

NON-FINANCIAL REPORT



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Russia's full-scale war against Ukraine has reshaped the context in which Ukrainians live, and in which civil society, businesses, and the state operate. It has made one thing clear: isolated solutions no longer work. What is needed are systemic approaches that deliver long-term results.

Guided by this understanding, the MHP-Hromadi Charitable Foundation structures its work by transforming accumulated experience into a more coherent impact model, with a focus on scale and sustainability.

The Foundation's strategic partner is MHP, which has adopted its Sustainability Strategy until 2030. This strategy defines unified approaches to environmental, social, and governance decisions, integrating them into business processes, investments, and operations. Within this model, the Foundation is responsible for community development, support for military personnel, veterans, and their families, as well as the implementation of social initiatives with long-term impact.

This is why the MHP-Hromadi Charitable Foundation operates systematically at the national level. For over 10 years, it has been driving change in more than 700 settlements across 13 regions of Ukraine, bringing together the efforts of business, government, and local communities. The Foundation works across key areas: civil society development, sustainable community development, support for military personnel, veterans, and their families, and strengthening Ukrainian identity. It is ranked among the Top 20 largest charitable organisations in Ukraine by Forbes and operates where support is most needed – from frontline areas to remote villages.

The next stage is scaling effective solutions. We focus on approaches that have already proven their impact and expand them to create systemic change at the national level. Partnerships play a key role in this process.



"We measure effectiveness not by the number of initiatives, but by how they improve people's quality of life and strengthen the capacity of communities. This approach shapes our understanding of sustainable development – as a framework for decision-making that considers long-term impact, responsible use of resources, and real value for people and communities."

Yurii Melnyk,
Chairman of the Supervisory Board,
MHP-Hromadi Charitable Foundation
Deputy CEO for Sustainable Development, MHP

Recognition and Awards

International

United Nations Global Compact in Ukraine Partnership for Sustainability Award 2025

- 'Veteran Support' (programme of 'MHP Standing Together')
- 'Economic Resilience and Growth' ('Community Leaders School' project)

Business Culture Awards 2025

Finalist, Best CSR / Corporate Sustainability Initiative

- cultural initiative [#UnheardPoems](#) – poems of the Executed Renaissance

ICCO Global Awards 2025

Finalist, Best Digital Campaign

- cultural initiative [#UnheardPoems](#) – poems of the Executed Renaissance

European Excellence Awards 2025

Finalist, Purpose-Driven Communications

- cultural initiative [#UnheardPoems](#) – poems of the Executed Renaissance

National

5 stars in the national rating 'Charity Compass of Ukraine'

'Best Employers for Veterans 2025' by Forbes Ukraine

Businesses with the highest reputational capital according to 'Top-100' and delo.ua – 4th place, highest score for investment in CSR and support for the Defence Forces

Charity Ukraine Awards

- MHP Run4Victory – Winner, 'Large Business Charity'
- Restoration of a 100-year-old windmill – Winner, 'Charity in Culture and Arts'

CSR Case Competition

Recognition for fostering a culture of partnership between business, communities, and civil society

AGRO Champions. 10 Years in Agriculture

Winner, 'Veteran Reintegration as an Investment in National Recovery' (programme of 'MHP Standing Together')



PR and Communications

X-RAY by MMR – Marketing Media Review

- [#UnheardPoems](#) – 'Influencer Campaign'
- Foodtrack 'Food Without Borders' – 'Campaign of the Year'

'Responsible Country 3.0' by MMR – Marketing Media Review

- MHP Run4Victory – 'Editors' Choice'
- PROgrowth – 'Development of Education, Culture, and Sports'

Best Corporate Media of Ukraine 2025 by the Corporate Media Association

- digest of 'MHP Standing Together' – monthly updates on opportunities for military personnel, veterans, and their families
- MHP Run4Victory – charity runs bringing together employees, communities, and opinion leaders in support of the military
- [#UnheardPoems](#) – cultural initiative that brought back the voices of poets of the Executed Renaissance

UN Global Compact

Partnerships for Sustainable Development

We bring together communities, businesses, government, and civil society to work on shared solutions. Through partnerships, we strengthen communities and create long-term impact.



PwC Audit Report in Ukraine

The Foundation's financial statements were audited in accordance with International Standards on Auditing and prepared in line with International Financial Reporting Standards (IFRS) as of 31 December 2024.

Independent audits are essential for charitable organisations, ensuring transparency and accountability to donors and society. They also help identify areas for improving internal controls in accounting and financial reporting.

The MHP-Hromadi Charitable Foundation has received an audit report from PwC Ukraine for the third consecutive year.

\$38,4 million

in charitable support was raised in 2024



Community Development Strategies

Turning Potential into Solutions

We developed Ukraine's first tool to measure the Community Development Success Index, combining statistical data with residents' perspectives.

Community development strategies developed for:

- **Yahotyn** (Kyiv region)
- **Bershad** (Vinnytsia region)
- **Stepanets** (Cherkasy region)
- **Petrykivka** (Dnipropetrovsk region)
- **Bilohiria** (Khmelnyskyi region)

5

public consultations

26

focus groups and strategic sessions

2 812

residents participated in the survey

4 300

residents contributed to strategy development

Community Development Success Index assessed for:

- **Kaniv** (Cherkasy region)
- **Myronivka** (Kyiv region)
- **Liubeshiv** (Volyn region)
- **Trostianets** (Vinnytsia region)



"Today, the cost of management mistakes is extremely high. That is why the Foundation supports communities by focusing on strategic development and tracking progress over time."

Tetiana Volochai,

Head of the Community Development Council
MHP-Hromadi Charitable Foundation



Funded by
the European Union

Time to Act, Ukraine!

Developing Communities Together

We bring together businesses, authorities, and local initiatives to build a better future for every Ukrainian.



56 solutions in **education, healthcare, and infrastructure**



18 community **spaces for people and local initiatives**



10 solutions **supporting veteran reintegration and rehabilitation**



10 **inclusive spaces** addressing diverse community needs



7 **cultural heritage preservation** initiatives



2 solutions for community **energy resilience**



"We wanted to help – and we were given that opportunity. We are bringing our dream to life in a way that truly benefits people."

Vita Ocheretiana,
Volunteer at the 'Makitra' community space

103
projects

\$969 thousand
in funding

PROgrowth

Professional Development for People

The grant programme supports proactive community members through training and by creating opportunities for professional development and self-realisation.



"The competition turned my hobby into a business that I will continue to develop in my community."

Iryna Romanenko,
Entrepreneur

17
communities

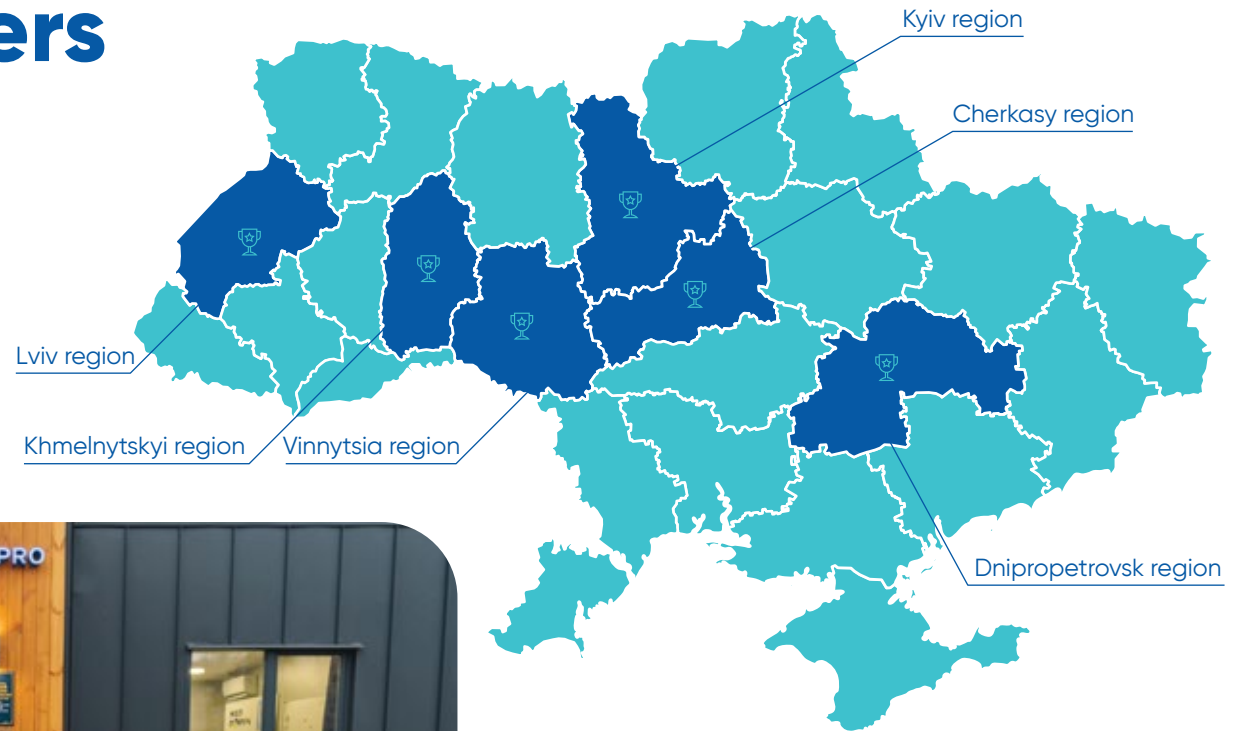
281
projects

\$100,7 thousand
in funding

Community Leaders School 2.0

From Learning to Launching Meaningful Change

We train local government representatives and active community members to implement initiatives in energy efficiency, veteran policy, and youth development.



11
projects

\$508,5 thousand
in funding

Food Security in Communities

Growing and Preserving Together

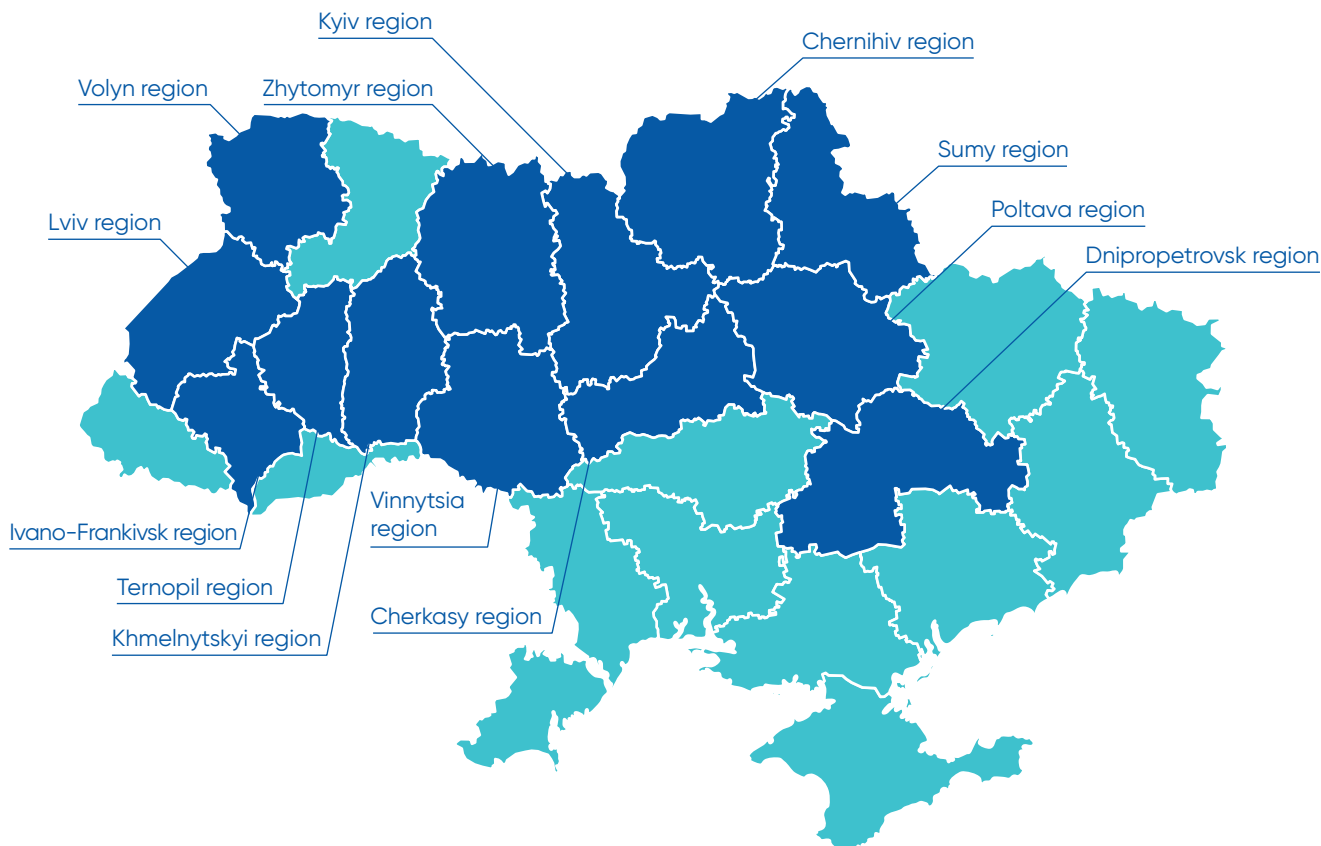
We supported residents of communities with vegetable seeds, planting calendars, and home food preservation kits.



Sowing Seeds



Preserving the Harvest Together



165 thousand
households supported



Food Security in Communities

Feeding and Supporting Those in Need

We provide hot meals and meat products to people who need them most in frontline areas and regions affected by disruptions to electricity, heating, and water supply caused by shelling.

Mobile Kitchen FoodTruck

462 thousand

hot meals served



Humanitarian Aid

Meat products from our own production

14,2 thousand tonnes

*Since the beginning of the full-scale Russian-Ukrainian war

MHP Standing Together

Supporting Military Personnel, Veterans,
and Their Families

We provide individual support and comprehensive assistance to defenders both during their service and after returning from the war.

Key areas:



Legal support



Psychological support



Medical support



Reskilling and upskilling

\$2,9 million

in financial support

21 000

programme participants

3 897

requests for assistance
fulfilled

500

events for veterans
and their families



"The programme helped me become a massage therapist and start working in this field."

Oleksandr Shumlanskyi,
Veteran of the Armed Forces of Ukraine

Recovered

Accessible Rehabilitation in Communities

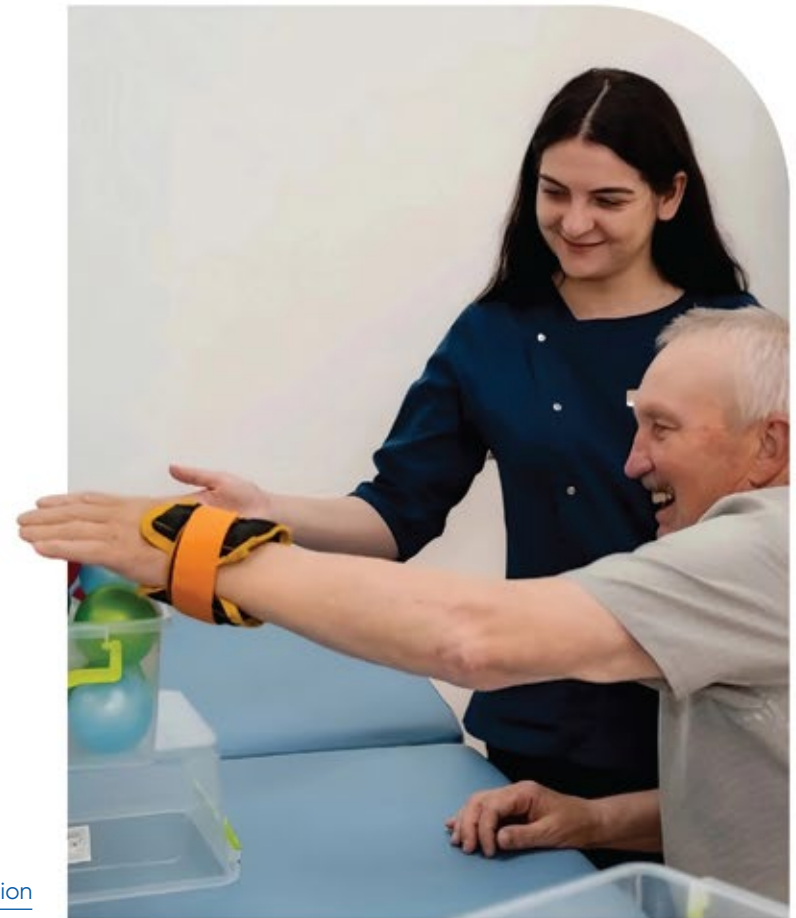
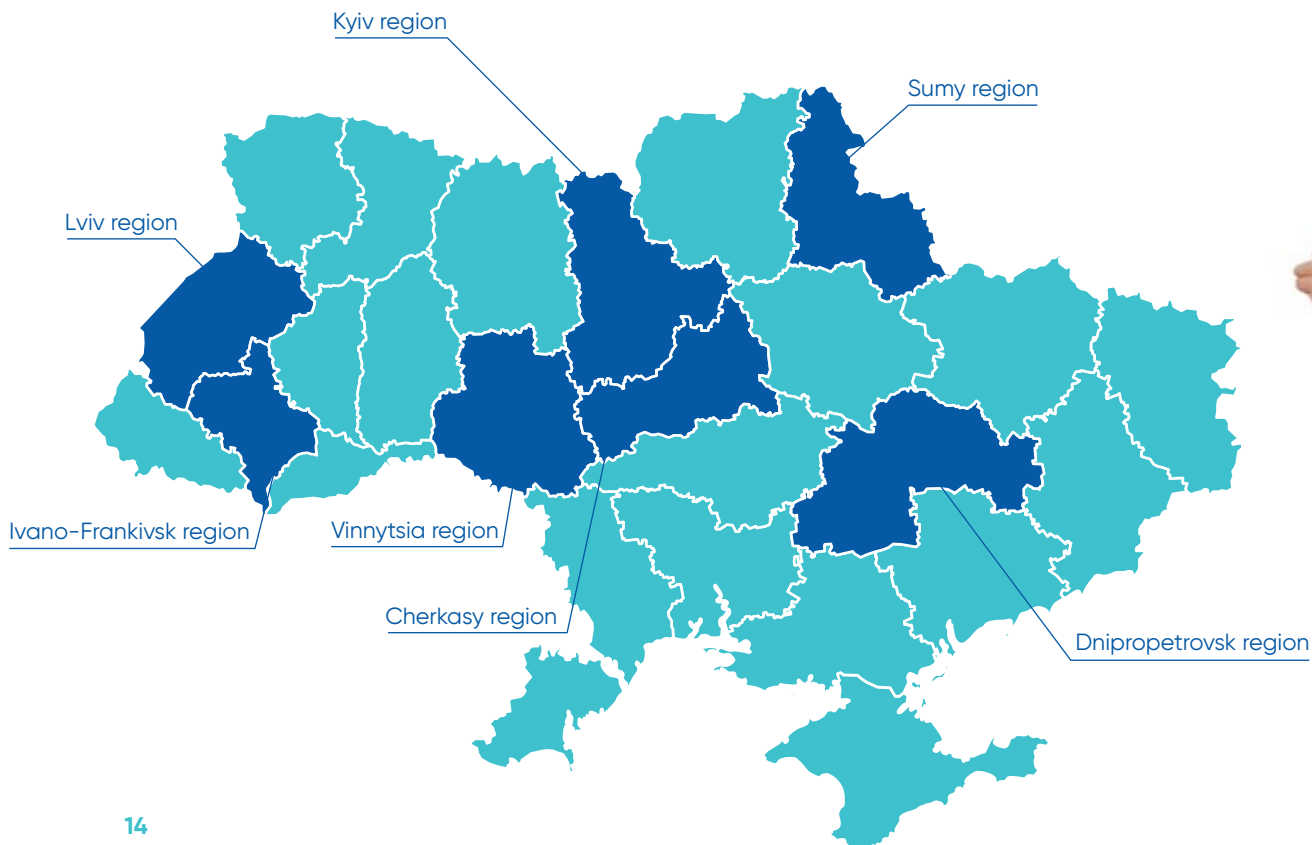
We are expanding access to rehabilitation services in healthcare facilities for military personnel, veterans, and local residents.

13

healthcare facilities

290

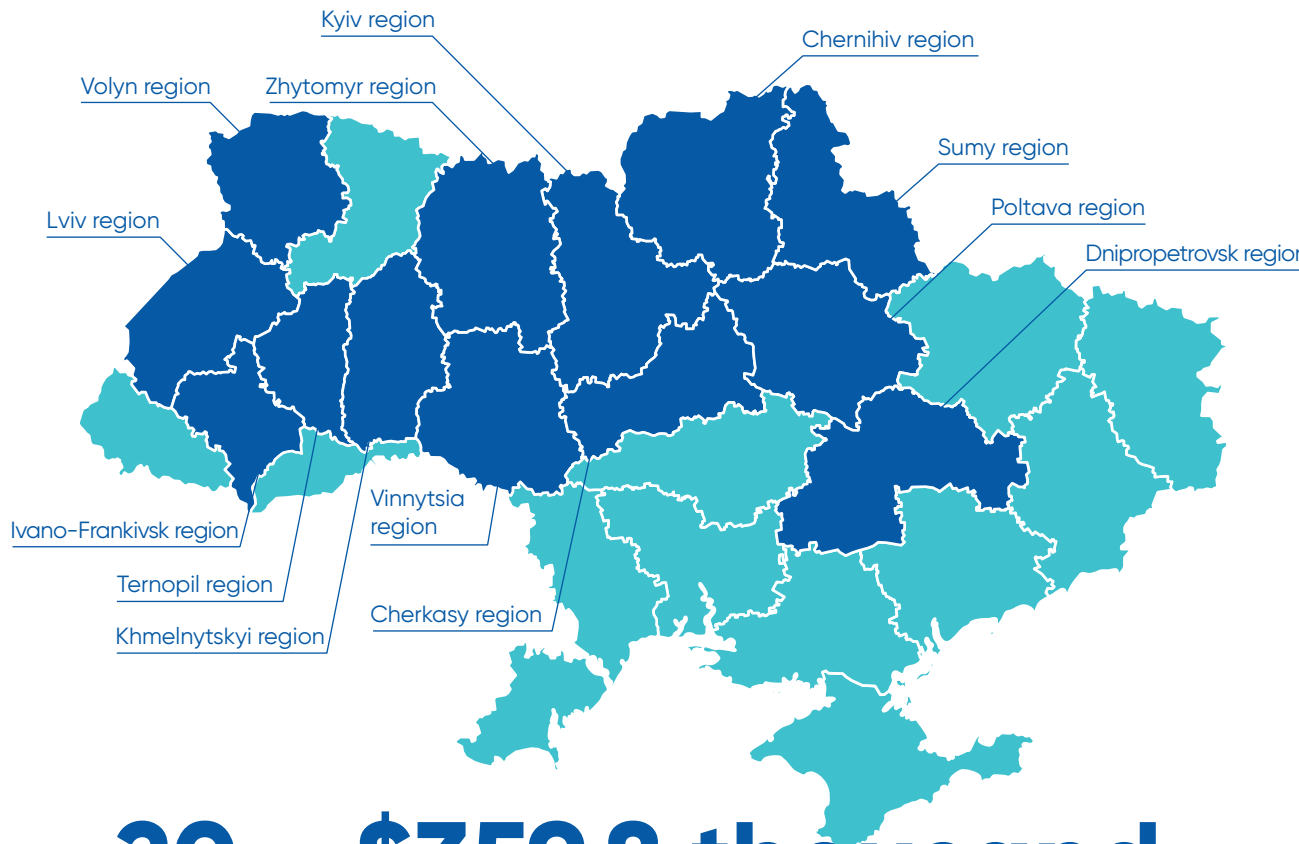
medical professionals trained



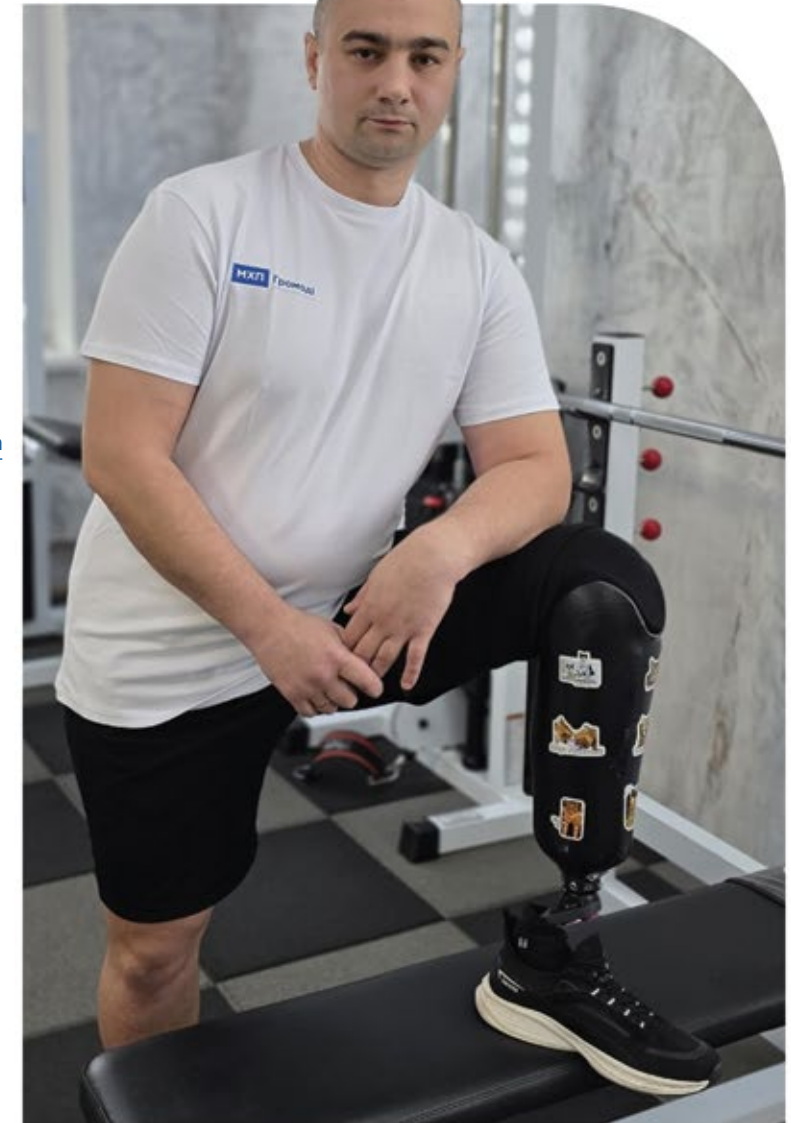
Time to Act, Unstoppable!

Adaptive Sports for Recovery

We are developing adaptive sports spaces in communities for people with disabilities and veterans.



20 projects
\$359,8 thousand in funding



Reskilling and Employment for Veterans

We support the transition from military service to civilian careers through training, reskilling, and workplace adaptation.



41 workplaces
adapted

80 participants
reskilled

219 people started
new careers

Do Your Business

Supporting Local Businesses

We help people in communities launch their own ventures or grow existing businesses, creating jobs and strengthening local economies.

12 regions

69 communities



РОБИ СВОЄ



80 projects



up to \$2,4 thousand in funding



support for local entrepreneurship



АГРО КЕБЕТИ АГРОСВІТА МАЙБУТНЬОГО



10 projects



up to \$4,8 thousand in funding



development of the agricultural sector



#ВАРТО РОБИТИ СВОЄ



100 projects



up to \$38,4 thousand in funding



support for veterans and their families



РОБИ СВОЄ HROMADI KURATOR



5 projects



up to \$12 thousand in funding



scaling HoReCa businesses

Time to Act.ua

Community Development Forum

We brought together leaders from communities, business, government, and the non-profit sector to develop solutions for sustainable development during wartime and recovery.



500+
participants

Dual Education

Investing in the Next Generation

Together with educational institutions, we provide training, share practical experience, and create employment opportunities for young professionals – contributing to the country's recovery and long-term sustainable development.



10

hackathons

150

educational institutions

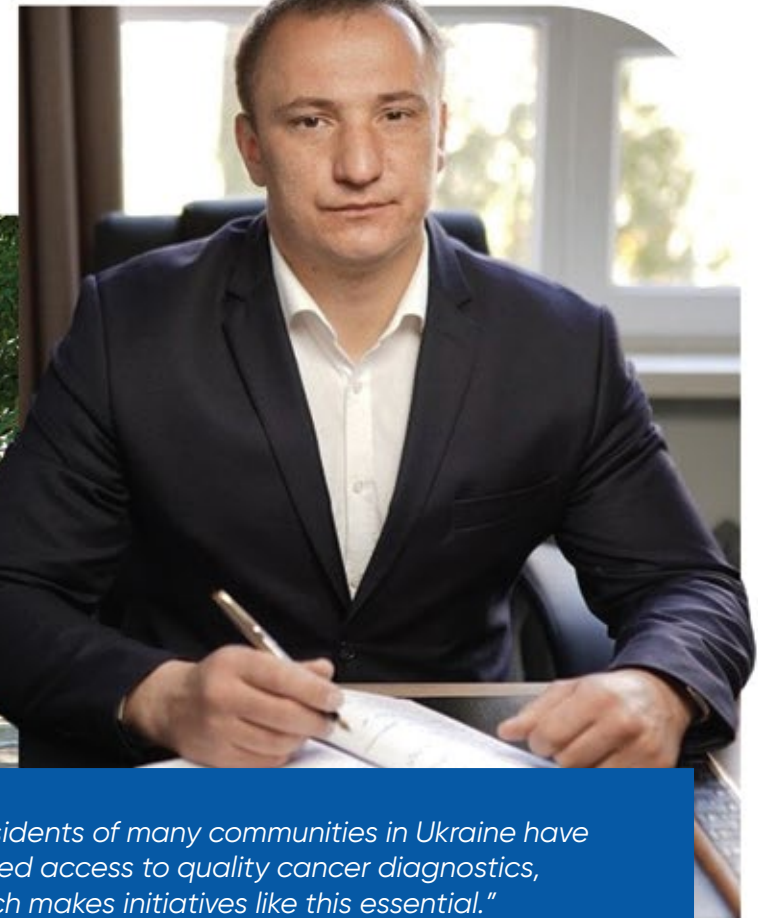
1 100

students

Take Care of Your Health

Access to Cancer Diagnostics

We promote a culture of regular health check-ups in communities, making healthcare a natural part of everyday life. Early detection is key to identifying cancer in time.



"Residents of many communities in Ukraine have limited access to quality cancer diagnostics, which makes initiatives like this essential."

Oleksandr Yatsyna,
Honoured Doctor of Ukraine,
Doctor of Medical Sciences

4 communities
882 screenings
4 100 medical services provided

Accessible Pharmacy

Delivering Medicines to Communities

We help residents of remote, frontline, and de-occupied areas access essential medicines.



16

mobile pharmacy
visits

68

settlements

1 927

people supported



Health Trove

Caring for Children's Health

Paediatricians and medical specialists – ranging from orthopaedists to psychologists and ophthalmologists – visit communities to provide children with free, comprehensive health check-ups.



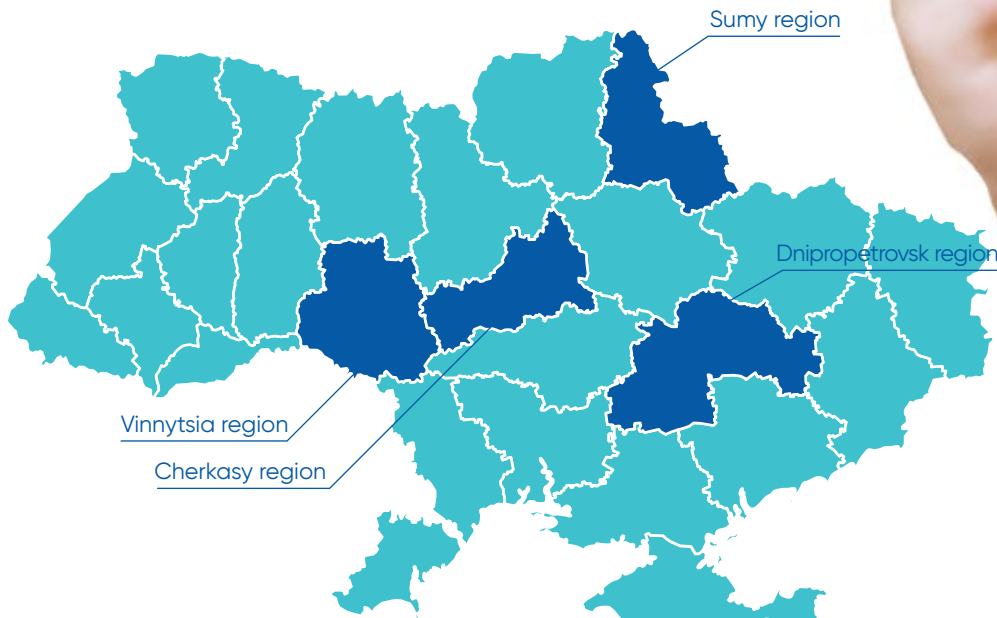
1 100
visits

2 050
examinations

9 216
medical services

Supporting Oncology Departments

in Partnership with the Tina Karol Charitable Foundation



\$33,6 thousand
in funding



"Our goal remains unchanged: to ensure every child receives treatment in safe, modern, and reliable conditions."

Tina Karol,
Founder of the Charitable Foundation

MHP Run4Victory

Charity Runs

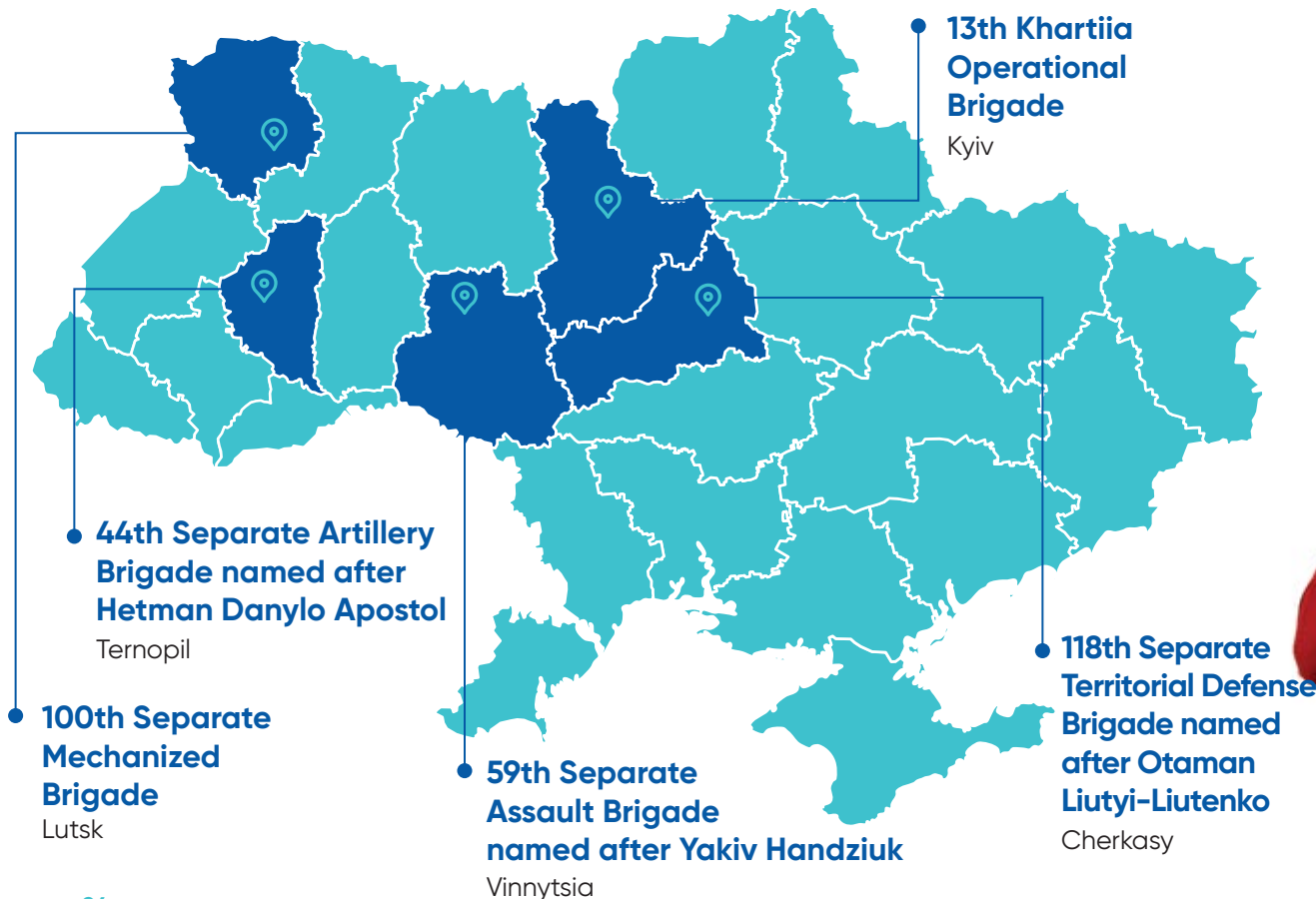
All funds raised were directed to supporting local military units. Participants ran in honor of those defending Ukraine today and in memory of those who gave their lives for it.

\$119,9 thousand

raised for the needs of
Ukraine's Defense Forces

7 505

participants



The Triumph of the Unbroken

Inclusive Strongman Competitions

Events for defenders and people with disabilities, featuring disciplines such as the bench press, rowing, air bike, and kettlebell snatch – supporting physical recovery and a return to an active life.



6

competitions

1 380

participants

"I actively train and help people with limb loss return to an active life through sport."

Oleksandr Maftior,
Veteran, gym instructor

Invictus Games Ukraine

Day of the Unbroken Spirit for Defenders

We supported an event in Ternopil that helped veterans return to active life through adaptive sports. Among the coaches were athletes who represent Ukraine at the international Invictus Games.



300
participants

Charitable Initiatives

Caring for Children

We provided school starter kits for first graders and holiday gifts for children in communities, helping them feel supported and bringing moments of joy.



School Is at the Heart of the Community

383 schools

6 581 children



Sweet Christmas

720 institutions

69 375 children

Culture in Communities

Strengthening National Identity

We invest in local cultural initiatives, supporting the preservation and development of culture within communities.



14
projects

\$239,9 thousand
in funding

Cultural Diplomacy

Introducing Ukraine to the World

Culture vs War

We documented the stories of Ukrainian artists who took up arms to defend Ukraine. The project includes an art book, a full-length film in multiple languages, and a series of six documentary films. These works were presented as part of an international film marathon held in 39 cities across 17 countries.

Project ambassadors:

Akhtem Seitablaiev – actor, serviceman

Taras Kompanichenko – kobzar, serviceman

Serhii Zhadan – writer, serviceman

Antytila – rock band (with members serving in the military)

Kostiantyn Liberov and Vlada Liberova – war crimes photographers



Cultural Diplomacy

Speaking to the World Through Shared Values

Empowered

Presented at the Council of Europe in Strasbourg, the multimedia project Empowered features photo and video stories of prominent Ukrainians. Through their talent and everyday resilience, they defend European values, promote Ukrainian culture, and continue shaping the future even in times of war.

Project ambassadors:

Oleksandra Matviichuk – human rights defender

Jamala – singer

Bohdana Pivnenko – violinist

Taras Kompanichenko – kobzar, serviceman

DakhaBrakha – music band

Anatolii Kryvolap – artist

Serhii Mykhalchuk – cinematographer, serviceman





Publishing the Skovoroda Monograph

Building the Nation's Spiritual Resilience

With the Foundation's support, a unique monograph on Hryhorii Skovoroda, one of Ukraine's most prominent philosophers, was published.



10 years of work

52 scholars from 5 countries

Unheard Poems

of the Executed Renaissance Poets

We brought back the voices of unjustly forgotten artists of the 1930s – a generation known as the Executed Renaissance. Their poems were performed by Serhii Zhadan, Dasha Trehubova, Andrii Isaienko, Tata Kepler, Sevil Musaieva, and others.

13+ million people reached – every third Ukrainian heard about the project

200+ media publications (national and regional)

500+ user-generated social media posts

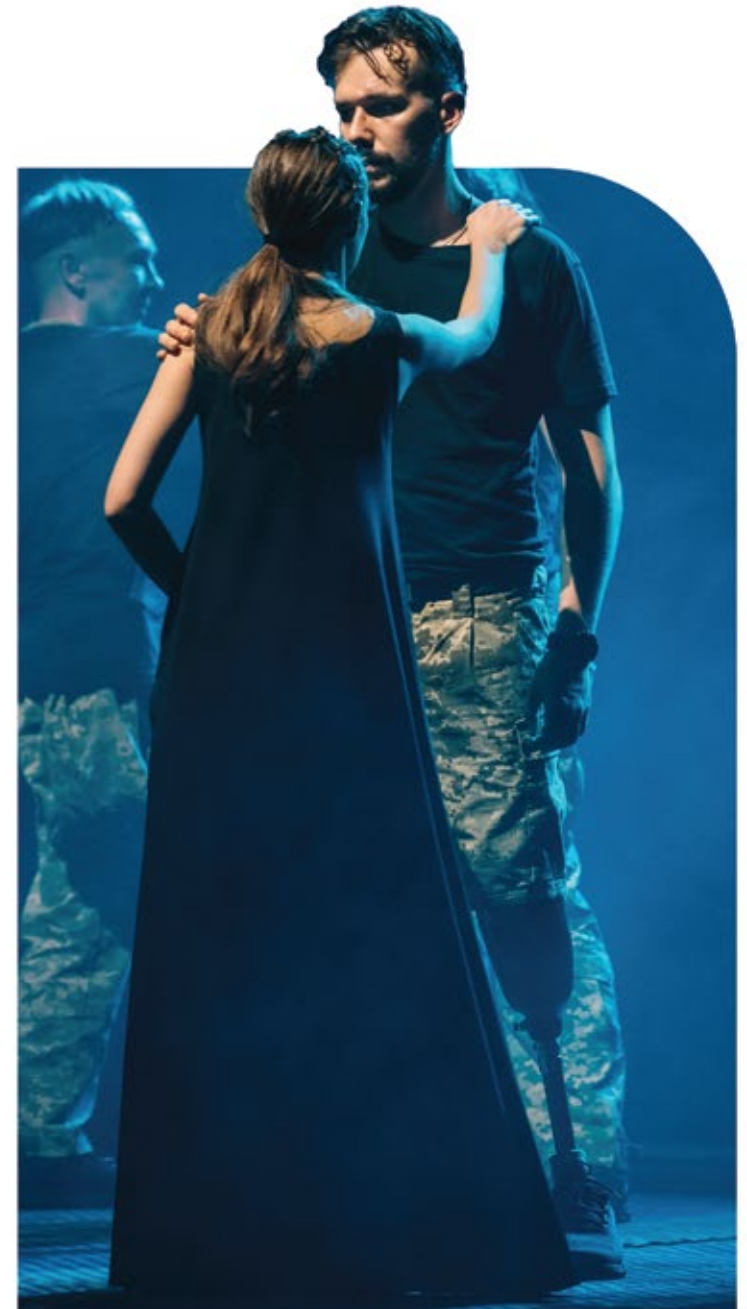
32 celebrities joined the project pro bono



Veterans' Theatre

Recovery Through Creativity

The Veterans' Theatre is a space where veterans turn their wartime experiences into art – shaping a new culture of veterans.



Ukrainian Culinary Heritage

A cultural project that brings traditional Ukrainian recipes back to life as part of national identity. As part of the initiative, we created an illustrated book and a 12-part video series **A Taste of Eneida**.



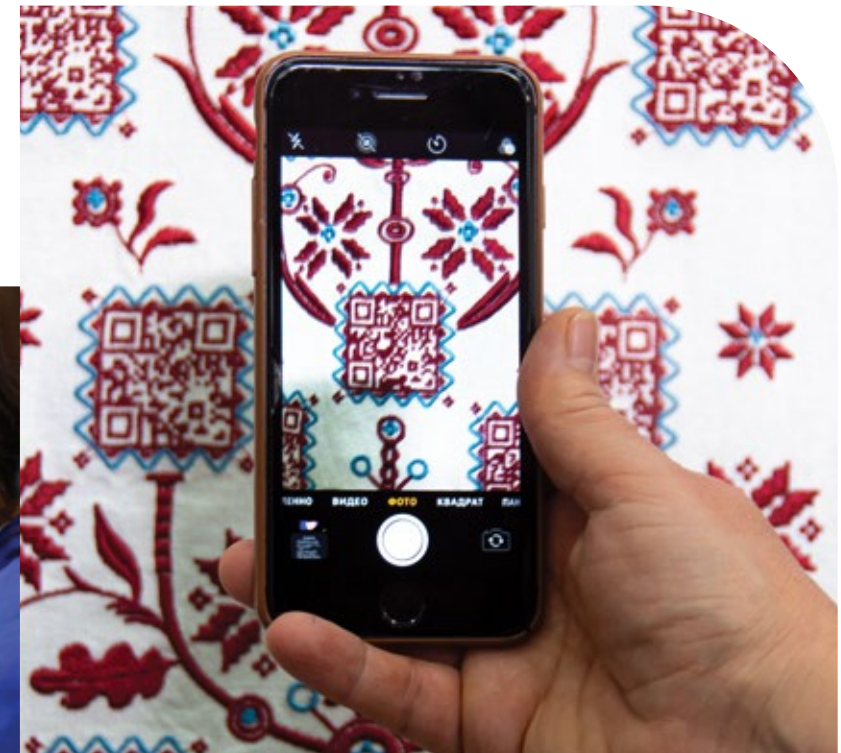
"Preparing for the project felt like a research expedition: historians and ethnographers rediscovered old recipes, and we recreated them in a modern setting."

Yurii Hrytsai,
veteran, chef, project host

The 'Eneida' Gastronomic Rushnyk

Inspired by 'Eneida', a Renowned Work of Ukrainian literature by Ivan Kotliarevskiy

As part of Ukraine's cultural diplomacy efforts, we created the 'Eneida' gastronomic rushnyk – a traditional embroidered cloth featuring QR codes that link to video recipes. It has been presented in more than 15 countries worldwide. One of the rushnyks was gifted to the Pope in the Vatican.



"By preserving our nation's values through innovation and creativity, we show the world who we are and why we fight for our freedom."

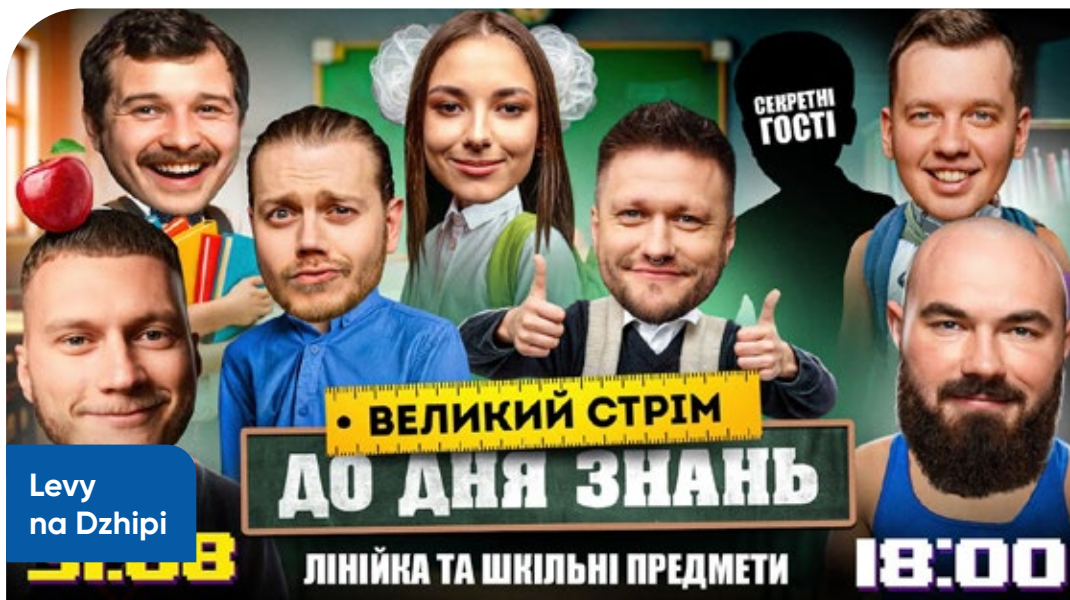
Nataliia Fedorchuk,
Head of the International
Women's Movement 'For Family Values'

Fundraising Livestreams

Raising Donations with Influencers

During livestreams, we raised:

\$86,4 thousand in donations



20th Separate Unmanned Systems Brigade 'K-2'



Rehabilitation of Nazar Bokii



59th Separate Assault Brigade named after Yakiv Handziuk 'Steppe Predators'



Mykhailo Lebiga

Partnerships that Inspire

Contributing to Cultural Development

We supported the Kyiv Opera, the 'Symphony of the Lavra' event, and the national tour 'Cinema for Victory!'. In cooperation with the Ivan Franko National Academic Drama Theatre, we held charity performances of 'The Servant of Two Masters' and 'The Konotop Witch'.



3 749 attendees

Inclusion in Communities

From Principles to Action

We are implementing DEI approaches (Diversity, Equity, and Inclusion) in governance and decision-making across 6 communities in the Lviv Region:

📍 Zhovkva

📍 Novoyavorivsk

📍 Zolochiv

📍 Medenychi

📍 Busk

📍 Horodok





MHP | Hromadi

CHARITABLE FOUNDATION

*Let's make
Positive Impact
Together*

Our Contacts:

