
ANNUAL REPORT

OF THE UKRAINIAN VETERANS FOUNDATION
FOR 2023



20
23

In accordance with the Regulations on the Ukrainian Veterans Foundation, approved by the Decree of the Ministry of Veterans Affairs of Ukraine No. 269 dated 25.10.2023, and for the purpose of Budget Program 1501090 "Functioning of the Ukrainian Veterans Foundation, including the implementation of project support activities by the Foundation", in accordance with the Resolution of the Cabinet of Ministers No. 256 dated 11.03.2022 "On Approval of the Procedure for the Use of Funds Provided for in the State Budget for the Functioning of the Ukrainian Veterans Foundation" (as amended) (hereinafter - the Procedure), budget funds are used by the Ukrainian Veterans Foundation (hereinafter - the Foundation) to:

PROVIDING FINANCIAL SUPPORT TO VETERANS AND THEIR FAMILY MEMBERS FOR THE IMPLEMENTATION OF PROJECTS

(HEREINAFTER - FINANCIAL SUPPORT) THAT ARE SELECTED AS WINNERS BASED ON THE RESULTS OF A COMPETITIVE SELECTION PROCESS AND ARE AIMED AT:

- Reintegration of veterans and their family members into active social life, ensuring the preservation and restoration of their physical and mental health;
- Support of veterans' entrepreneurial activities and assistance in their employment.

The Resolution of the Cabinet of Ministers of Ukraine No. 982 of September 15 "On Amendments to the Procedure for the Use of Funds Provided for in the State Budget for the Functioning of the Ukrainian Veterans Foundation" introduced the following changes to the procedures for providing financial support by the Foundation in 2023:

– Expanded and specified the list of categories of persons eligible to receive financial support from the Foundation, in particular, added such categories as the wife or husband of a veteran who is registered as an individual entrepreneur in accordance with the requirements of the law, if the projects are aimed at reintegrating veterans into active social life, ensuring the preservation and restoration of their physical and mental health; specified the requirements for legal entities eligible for financial support and determined the eligibility of legal entities registered no later than one year prior to submitting an application for participation in the competitive selection, with at least one of the founders (participants, owners, shareholders) being a veteran, a family member of a fallen (fallen (deceased)) war veteran, a family member of a fallen (deceased) Defender of Ukraine, or a spouse of a veteran, if the project is aimed at reintegrating veterans into active social life, ensuring the preservation and restoration of their physical and mental health; the requirement for the minimum period of registration of legal entities and public associations eligible to receive financial support from the Foundation was reduced from two to one year;

– The list of persons who cannot apply for financial support from the Foundation was supplemented with new categories, namely, the following categories of persons were added to the list of persons who cannot apply for financial support: legal entities whose founders (participants, owners, shareholders) or managers are subject to special economic or other restrictive measures (sanctions); business entities whose authorized capital has not been formed; which, as of the date of submission of documents for participation in the competitive selection, are actually located and conduct business activities in the territories of Ukraine temporarily occupied by the Russian Federation or in the territories of active hostilities included in [the list of territories where hostilities are being \(were\) conducted or temporarily occupied by the Russian Federation](#)¹, approved by the Ministry of Reintegration; engaged in economic activity in the Russian Federation and the Republic of Belarus; credit organizations, insurance organizations, investment funds, non-state pension funds, professional participants in the securities market, pawnshops; engaged in the production and/or sale of weapons, alcoholic beverages, tobacco products, currency exchange; in relation to which there are court cases, including criminal proceedings in which the recipient is

accused, suspected or convicted, and open enforcement proceedings in which the recipient is a debtor; in respect of which there is a court decision, which has entered into force, on bringing to criminal liability for a corruption offense; in respect of which a ban on the right to manage property has been imposed in order to preserve it until the further fate of such property is determined; in which the director and/or founder and/or ultimate beneficial owner is a person who is a director and/or founder and/or ultimate beneficial owner of more than five (inclusive) taxpayers; who received financial support from the Foundation and violated the terms of the project implementation agreement; who during the previous year received assistance for the economic independence of a low-income family in accordance with the [Procedure for providing assistance for the economic independence of a low-income family²](#), approved by the Resolution of the Cabinet of Ministers of Ukraine of April 21, 2021, No. 397 "Some issues of promoting the economic independence of low-income families" (Official Gazette of Ukraine, 2021, No. 35, p. 2093);

– Defined the minimum list of conditions that an exemplary project implementation agreement must contain, and determined that the exemplary form of a project implementation agreement is approved by the Ministry of Veterans Affairs and must contain such conditions as the subject matter of the agreement, the total amount of financial support, the procedure for making payments under the agreement, the term of the project, the reporting procedure, the rights and obligations of the parties, the procedure for using financial support, the grounds for termination of the agreement, the procedure for refunding funds in case of termination of the agreement, the consequences of the Foundation's detection of the facts of misuse of financial support from the budget by the winner of the competitive selection process and the responsibility of the parties;

– The procedure for the Foundation to monitor and control the fulfillment of obligations to the Foundation by the winners of the competitive selection process who received financial support at all stages of project implementation was specified and supplemented.

UAH 237,977,800 was allocated to ensure the functioning of the Ukrainian Veterans Foundation in 2023.

Competitive programs

Thus, **in 2023, UAH 183,632,470.80** was paid to support veteran businesses and projects for veterans under the #VARTO competition program.

Winners of 2022 **UAH 34,471,960.05**

Winners of 2023 **UAH 149,160,510.75**

In 2023, 5 competitive project selections were held:

VARTO: DO YOUR OWN

Funding was provided in cooperation with the Charitable Foundation "MHP-Gromadi".

47 applications were submitted for the competition. Based on the results of the competitive selection, 10 winners were selected.

The program is aimed at supporting the entrepreneurial activities of veterans, family members of fallen (deceased) war veterans and family members of fallen (deceased) Defenders of Ukraine who conduct business activities in the field of agriculture and agro-industrial complex.

The minimum amount requested for the project from the Ukrainian Veterans Foundation was UAH 500,000, and the maximum amount was UAH 1,500,000.

The program is implemented in co-financing with the Charitable Foundation "MHP-Gromadi", which additionally provided UAH 100,000 per project per application (10 applications in total).

VARTO + NGO

The competition received 55 applications. Based on its results, 8 winners were selected.

The VARTO+NGO program is focused on supporting public associations with legal entity status (public organizations or public unions) whose activities are aimed at protecting the rights and freedoms, meeting the public, economic, social, cultural and other interests of veterans and their families.

Priorities of the VARTO+NGO program:

- Providing mentoring support and counseling to veteran entrepreneurs from start-up to development.
- Social support for veterans, family members of such persons and family members of fallen (deceased) war veterans, family members of fallen (deceased) Defenders of Ukraine.
- Social support for children of veterans and children of fallen (deceased) war veterans, children of fallen (deceased) Defenders of Ukraine.

The minimum requested amount for the project was UAH 500,000. The maximum requested amount for the project was UAH 1,000,000.

VARTO: SUPPORT FOR VETERAN BUSINESS

The competition received 122 applications. Based on the results of the competitive selection, 54 winners were selected.

The program is focused on financial support for veterans and their families to implement projects. Applications for project funding could be submitted by:

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

The minimum amount requested for a project was UAH 500,000. The maximum amount requested for the project was UAH 3,000,000.

VARTO: SKILLFUL HANDS

The competition received 103 applications. Based on the results of the competitive selection, 44 winners were selected.

The program is focused on financial support for veterans and their families to implement projects. Applications for project funding could be submitted by:

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

The program prioritized projects aimed at supporting the entrepreneurial activities of veterans, family members of fallen (deceased) veterans and family members of fallen (deceased) Defenders of Ukraine, the implementation of which directly depends on the use of physical labor or the operation of any equipment and accompanying technical systems, including the production of goods, industry, construction, agriculture, transportation services and other activities aimed at providing social and household services, such as hairdressing services, cleaning services, and others, which usually involve representatives of manufacturing professions (graduates of vocational schools).

The minimum requested amount for the project was UAH 500,000. The maximum amount requested for the project was UAH 3,000,000.

VARTO: EDNANNIA

The competition received 116 applications. Based on the results of the competitive selection, 21 winners were selected.

The program is aimed at supporting public associations with the status of a legal entity (public organizations or public unions), whose activities are aimed at protecting the rights and freedoms, satisfying the public, economic, social, cultural and other interests of veterans and their families.

Mandatory program priorities:

Projects that met the following priorities were eligible for the competition:

1. Providing mentoring and counseling to veteran entrepreneurs from start-up to development;
2. Social support for veterans, their family members and family members of fallen (deceased) war veterans, family members of fallen (deceased) Defenders of Ukraine;
3. Social support for children of veterans and children of fallen (fallen (deceased) war veterans, children of fallen (deceased) Defenders of Ukraine;
4. Reintegration of veterans and their families into active social life, ensuring the preservation and restoration of their physical and mental health.

The minimum requested amount for the project was UAH 500,000 from the Ukrainian Veterans Foundation. The maximum amount requested for the project was UAH 1,000,000 from the Ukrainian Veterans Foundation.

This competition program was held with the participation and co-financing of the CSO "Initiative Center To Support Social Action And Develop Civic Initiative "Ednannia". The amount of co-financing from the CSO "Initiative Center To Support Social Action And Develop Civic Initiative "Ednannia" was a minimum of UAH 300,000 and a maximum of UAH 1,500,000.

IMPLEMENTED PROJECTS

32 projects were fully implemented (final reports approved) in 2023.



MAP #1

THE OCCUPIED TERRITORIES ARE DISPLAYED AS OF 01/17/2024

The applications submitted to the competition were reviewed by **15 independent experts**.

The mandatory requirements for expert candidates were:

- Higher education not lower than the second (master's) level;
- Professional experience in the field of the main focus of the relevant competition program (if applicable);
- At least one year of project budgeting experience.

The selection was carried out in accordance with the professional competence of the candidate for experts to the Foundation's Expert Councils based on the results of the assessment of their personal achievements, knowledge, skills, moral and business qualities for the proper performance of the expert's duties.

Each of the expert candidates was thoroughly checked for any connection with the aggressor state, conflict of interest in the course of their expert activities, corruption offenses, and business reputation.

Taking into account the focus of the competition programs, candidates for the Expert Councils of the VARTO: Do Your Own, VARTO: Support for Veteran Businesses and VARTO: Skillful Hands, the advantages were an understanding of business processes and successful business experience.

For candidates for the Expert Councils of the VARTO+NGO and VARTO: Ednannia, the priority was to understand the essence of the activities of public associations, project work, and experience working with veterans, including mentoring and social support.

The experts were selected in accordance with the Regulations on the Expert Councils of the Ukrainian Veterans Foundation. The experts are guided in their work by the Expert Evaluation Methodology. The expert's evaluation report includes both the score for the project and the expert's final comment.

In total, **443 applications** were submitted to the Ukrainian Veterans Foundation's competitions in 2023.

In accordance with the Procedure for Competitive Selection of Projects to be Implemented with the Support of the Budgetary Institution "Ukrainian Veterans Foundation" and Monitoring of Their Implementation, in force at the time of the competition, the selection of projects to be determined as winners of the competitive selection took place in 2 stages:

- Technical selection;
- Expert selection.

The application packages of the applicants who have passed the technical selection are submitted to the Expert Councils of the Foundation for review and expert evaluation after the deadline for their acceptance specified in the Instructions for Applicants of the relevant competition.

In total, **208** project applications were submitted for expert evaluation in 2023:

- VARTO: Do Your Own – **25**;
- VARTO+NGO – 13;
- VARTO: Support for Veteran Business – **77**;
- VARTO: Skillful Hands – **63**;
- VARTO: Ednannia – **30**.

DISTRIBUTION OF APPLICATIONS BY PROGRAM

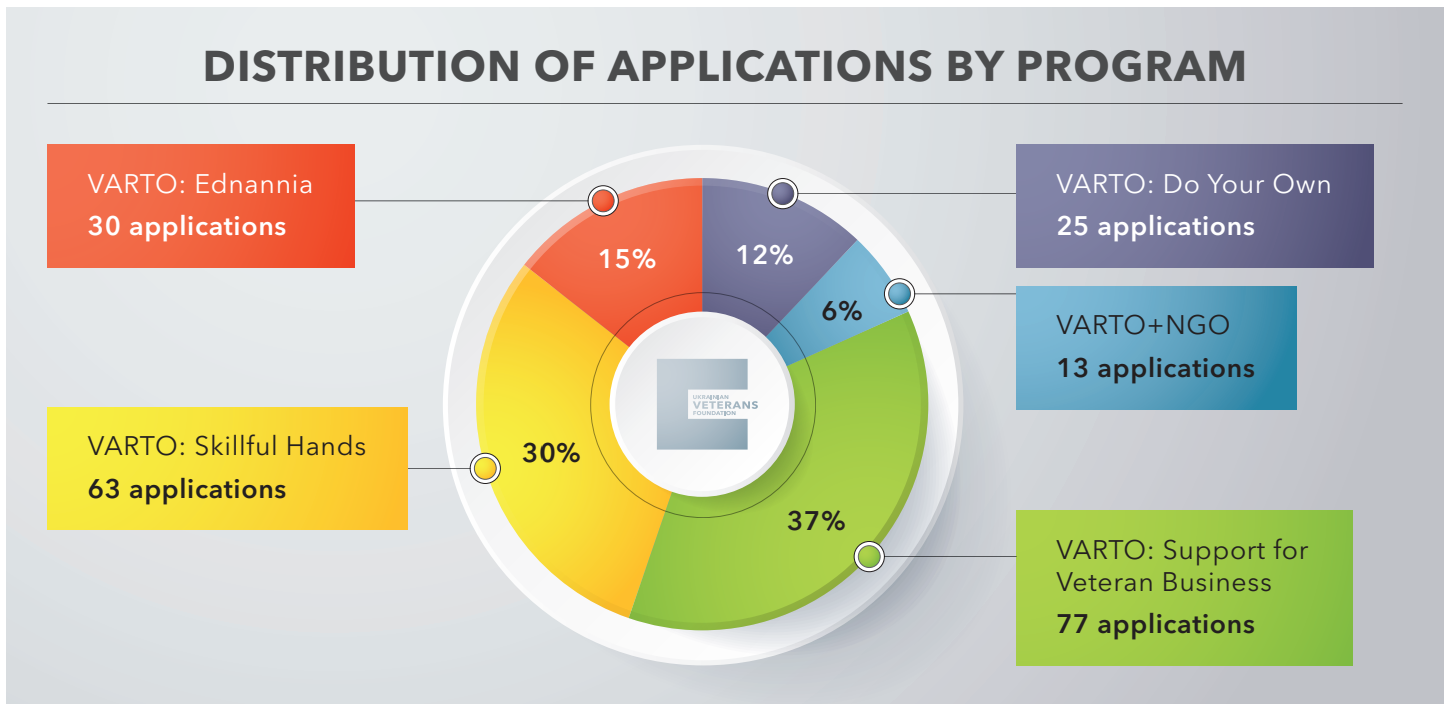


CHART #2

In 2023, 5 Expert Councils were formed in accordance with the competitions held.

The Regulation on the Expert Councils of the Ukrainian Veterans Foundation defines the procedure for selecting candidates for experts to the Foundation's Expert Councils, which is carried out by the relevant Commission for the Selection of Experts to the Foundation's Expert Councils. The Ukrainian Veterans Foundation received the following number of applications for the selection of experts to the Expert Councils of competitive programs in 2023:

- VARTO: Do Your Own – **6** candidates;
- VARTO+NGO – **15** candidates;
- VARTO: Support for Veteran Business – **15** candidates;
- VARTO: Skillful Hands – **27** candidates;
- VARTO: Ednannia – **22** candidates.

APPLICATIONS SUBMITTED FOR THE SELECTION OF EXPERTS

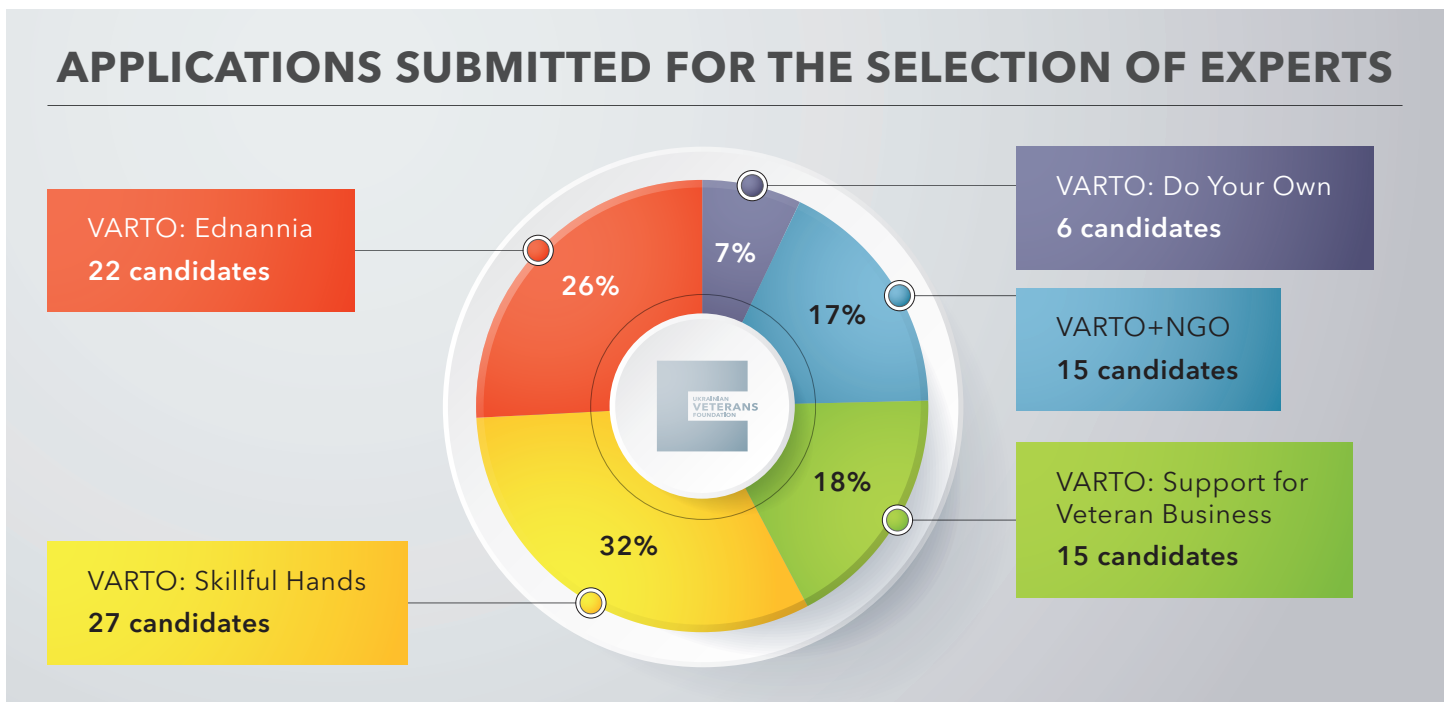


CHART #3

In 2023, each of the Expert Councils consisted of 3 experts, so in accordance with the number of candidates submitted, the following competition for the position of an expert took place (in terms of competition programs):

- VARTO: Do Your Own – **2** candidates for one position;
- VARTO+NGO – **5** candidates for one position;
- VARTO: Support for Veteran Business – **5** candidates for one position;
- VARTO: Skillful Hands – **9** candidates for one position;
- VARTO: Ednannia – **7.3** candidates for one position.



CHART #4

The number of candidates for the Expert Council of the "VARTO: Do Your Own" competition program was lower compared to previous competitions, which is explained by the specifics of the competition, namely, providing support for veterans' entrepreneurial activities in the field of agriculture and agro-industrial complex.

Gender distribution of experts in 2023:

- Men – **9**;
- Women – **6**.

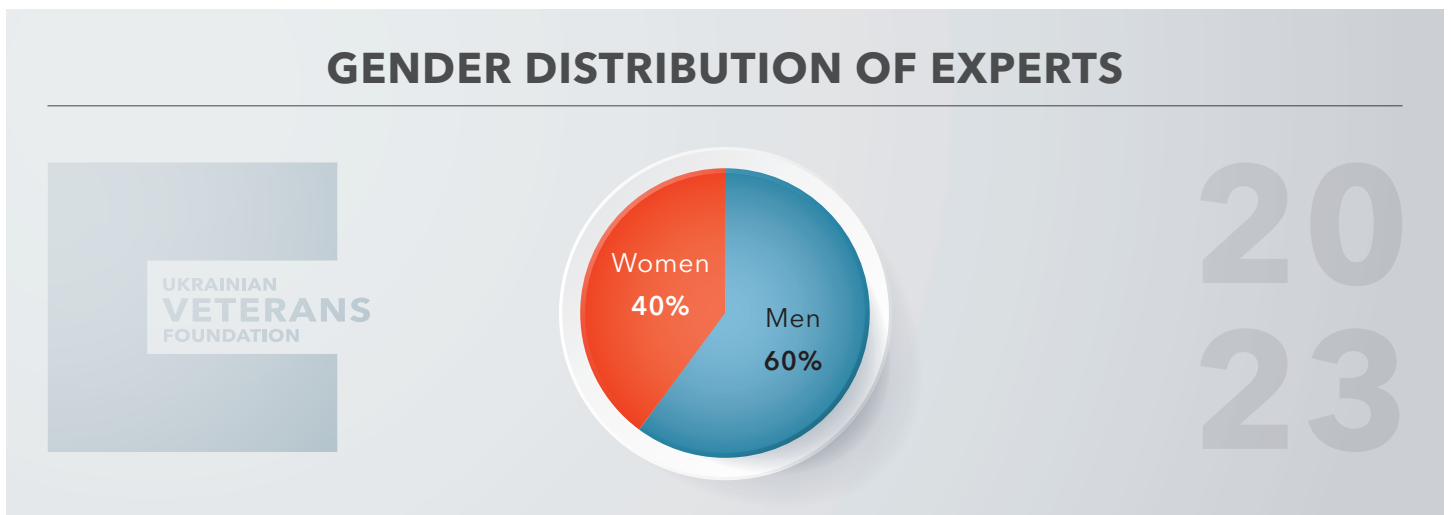


CHART #5

A total of **176 projects** have been supported on a competitive basis **since 2022**.

In the budget year **2023 (January-December)**, competitive programs were funded in the amount of **UAH 183,632,470.80**, which amounts to **UAH 201,210,680 since 2022**.

N°	Oblast	Amount of financial support provided, units	Total amount, UAH thousand	Financed, UAH thousand
1	Vinnytsia	19	27,844.38	17,390.48
2	Volyn	5	9,465.77	5,129.61
3	Dnipropetrovsk	7	14,240.36	9,939.79
4	Donetsk	1	1,000.00	1,000.00
5	Zhytomyr	2	1,722.71	1,122.71
6	Zakarpattia	–	–	–
7	Zaporizhzhia	4	8,448.95	5,513.09
8	Ivano-Frankivsk	10	15,168.77	9,266.99
9	Kyiv (Oblast)	14	28,042.35	19,929.99
10	Kirovohrad	1	684.47	363.61
11	Luhansk	–	–	–
12	Lviv	20	30,346.95	20,714.57
13	Mykolaiv	2	1,726.47	1,427.91
14	Odesa	5	3,064.95	1,133.02
15	Poltava	15	29,601.42	20,367.73
16	Rivne	4	5,874.41	3,383.45
17	Sumy	5	11,007.33	10,521.07
18	Ternopil	6	11,489.97	8,402.82
19	Kharkiv	15	26,814.50	16,905.55
20	Kherson	–	–	–
21	Khmelnyskyi	2	2,254.74	2,254.74
22	Cherkasy	8	13,490.20	9,623.29
23	Chernivtsi	–	–	–
24	Чернігівська	1	977.31	662.88
25	Kyiv (City)	30	50,502.41	36,157.38
Total		176	293,768.42	201,210.68

ONE-TIME FINANCIAL ASSISTANCE PROGRAM

Under the program of reimbursement of expenses for creating conditions for the integration of veterans and their families by providing one-time financial assistance in creating appropriate conditions for entrepreneurial or independent professional activity (up to UAH 20 thousand), the following was reimbursed in 2023:

212 applications for the amount of UAH 4,150,607.

PROCUREMENT OF MODERNIZATION OF THE AUTOMATION SYSTEM FOR OPERATIONAL MANAGEMENT OF ENTERPRISE ACCOUNTING

In 2023, a flowchart of business processes for conducting competitive programs was developed, which became a graphical representation of the sequence of actions performed during tenders. It made it possible to clearly define all stages of the tender process, as well as the relationships between them.

Based on the flowchart, the technical requirements for the modernization of the enterprise's operational accounting management automation system were prescribed, and the procurement was conducted on their basis:

1. Development of the Terms of Reference (ToR) for the System modernization.
2. Modernization/addition of modules in accordance with the agreed ToR, namely:
 - a. The module of Authorization-Registration of Applicants/Examiners, which ensures registration and authorization of system users. Users can be both applicants and examiners and the appropriate division is indicated during registration.
 - b. The module of the applicant's account, which allows:
 - I. Applying for business funding for veterans and family members of the fallen on a competitive basis.
 - II. Making adjustments to the project application during finalization.
 - III. Signing contracts and additional agreements.
 - c. The module of the expert's office, in which it is possible to:
 - I. Apply for program evaluation
 - II. Evaluate applicants' application packages
 - d. Project managers' module, which allows for:
 - I. Assigning experts to evaluate competitive programs.
 - II. Analyzing applicants' application packages and returning them for revision if necessary.
 - III. Uploading contracts and additional agreements for signature with the winners of competitive project selections.
 - e. The Administrator module of the Project Manager System, which has the ability to:
 - I. Create questionnaires for the selection of expert councils.
 - II. Create application package forms for applicants to submit documents.
 - III. Distribution of roles in the system.
 - IV. Viewing the history of actions with applications.
3. Conducting a series of briefings for system users, namely:
 - a. Possibilities of applicants' offices.
 - b. Features of expert offices.
 - c. Features of managers' offices.
 - d. Features of administrators' offices.
4. Modification of the existing database structure for the updated system.
 - a. Transferring information of the winners of competitive project selections.
5. Transferring the system to the Customer's IT infrastructure, namely, migrating the entire system to servers with a comprehensive information security system.

The implementation of the project management system will increase the efficiency and transparency of the tender process. The system ensures the uploading and signing of documents submitted by the contestants, project evaluation, and generation of reports on the contest results.

Further improvements to the system are planned to ensure proper rights and guarantees of state support for veterans, women veterans and family members of veterans, support for veterans' entrepreneurship, and improve the user experience.

The system will be improved to include the following measures:

- Improving the process of verification of documents submitted by bidders.
- Improving the automatic generation of reports on the results of the competition, taking into account various criteria.
- Improving the user experience, in particular by simplifying the system interface and providing additional assistance to users.
- Adding a reporting module to systematize reporting.

The system will be further developed based on the needs of the Ukrainian Veterans Foundation and the results of the current year's performance evaluation.

ORGANIZATION OF CONFERENCES, FORUMS, PROGRAMS AND OTHER PUBLIC EVENTS

IN ACCORDANCE WITH THE MAIN TASKS OF THE FOUNDATION

During the year, 5 public presentations of the competition program projects were held. All presentations are freely available on the Ukrainian Veterans Foundation's YouTube channel. For potential participants of the competitive programs, 10 workshops were held with the participation of project managers, lawyers and financiers of the Foundation.

We created a community of veterans who became winners of the VARTO competition programs. We held 12 lectures for the winners of the competition programs on business development, brand building, artificial intelligence in communications, teamwork, etc. The speakers were invited experts, ambassadors of the Foundation (Dmytro Dubrovskiy, Denys Sudilkovskiy, Oleksii Herashchenko, Oksana Batt, etc.)



**Dmytro
Dubrovskiy**

Co-founder at Uklon,
ambassador of UVF



**Denys
Sudilkovskiy**

Brand and business
director of LUN,
innovation director at
Projector AI lab



**Oleksii
Herashchenko**

Business trainer,
expert in
economic culture



**Oksana
Batt**

Entrepreneur,
coach,
business expert

Veterans, in particular, participated in business forums as speakers on panels about veteran business or as participants (IV International Veterans Forum, Forbes charity forum "Independent", Raiffeisen Bank conference "Procurement from Veteran Enterprises", Get Business Forum, etc.)

In February 2023, a charity event "UA Day" was held in Miami, USA, with the participation of veteran Dmytro Kozatsky to raise awareness of the needs and challenges of Ukrainian veterans.

On March 30, 2023, a public discussion of veterans' policy was held with the participation of the Ministry of Veterans Affairs, the Ministry of Internal Affairs, the Ministry of Defense, representatives of the General Staff, members of the Verkhovna Rada of Ukraine, NAKO, and the public. The first large-scale discussion was aimed at formulating a veteran policy of non-discrimination of veterans compared to other citizens of Ukraine when receiving public or commercial services. The discussion was based on a sociological study by the Rating Group: "Discrimination of different social groups in the Armed Forces of Ukraine: views of military and civilians". The analytical report was published in Ukrainian and English.

With the support of People of Ukraine, 60 veterans took a free English course from native speakers. The training was provided online by American teachers for Ukrainian veterans and their families.

In April 2023, a delegation from the Ukrainian Veterans Foundation visited Washington, D.C., to establish international cooperation, advocacy, and to hold a charity event called Heroes Support Heroes (raised **\$22,178** with the support of the Ukrainian House in Washington).

In June 2023, a short-term training program was held in the United States for veterans and representatives of the Ukrainian Veterans Foundation at the Center for Military Transition at the Raymond A. Mason School of Business at William & Mary University.

On August 22, 2023, the VI International Veterans Forum "Ukraine. Defenders. Future" was held in Kyiv. The main goal of the event was to discuss the problems of veterans and ways to solve them in the areas of rehabilitation, reintegration and veteran policy. The forum was attended by more than 500 participants, including Ukrainian and foreign veterans, government officials, diplomats, civil society and veterans' organizations. The event featured panel discussions on state veterans' policy, health and rehabilitation, and reintegration of veterans into civilian life and communities.

On September 8, 2023, a panel discussion was organized at the KyivBookFest book event with the participation of veteran book publishers. The goal was to increase the visibility of veteran businesses in the field of publishing and to highlight the support provided by the Ukrainian Veterans Foundation.

Press conferences:

- **March 20, 2023** – Presentation of the contest program "VARTO: Do Your Own" together with MHP-Gromadi
- **March 30, 2023** – Presentation of veteran policies "Dignity and Respect"
- **June 5, 2023** – Presentation of the study "Discrimination of different social groups in the Armed Forces: views of military and civilians"
- **June 30, 2023** – Presentation of the "Guide for veterans and their families within the system of psychological, medical-psychological and psychiatric care"
- **August 1, 2023** – Presentation of the study "Needs and obstacles of veterans in employment" jointly with Work.ua and Lobby X.
- **September 21, 2023** – Presentation of the study "Image of Veterans in Ukrainian Society" jointly with the Sociological Group "Rating"
- **October 30, 2023** – Presentation of the Map of Veteran Businesses together with LUN and Uklon
- **October 31, 2023** – Presentation of the competition program VARTO: Ednannia together with ISAR Ednannia.
- **November 20, 2023** – Presentation of the analytical study "Portrait of a Veteran"

REGIONAL PRESENCE

In 2023, the Ukrainian Veterans Foundation team attended 28 events in different regions of Ukraine, where they shared opportunities for veterans and their families.



MAP #6
THE OCCUPIED TERRITORIES ARE DISPLAYED AS OF 01/17/2024

DEVELOPMENT, PRODUCTION, PLACEMENT AND DISTRIBUTION OF PRINTED MATERIALS, PHOTO AND VIDEO MATERIALS

TELEVISION PRODUCTS, VIDEO AND SOUND RECORDINGS, PUBLICATIONS, INFORMATION AND ADVERTISING MATERIALS RELATED TO THE FULFILLMENT OF THE TASKS AND FUNCTIONS OF THE FOUNDATION

OUTDOOR ADVERTISING

In the format of billboards and citylights in 7 cities of Ukraine with a total coverage of **1,205,000** contacts per day, advertising space was placed in Kyiv, Chernihiv, Kherson, Odesa, Lviv, Dnipro and Vinnytsia. The monthly reach was over **36 million contacts**.

In August 2023, we launched an information campaign for the Crisis Support Hotline. The citylights of 3 Ukrainian cities (Kyiv, Dnipro, Odesa) featured contacts for calling a single number for crisis support: 0 800 33 20 29, with the slogan for veterans and their families "You are our support. We are your support". The coverage amounted to more than **393,000** contacts per day, reaching more than **12 million** in a month.

The information was also placed on 290x120 mm advertising space in the Kyiv subway (700 cars) for three months. The number of contacts during the advertising campaign amounted to more than **35 million**.

In December 2023, we launched the "Veteran's Way" advertising campaign. Citylights and billboards were placed in 9 cities of Ukraine (Kyiv, Lviv, Odesa, Kharkiv, Ivano-Frankivsk, Dnipro, Zhytomyr, Vinnytsia, Mykolaiv). The aim of the information campaign was to strengthen civic responsibility in supporting veterans in the transition from military career to civilian life. The number of contacts amounted to **4,284,000 per day**. The total coverage was over **128 million** contacts per month.

VIDEO CONTENT

With the support of NAKO, the information campaign "Veterans are different. Victory is the same". As part of the campaign, a social advertising video was created about veterans with prostheses. The video was posted on online platforms and on Ukrzaliznytsia screens in intercity trains with three screenings per hour for 21 days (reaching 350,000 contacts). The video was also posted on Star Light Media channels as a social advertisement. With the support of Socar filling stations, the video was broadcast on all screens of the network across Ukraine. The total reach across all platforms was **over 12 million**.

Throughout the year, video stories of the winners of the VARTO contest program were published in cooperation with the online publication #ShoTam. The reach of each video averaged at least 50 thousand views. A total of 50 video stories were published in 2023. The total number of views on the Facebook page was **8,584,400**.

PRINTED MATERIALS

Distribution of opportunities for veterans and their families in all regions of Ukraine through oblast military administrations in the format of A3 posters (**2500 pcs.**) and booklets (**6300 pcs.**) with the number of the Crisis Support Hotline, along with information on other opportunities for veterans and their families (educational, legal, financial). Printed materials were placed on bulletin boards and in crowded places, including in ASCs.

Printing of **1500 brochures** and their distribution (analytical report "Needs of Veterans 2023", "Needs and obstacles of veterans in employment", "Guide for veterans and their families within the system of psychological, medical-psychological and psychiatric care in Ukraine", "How to write about veterans. Recommendations for journalists from the Ukrainian Veterans Foundation", "Portrait of a Veteran 2023"). The printed materials were distributed at presentations and among organizations and institutions working with veterans.

CONDUCTING SOCIOLOGICAL AND OTHER STUDIES

PUBLIC OPINION POLLS AND FOCUS GROUPS, ETC

The research was conducted both independently by the Ukrainian Veterans Foundation and jointly with other organizations, including the Rating Sociological Group.

The following conclusions were drawn from the research:

- The image of veterans in Ukrainian society is positive, but there are a number of stereotypes and prejudices against them.
- The state policy of supporting veterans in Ukraine is insufficient and needs to be improved.
- Discrimination against different social groups in the Armed Forces is a serious problem that needs to be addressed immediately.
- The needs of veterans are diverse and include economic, social and psychological needs.
- Barriers to employment for veterans are significant and include both external and internal factors.

The results of the research conducted by the Ukrainian Veterans Foundation are an important source of information for the development and implementation of state policy to support veterans. They can also be used by civil society organizations working with veterans to improve the effectiveness of their activities.

The analytical direction is one of the priority areas of the Ukrainian Veterans Foundation. By conducting in-depth research, the Foundation contributes to raising public awareness of veterans' issues and developing effective mechanisms to support them.

In the period from January 01, 2023 to December 31, 2023, **the Ukrainian Veterans Foundation conducted the following analytical studies** on various aspects of veterans' lives and their reintegration into society:

1. January 14-16, 2023. ["The image of veterans in Ukrainian society" Twentieth national survey in cooperation with the Sociological Group "Rating"⁵](#).

A nationwide survey conducted by the Sociological Group "Rating" on the initiative of the Ukrainian Veterans Foundation. Audience: population of Ukraine aged 18 and older in all oblasts, except for the temporarily occupied territories of Crimea and Donbas, as well as territories where Ukrainian mobile communication was not available at the time of the survey. The results are weighted using the latest data from the State Statistics Service of Ukraine. The sample is representative in terms of age, gender, and settlement type. Sample population: 1000 respondents. Survey method: CATI (Computer Assisted Telephone Interviews). The error of representativeness of the survey with a confidence level of 0.95: no more than 3.1%.

The generalized results of the study **identified a number of trends**: 1) Half of the respondents perceive the main features of the image of veterans of the Russian-Ukrainian war as middle-aged people and those who are currently serving in the Armed Forces. 2) Conflicts in the family, lack of work, and alcohol or drug abuse are the key problems that veterans of the Russian-Ukrainian war are likely to face after returning home. This is the opinion of more than half of the respondents. As for the risks of suicide and violation of the law, the vast majority (at least

two-thirds) believe that this is unlikely for veterans. 3) Two-thirds of respondents said that they are completely or rather unaware of the problems of veterans. 4) The vast majority believe that society today respects veterans.

2. February 2023. [Analytical note "Promoting Veterans' Business Development: US Experience"](#)⁶.

This study analyzes examples of successful policies and practices to support veteran-owned businesses in the United States, particularly at the federal level. The study was descriptive and aimed to identify key institutions that promote the development of veteran-owned businesses; legislative provisions that create favorable conditions for the development of veteran-owned businesses; and direct programs for veteran entrepreneurs. The object of this analysis is the US veteran business. Taking into account the indicators of veteran business development in the United States, this analysis was intended to create an idea of ways and tools for implementing an effective policy to promote the development of veteran business in Ukraine, following the example of the United States of America.

3. February 6-12, 2023. [The second anonymous online survey of veterans and active military personnel "Needs of Veterans"](#)⁷.

The survey was aimed at collecting primary data on the needs of current and future female and male veterans. The tool was an online survey, so there were no sampling requirements. A total of 1247 respondents aged 18 and older took part in the survey.

The survey **identified the following trends**: 1) Low level of awareness among veterans and active military personnel about the availability of state programs for rehabilitation and prosthetics for people with disabilities. 2) Dissatisfaction among veterans due to the failure of the state to fulfill its obligations towards them. 3) Increased concern among military personnel about the likelihood of health problems, psychological disorders, misunderstanding from society, and difficulties in obtaining medical care. 4) Increase the share of veterans who increasingly consider their professional future through starting and developing their own business.

4. March 2023. [Analytical note "State policy of supporting veterans: the experience of the United Kingdom of Great Britain and Northern Ireland"](#)⁸.

One of Ukraine's strategic goals is to create conditions for the effective reintegration of veterans of the Russian-Ukrainian War into society. Therefore, the international experience of supporting veterans, in particular the experience of the United Kingdom, is an inexhaustible topic for research and discussion in Ukraine. After analyzing some of the features of the implementation of the state policy of supporting veterans in the United Kingdom in recent years, it was found that the state has largely assumed the following functions in relation to veterans: information and consulting, recruiting and protection. It is important to note that the British state carries out all of its functions to support veterans based on high-quality empirical data. Special attention should be paid to the issue of veteran business, which is still not widely spread and supported at the state level, but is in great demand among the veteran and business communities.

5. March 27-29, 2023. ["Issues of discrimination against various social groups in the Armed Forces of Ukraine" nationwide survey conducted jointly with the Sociological Group "Rating"](#)⁹.

The survey was commissioned by the Independent Anti-Corruption Commission (NAKO), with the support of the Ukrainian Veterans Foundation. The survey involved 2000 respondents aged 18 and older.

6. April 2023. [Analytical note "Tools and practices of state support for veteran business in the Republic of Croatia"](#)¹⁰.

The experience of support and reintegration of veterans in the Republic of Croatia is one of the most relevant for analysis in the context of the consequences of the war in Ukraine, as the last war Croatia fought was a defensive war for the independence and integrity of the Croatian state (1991-1995). The country is home to more than 1,500,000 veterans, meaning that one in ten Croatian citizens is a veteran. The analysis revealed that today the Croatian government has focused its policy of supporting veterans, in particular, on the development of veteran entrepreneurship, reducing unemployment and integrating people with disabilities into self-employment. At the same time, the number of registered veterans in Croatia continues to grow due to the ongoing adaptation of legislation and the social sphere to the needs of war victims.

7. May 2023 [Comprehensive analytical study "Needs of Veterans"¹¹](#).

The study "Needs of Veterans" is a continuation of the comprehensive study "Portrait of a Veteran" conducted by the Ukrainian Veterans Foundation in the summer of 2022. The study was conducted in January-April 2023 and consisted of a desk study and an empirical part.

The desk study analyzed the current state policy of social protection of war veterans, which includes benefits in the healthcare system, benefits in the education system, benefits in the system of material support, taxation, employment, as well as housing and other benefits. The desk study also includes an analysis of the best international policies in the field of social protection of veterans. The following countries were selected to analyze international experience: The United States of America, the United Kingdom of Great Britain and Northern Ireland, Canada, Croatia and Australia.

The empirical part of the study consists of the twentieth national survey conducted by the Rating Sociological Group, "The Image of Veterans in Ukrainian Society"; the second anonymous online survey conducted by the Ukrainian Veterans Foundation among veterans and active military personnel, "The Needs of Veterans"; and a focus group study among female and male veterans conducted by the Ukrainian Veterans Foundation.

Based on the results of an anonymous online survey and focus group discussions, the following research hypotheses were confirmed:

- War veterans in Ukraine face manifestations of disrespect in the process of receiving preferential services;
- Veterans lack information about benefits in the healthcare system, in particular, about state programs of physical and psychological rehabilitation and prosthetics;
- Veterans mostly have a negative assessment of the effectiveness of the state policy of supporting veterans;
- One of the biggest obstacles to meeting the needs of veterans is bureaucracy at the grassroots level and in executive bodies.

At the same time, the study disproved the hypothesis that one of the most pressing needs of veterans is the need for financial assistance to them and their families. Instead, during the focus group discussions, female and male veterans emphasized the need for physical and psychological rehabilitation, as well as the need for reintegration and socialization of veterans in society by creating opportunities for self-development, education and employment after discharge from service.

8. June 2023. [Comprehensive analytical study "Discrimination of different social groups in the Armed Forces of Ukraine: views of military and civilians"¹²](#).

The comprehensive study included:

– Quantitative - a nationwide survey conducted by the Sociological Group "Rating". The survey was commissioned by the Independent Anti-Corruption Commission (NAKO), with the support of the Ukrainian Veterans Foundation. Audience: population of Ukraine aged 18 and older in all oblasts, except for the temporarily occupied territories of Crimea and Donbas, as well as territories where Ukrainian mobile communication was not available at the time of the survey. The results are weighted using the latest data from the State Statistics Service of Ukraine. The sample is representative in terms of age, gender, and settlement type. Sample population: 2000 respondents. Survey method: CATI (Computer Assisted Telephone Interviews). The error of representativeness of the survey with a confidence level of 0.95: no more than 3.1%.

– Qualitative - focus groups and in-depth interviews. Audience: 38 people. Women servicewomen - 17 people (2 focus groups, 5 in-depth interviews); Men servicemen - 16 people (2 focus groups); LGBT servicemen - 5 people (1 woman, 4 men).

The generalized results of the study **identified a number of trends**: 1) in general, society has a positive attitude towards all categories of people who currently serve in the Armed Forces of Ukraine. The prevailing opinion is that there is no discrimination during service in the Armed Forces of Ukraine among categories of the population that may be subject to it (representatives of national minorities, women, former convicted veterans). Participants in focus groups and in-depth interviews emphasized that since the beginning of the ATO/JFO, and especially after Russia's full-scale invasion of Ukraine, the public attitude towards women in the AFU has improved significantly. 2) There are still prejudices in society regarding women's service in the Armed Forces: more than half of the respondents agreed that women are better suited to perform non-combat tasks.) There is no discrimination

against women in the army in terms of wages, unlike the situation with the gender gap in the labor market among civilian professions. 4) LGBT women are treated more favorably than LGBT men: the male environment is more threatening to LGBT men both because of latent homosexuals (ardent homophobes) and toxic masculinity (machismo, sexism, objectification of women). Coming out is often forced or accidental, and is often a consequence of outing. 5) The majority of respondents in the national survey demonstrated neutral to negative attitudes towards former prisoners. 6) The number of women in the army, changes in society as a whole in terms of gender equality, and increased tolerance towards different groups of discrimination play a major role in overcoming discrimination. Commanders and the command as a whole are important in overcoming the crisis, as they embody and transmit the corporate culture in the Armed Forces: the general trend of attitudes towards women in the military depends on their adequacy, education, support for gender equality and egalitarianism.

9. May-June 2023. [Sociological survey "Veterans' needs and obstacles to employment"¹³](#).

The purpose of this comprehensive study is to employ veterans as one of the direct ways to ensure their well-being, reintegration into civilian life, and to identify public policy priorities in creating conditions for veterans' professional growth.

The study consisted of a desk study and an empirical part. The desk study analyzed the current situation and previous research on the specifics of employment of war veterans. The desk study also analyzes best practices and programs to support veterans in finding employment in the United States. The empirical part of the study consisted of two parts: 1) a study of the needs and obstacles of employers in hiring veterans, in which data was collected using two methods: an in-depth interview and an anonymous online survey of employers from the databases of the LobbyX and Work.ua platforms, conducted by the Ukrainian Veterans Foundation. Sample population: 398 for the Work.ua database; 2) an anonymous online survey by the Ukrainian Veterans Foundation among veterans and active military personnel "Needs and Obstacles to Employment of Veterans". The survey involved 794 respondents. In addition, semi-structured in-depth interviews with employers in the following sectors were used to identify the main needs and obstacles of employers during the war that may affect the employment of veterans: IT, construction, defense, automotive, and engineering (Key Informants Interviews). As a result, 10 semi-structured in-depth interviews were conducted with representatives of Ukrainian business and entrepreneurship, organizations of different sizes and dates of foundation.

The main **findings** of the study **include**: 1) The experience of employing and working with veterans is not widespread, but at the same time it is becoming more common and relevant as a result of demobilization and return to work of employees mobilized during the full-scale invasion. 2) There is a difference between employers' experience in hiring veterans and their attitude to the adaptation process, depending on the field of activity and the presence of mobilized employees. 3) Veterans' experience of employing fellow veterans and their adaptation in the work environment can be useful for employers without military experience and without experience of communicating with veterans, as it contains practical cases and awareness of risks. 4) Speaking about the image of a veteran and associations with it, employers increasingly emphasize that a veteran is first and foremost a person, regardless of gender, generally young or middle-aged, who participated in combat operations. 5) According to the surveyed employers, the state can facilitate the hiring of veterans primarily by ensuring the transition period and rehabilitation of demobilized persons, as well as by directly informing the public about veterans as promising employees with unique experience and practical skills. 6) None of the interviewed groups has a clear understanding of the impact of war on competencies and skills, but the interviewed veterans and military personnel perceive the loss of their own competencies, skills and high competition in the labor market as a significant obstacle to employment, and employers emphasize the need for additional education and retraining more than the veterans. 7) Employers with experience in hiring veterans recommend: working on the adaptation of not only the veteran, but also the entire team; not idealizing veterans, not imposing preferential working conditions and special attention, which negatively affects the development and motivation of veterans; perceiving veterans as full-fledged and full members of society, regardless of the physical and psychological consequences of participation in combat actions.

10. June 2023. ["Collection of best practices and adapted materials from the experience of the Ukrainian Veterans Foundation's Crisis Support Hotline"¹⁴](#).

This collection was prepared by expert psychologists within the framework of the project: "Crisis Support Hotline", implemented by the Ukrainian Veterans Foundation of the Ministry of Veterans Affairs of Ukraine with the support of the Ukrainian Rapid Response Fund IREX and the US Department of State.

The collection provides an overview of the needs of Ukrainian women and men veterans, as well as their families and friends. The collection presents the original work and adapted materials developed to support veterans and their families on the path to reintegration into civilian life. In particular, the collection contains a "Roadmap" in the system of psychological, medical and psychiatric care, as well as recommendations for veterans and their families. These recommendations were compiled by the specialists of the Crisis Support Hotline based on the experience of the Hotline and their personal experience of practical psychological work, including in the context of a full-scale war in Ukraine.

11. September 2023. [Analytical note "Lack of employment opportunities for veterans with disabilities: risks for the state and society"¹⁵](#).

The analytical note contains a generalized experience of employment of veterans with disabilities in Ukraine based on previous studies by Ukrainian and international organizations and taking into account trends and forecasts of the socio-economic situation.

The increase in the share of veterans with disabilities is a real fact of life for Ukrainian society, which will affect its development in the long term. Studies conducted in different years of the ongoing military conflict demonstrate the readiness and desire of veterans with disabilities to fully participate in the reconstruction of peaceful life. However, at the state and public level, there is no awareness of the complexity of the needs and capabilities of veterans with disabilities. Further preservation of a superficial approach to this problem has all the prerequisites to become the basis for a global social crisis in the country.

The lack of opportunities for professional self-realization of veterans with disabilities increases risks for the state in the social, economic and medical spheres. Today, the priority for society is to work harder to overcome these risks and implement preventive measures aimed at maximizing the integration of veterans into all spheres of economic activity and public life in Ukraine.

12. September 2023. ["The Image of Veterans in Ukrainian Society" - a nationwide survey conducted jointly with the Sociological Group "Rating"¹⁶](#).

A nationwide survey conducted by the Sociological Group "Rating" at the initiative of the Ukrainian Veterans Foundation. Audience: population of Ukraine aged 18 and older in all oblasts, except for the temporarily occupied territories of Crimea and Donbas, as well as territories where Ukrainian mobile communication was not available at the time of the survey. The results are weighted using the latest data from the State Statistics Service of Ukraine. The sample is representative in terms of age, gender, and settlement type. Sample population: 1000 respondents. Survey method: CATI (Computer Assisted Telephone Interviews). The error of representativeness of the survey with a confidence level of 0.95: no more than 3.1%.

The generalized results of the study **identified a number of trends**: society continues to record the highest levels of trust in the military; there has been a noticeable increase in the association of the term "war veteran" with a person with a disability; the number of those who believe that the state fulfills its obligations to veterans of the Russian-Ukrainian War is decreasing; among the risks that veterans of the Russian-Ukrainian War may face after returning from service, the first places are occupied by psycho-emotional instability, physical health problems, difficulties in obtaining medical care, lack of inclusive spaces and adapted workplaces for people with disabilities, and problems with applying for social benefits.

13. September-October 2023. [Comprehensive analytical study "Portrait of a Veteran"¹⁷](#).

As part of the study, an online survey was conducted among veterans and active military personnel. The total number of respondents is 2457 people. A secondary analysis of the published results of the twenty-fourth nationwide survey "Ukraine at War. Image of Veterans in Ukrainian Society" conducted by the Sociological Group "Rating". Audience: population of Ukraine aged 18 and older in all oblasts, except for the temporarily occupied territories of Crimea and Donbas, as well as territories where Ukrainian mobile communication was not available at the time of the survey. The results are weighted using the latest data from the State Statistics Service of Ukraine. The sample is representative in terms of age, gender, and settlement type. Sample population: 1000 respondents.

The study **identified the following trends**: 1) an increase in the share of veterans who are convinced that the state systematically fails to fully fulfill the obligations and guarantees provided for in state policies to support veterans and their families; 2) a decrease in the sense of respect for veterans by society; 3) the following risks

remain relevant for veterans: physical health problems and difficulties in obtaining medical care; psycho-emotional instability; lack of inclusive space and adapted workplaces for people with disabilities; and lack of understanding of society; problems with obtaining social benefits; lack of employment.

PROGRAM ACTIVITIES OF THE FOUNDATION

HOTLINE

The Ukrainian Veterans Foundation's crisis support hotline operates 24/7. In the period from January 01 to December 31, 2023, almost 16,000 calls were processed and 89 support groups were held. Veterans, relatives of veterans, families of defenders and all those who suffer from the consequences of war call the hotline.

GENERAL OVERVIEW

The majority of calls to the hotline came from men (56.97%), which corresponds to the realities of martial law in Ukraine, where men are liable for military service and therefore feel the direct impact of martial law on their lives and well-being.

The share of women's appeals (41.62%) is somewhat lower than the average share of women in society as a whole. Such indicators may be related, in particular, to the tendency of women to communicate more openly and emotionally in everyday life, which reduces the need for additional communication with a psychologist.

The proportion of referrals from people whose gender could not be determined (1.41%) is insignificant.

By age:

The majority of applications were received from people aged 40 to 60 years (46.74%), which is a record figure compared to previous periods. These figures may be due to seasonal tendencies to deterioration of psycho-emotional state and exacerbation of somatic diseases, which is in line with the findings of international studies on this issue. Also, the audience of this age makes up a significant share of the veteran community and defenders of Ukraine both before and after the full-scale invasion of Russia.

The share of appeals from people aged 18 to 40 was also significant (37.92%). We assume that these figures correlate with the overall proportion of defenders and veterans of the Russian-Ukrainian War of this age. In addition, a high proportion of Ukrainian youth today are volunteers who are experiencing stress and exhaustion. Another important target audience is the wives of defenders and veterans, including widows, whose number in this age group has increased significantly since the full-scale invasion.

The share of applications from people aged 60 and older (7.41%) is lower than the average share of people of this age in society as a whole, but is mostly stable compared to previous reporting periods. This may be due to the fact that people of this age are less likely to use modern information technologies and, given their life experience and stereotypical beliefs, are less likely to realize and meet the need for psychological support.

About 7.94% of callers for various reasons did not tell the psychologists of the Hotline their age, or for technical reasons it was difficult to determine it, which is acceptable in the context of telephone counseling and processing of requests for crisis psychological support.

MONITORING

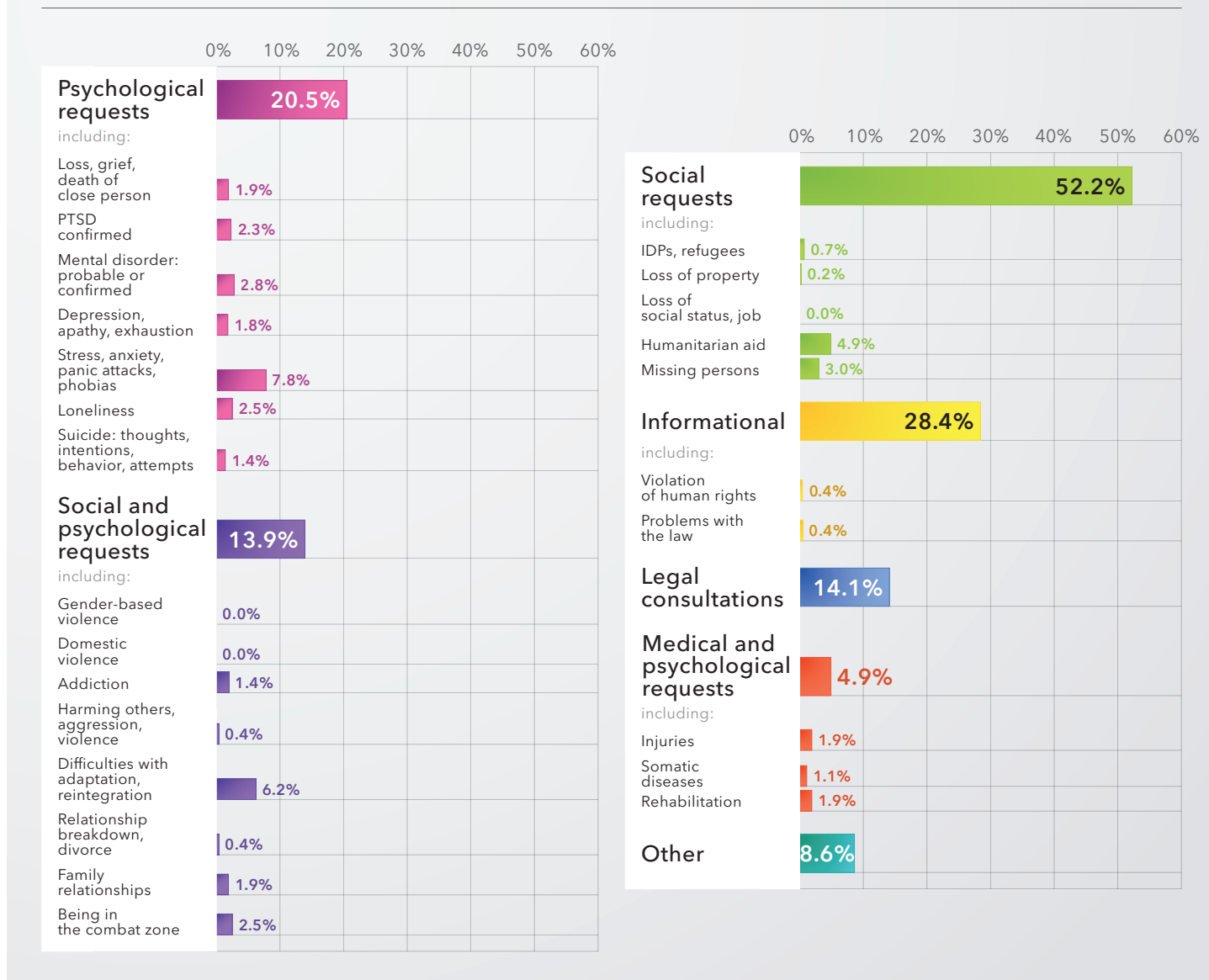


CHART #7

REHABILITATION OF VETERANS THROUGH PHYSICAL ACTIVITY

On December 12-14, 2023, the Ukrainian Veterans Foundation, as a member of the U.S. Air Force's organizing team, held all-Ukrainian qualifying competitions among veterans and active military personnel with further support of the Ukrainian team in the international competition **United States Air Force Trials 2024**.

These competitions are a unique opportunity for our veterans and servicemen and women not only to demonstrate their skills, but also to engage in dialogue and exchange of experience with colleagues from other countries, including veterans of the US Air Force.

IMPROVING THE EDUCATIONAL LEVEL OF VETERANS

Online course for veterans

In cooperation with UCU-online, the Ukrainian Veterans Foundation prepared and launched an online training course for veterans entitled "Returning from War: Body, Mind, Society." By the end of 2023, 833 participants had completed the 14-lecture course for the reintegration of veterans after returning from the front.

The course is about returning to civilian life, physical and psychological rehabilitation, the rights of combatants and the development of their own business. The course has an academic component and is also full of practical advice.

The course consists of 14 lectures:

1. Working with the body: primary health care and the path to physical rehabilitation
2. Mine-blast trauma
3. How to find a job in civilian life?
4. From choosing a specialty to writing a resume and passing an interview
5. Working with consciousness. The basics of understanding different emotional states.
6. PTSD. Post-traumatic growth
7. Prosthetics, repair and replacement of prostheses
8. Combatant status: what is it, how to get it and what rights does it give?
9. Own business: where to start? Portrait of a veteran businessman.
10. Business from registration to implementation: a practical guide
11. Business opportunities from the state and international organizations.
12. Peculiarities of financing from the state budget. Funding from the Ukrainian Veterans Foundation
13. Fundamentals of project management
14. Fundamentals of communication

After completing the course, veterans gain knowledge of:

- Legal aspects of the status of combatants and their family members
- Understanding their emotions and psychological states
- Know how to deal with PTSD
- Receive practical instructions for implementing their own business
- Know how to prepare for prosthetics and how to handle the prosthesis

English language training courses

A total of 60 veterans have completed the English language course. The 3-month English language learning program, supported by the American organization People of Ukraine Foundation, aims to increase the participants' knowledge and improve their communication skills to facilitate the transition to a civilian career.

Training project "Fly"

The project, in cooperation with the Patients of Ukraine Charitable Foundation and the Dignitas Fund, aims to teach veterans to fly drones. As part of the project, military personnel in rehabilitation units were taught how to fly FPV drones, which enabled veterans in civilian life to open a new career path. In 2023, 30 veterans successfully completed the retraining program.

Scholarships from the American University of Kyiv

In cooperation with the American University of Kyiv, 15 scholarships were provided for veterans and their families to study at bachelor's or master's programs. In 2023, three scholarship recipients began their studies in the Global Management Master's program (MGM) and one in the Data Science bachelor's program.

Support for entrepreneurship by veterans

An [interactive map of veteran-owned businesses](#)¹⁸ was launched in October in cooperation with LUN and Uklon. The map contains locations of veteran businesses of various categories. Since the map was launched, it has reached 4.9 million Internet users.

THE RATIO OF BUSINESSES BY CATEGORY

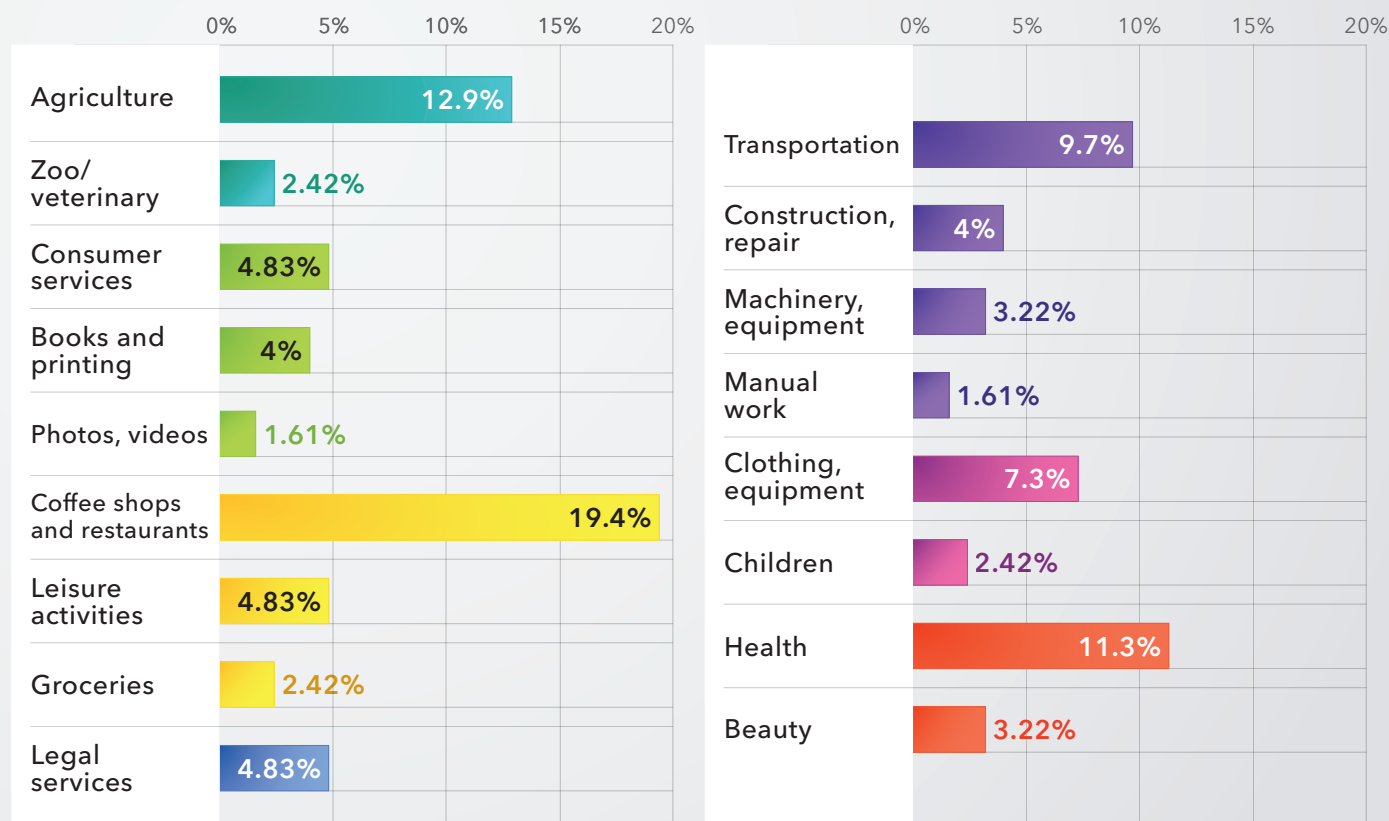


CHART #8

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