of trainings on psycho-emotional support and burnout prevention for family doctors.

Doctors from 3 regions (Kyiv, Cherkasy, Vinnytsia) and 9 communities joined the training sessions.





«MHP RUN4VICTORY» Running League

MHP Run4Victory is a series of charity runs that brings together people from all over Ukraine for a common goal. It is more than just sport — it is an opportunity to make a meaningful contribution and support those who need it, as all proceeds from the runs are directed to assist our Defenders. Remember, you can support our soldiers through trusted channels during these times.

This year, we ran under the slogan: “We run for those who fight. We remember those who gave their lives.” In the third year of the war, preserving memory has become essential for national unity and resilience.

The events were organized by MHP together with the MHP-HROMADI Foundation in partnership with the official sports partner of all races, NewRun. Participants in the charity runs tested their strength at distances of 21, 10, 5, and 2 km. For the youngest runners, short starts of 100 and 500 meters were prepared. Veterans took part in the “People-Titans” distance.

Overall, the MHP Run4Victory charity running series, which this year took place in Cherkasy, Kyiv, Ternopil, Lutsk, and Vinnytsia, brought together more than 7,500 participants. More than UAH 5 million was raised to support the military.

Run4Victory races are about national strength, unity, awareness, and responsibility, as each participant makes their own contribution to supporting our Defenders and bringing our Victory closer.



Active Parks with MHP

Together with the State Institution “Agency for Mass Sports of Ukraine,” with the support of the Ministry of Youth and Sports of Ukraine, and within the framework of the President of Ukraine’s social project “Active Parks,” six regional races were held to promote physical activity among the population.

Races within the “Active Parks with MHP” project provide an opportunity for everyone to engage in regular physical activity, regardless of age, gender, level of physical fitness, social status, or income. Running and Nordic walking are the simplest ways to involve people in regular physical activity. In times of war and instability, running and walking become ways to restore inner balance, positively influencing overall physical condition and psycho-emotional health.

Participation in these races is free of charge!



Dnipro, Yahotyn,
Kaniv, Khmelnytskyi,
Lubny, Ladyzhyn



More than 2,400
participants took
part



10 km, 5 km, 1 km,
and children’s races





School — the Heart of the Community

This year, the MHP-HROMADI Charitable Foundation traditionally held the “School — the Heart of the Community” campaign and celebrated the First Bell holiday with 6.6 thousand first-graders in 380 educational institutions across 12 regions of Ukraine.



The goal of the charitable campaign “School — the Heart of the Community” is to congratulate first-graders on Knowledge Day and present them with sets of school supplies.

Each child received a bright learning kit — a backpack for change of shoes, a pencil case, colored pencils, a commemorative coloring book from the Foundation “10 Years of Good Deeds,” a school timetable, a reflective bracelet, and a Bob Snail Fun Minion set. These are not only practical items but also a source of support that children feel on their very first day of school.

The presentation of the kits to first-graders on September 1 ensured maximum coverage of educational institutions and became a meaningful manifestation of the Foundation’s social responsibility, aimed at supporting educational initiatives, fostering a favorable learning environment, and helping children at the start of their educational journey.





Sweet Christmas

The charitable initiative “Sweet Christmas 2025” by the “MHP-HROMADI” Foundation continues the tradition of creating a festive atmosphere for children. This year, more than 69 thousand boys and girls from different regions of Ukraine received sweet gifts that became a symbol of support and unity.

A special feature of the campaign was the combination of children’s joy with respect for the Defenders of Ukraine. Each gift set included a greeting card with a QR code linking to a coloring page and a fairy tale by Sashko Lirnyk, as well as a separate card for a drawing or a message to a servicemember. This gave children the opportunity to express their gratitude to those who defend the country every day.

“Sweet Christmas” is an example of the Foundation’s sustainable charitable practice and corporate social responsibility aimed at strengthening trust and mutual support within communities. The campaign demonstrates how united efforts can bring tangible benefits and support those who need it most.

Sow the Seeds

Each year, the “MHP-HROMADI” Foundation supports Ukrainian communities through the “Sow the Seeds” initiative — a program that helps people maintain food independence even in challenging times.

This year, more than **165 thousand** households in **13 regions** of Ukraine received seed kits and planting calendars — a simple yet effective tool for those who work the land and provide for their families through their own labor.

For many participants, especially elderly residents of rural areas, this support is not only financial assistance but also a symbol of care and unity.

The initiative has become an example of how socially responsible business can strengthen communities not through slogans, but through concrete actions — seeds that grow into gratitude, trust, and harvest.

Project Implementation Indicators for 2025:



165.6 thousand
seed packages



116.2 thousand
planting calendars





Preserving the Harvest Together

For several consecutive years, the “MHP-HROMADI” Foundation has been successfully implementing the “Preserving the Harvest Together” initiative, aimed at strengthening the food security of Ukrainian communities.

Within the framework of the project, landowners from PrJSC MHP traditionally receive free sets of canning lids, enabling them to preserve their harvest and provide their families with homemade supplies for the winter.

In 2025, the initiative covered 13 regions of Ukraine, providing support to thousands of rural families, primarily elderly people. In total, 162,714 kits were distributed, amounting to more than 4 million lids that will help preserve harvests and ensure local food stability.

This project demonstrates a real impact on community life and highlights the social responsibility of business in supporting Ukrainian families.



More than 162.7 thousand households were reached



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