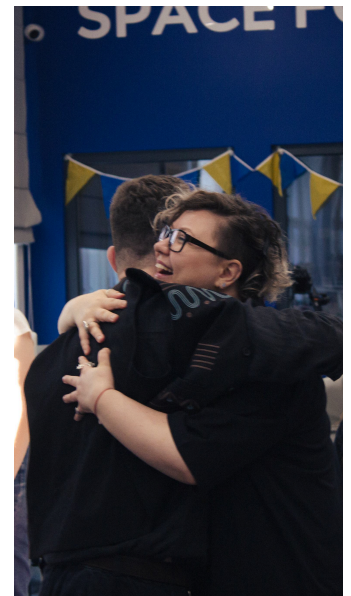
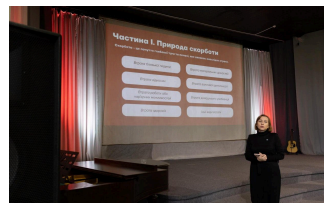


**WE CREATE
A BETTER
TOMORROW
TOGETHER**

MY CITY

**ANNUAL
REPORT
FOR 2024**





CONTENTS



04

"My City" Manifesto



08

The year in numbers



12

Projects implemented



22

Training programs

30

Media about us

34

Partners



“MY CITY” MANIFESTO





2024 is the third year of Russia's full-scale war against Ukraine. At this time, we understand more than ever that every day of our work is a result of the efforts of those holding the frontline. Thanks to all the brave people defending Ukraine's freedom, including militaries and volunteers, we as an NGO continue to support cities, foster local initiatives, and implement important social projects.

"My City" is a nonprofit organization (NGO) that provides opportunities for implementing socially valuable initiatives through crowdfunding and education. It is a community of people who are not afraid of responsibility and are inspired to make the world a better place. We help social project leaders find support, learn ways to implement their projects effectively, and achieve results that make cities united and stronger.

Everything we do is driven by three core principles: love for people, complete transparency, and the belief that even the smallest contribution changes lives. We value the courage of those activists who dream and take action, and we understand the importance of having a reliable project partner by your side.

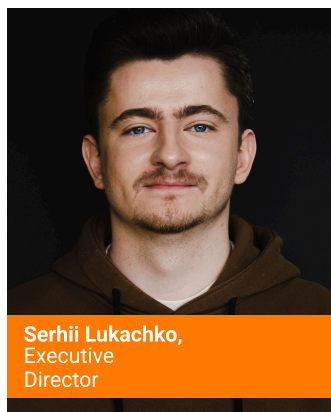
Over the past year, we have supported 56 social projects. Each of these projects is unique and special to us, such as rebuilding homes in Kyiv region after missile attacks, psychological rehabilitation of veterans, providing children in need with school supplies, training sessions to boost teenagers' self-esteem, etc. We work for local communities, for people seeking opportunities to grow, and for those who dream to create a better tomorrow.

We stand by project authors at every stage, from the first discussion of the idea to the moment when this idea becomes a reality. Furthermore, we teach them to raise funds, engage supporters, overcome challenges, and how to stay motivated. Together we celebrate every achievement and navigate every difficulty.

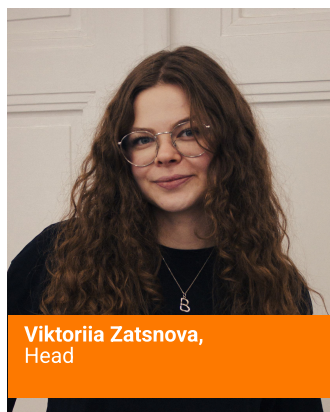
Every project implemented is of great importance. Our project authors' activities include for example repairing shelters, creating spaces for women to overcome traumatic experiences, building premises for stray animals, providing sports rehabilitation for young people with disabilities, etc. These are stories that show the immense power of a united people.

We work for the future, and we create it together. Every implemented idea makes the greatest sense and represents a reflection of Ukraine we all dream of. We know for sure that together, we can achieve more than just something possible.

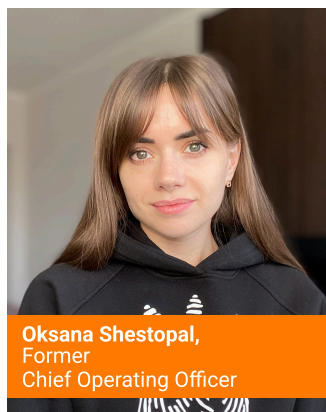
"My City" — because we care!



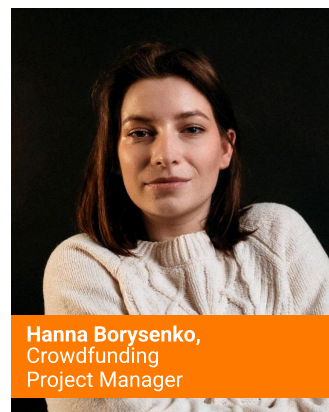
Serhii Lukachko,
Executive
Director



Viktoriia Zatsnova,
Head



Oksana Shestopal,
Former
Chief Operating Officer



Hanna Borysenko,
Crowdfunding
Project Manager

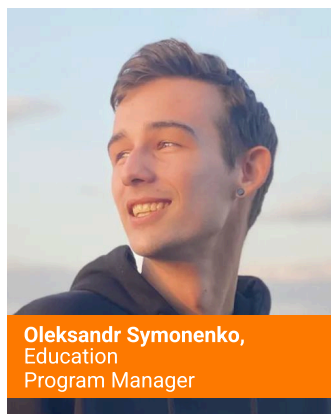


Natalia Popova,
Team Lead of
Education Team

"My City" team



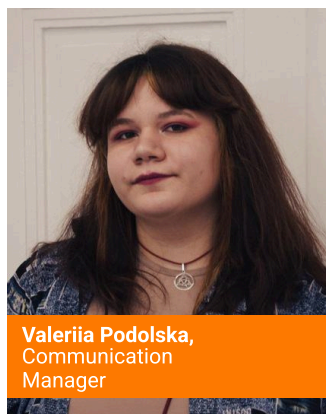
Vlada-Anastasiia Tkachyshyn,
Education
Program Manager



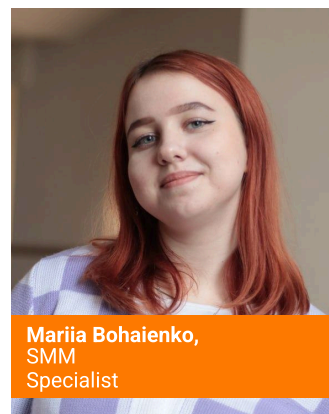
Oleksandr Symonenko,
Education
Program Manager



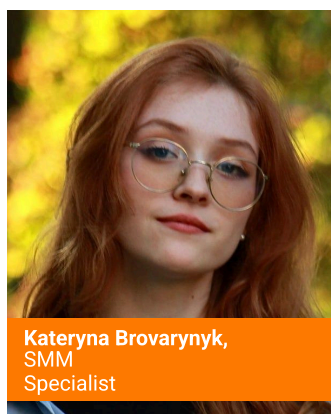
Oksana Petruk,
Team Lead
of Communication Team



Valeriia Podolska,
Communication
Manager



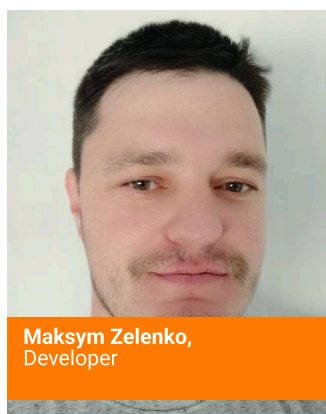
Mariia Bohaienko,
SMM
Specialist



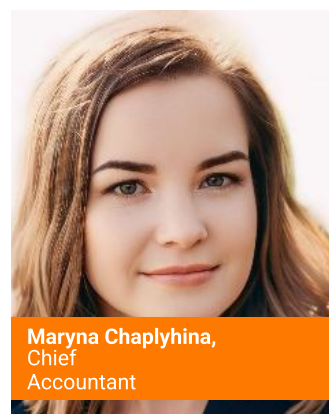
Kateryna Brovarynyk,
SMM
Specialist



Olha Lypynska,
International
Cooperation Manager



Maksym Zelenko,
Developer



Maryna Chaplyhina,
Chief
Accountant



THE YEAR IN NUMBERS







In our work, numbers are just a tiny part of our results. First and foremost, we value qualitative changes in Ukrainian cities, and it is not something you can measure immediately. Sometimes, this impact can be noticed years later through the stories of our authors, the people who joined their activities, or those who received help.

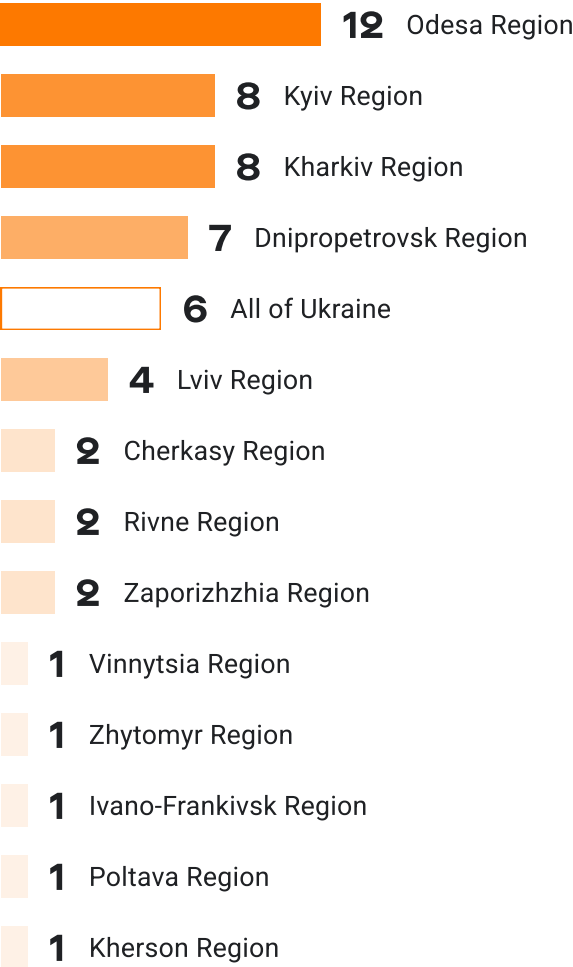
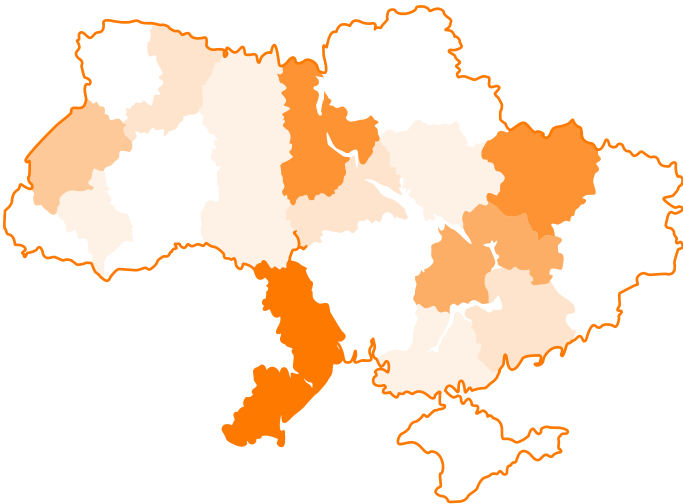
Numbers also mean kids playground 60 kilometers from the frontline, a retreat for the veterans and their loved ones, food for stray animals in frontline areas, an original book about an inclusive society, and assisting Kharkiv artists in restoring their activities during the full-scale war.

Numbers mean everyone who cares for their street, city, or country. They relate to those who motivated enough to act and to build a better future together.

— Viktoriia Zatsnova,
Head of "My City"



Regional distribution of projects:

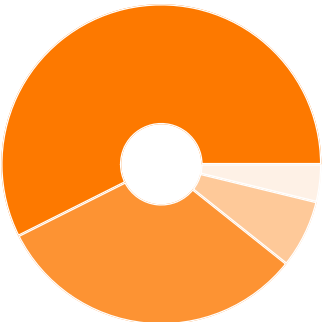


Accumulated through the platform:

\$ 183,110

Transfers breakdown:

- \$ 105,161 – grants
- \$ 58,439 – donations from individuals for authors' projects
- \$ 12,724 – financial contributions from businesses
- \$ 6,786 – donations for My City administrative expenses



Projects launched on the platform:

 67

Projects successfully implemented:

 56

Implemented projects areas:

- 11 Animal protection
- 7 Psychological support
- 6 Humanitarian aid
- 6 Education
- 6 Culture
- 5 Inclusion
- 4 Assistance to internally displaced people (IDPs)
- 3 Rebuilding
- 2 Assistance to people in need
- 2 Hospital clowning
- 2 Creation of youth spaces
- 1 Veteran rehabilitation
- 1 Sports



PROJECTS IMPLEMENTED





Each project is a story that begins with an idea and becomes a reality after great teamwork. In 2024 “My City” became an organization where ideas find support and literally everyone may raise funds for socially important projects.

All these projects are about trust, support, and the desire to do meaningful things. Even a small contribution matters, and when people cooperate, they can make communities way of living better.

Let’s recall a few stories, as they are the source of faith that we can achieve anything together.

“From Pain to Freedom”

Nature therapy in the Carpathians for veterans’ and their family members’ rehabilitation.

Raised:

€ 75 037

Imagine a veteran who has never been to the mountains before, discovering the beauty of the Carpathians for the first time and getting to know the culture of the Carpathian region. Or imagine a former serviceman with a disability overcoming an internal barrier concerning the impossibility of traveling or enjoying a vacation in a mountainous area. Yet another veteran may discover new types of resource therapies, such as music therapy, art therapy, and storytelling therapy. So they may find the energy and motivation to return to an active life and engage with society. This is exactly what happens at the retreats organized by “DO.VOLI” NGO.

According to the veterans’ feedback, their sleep improves, they gain motivation and energy, and restore their resources for further rehabilitation. I will never forget the day, when one of the participants with a leg amputation looked at the mountains and said words that deeply touched my soul: “I’m so happy to observe such a beautiful land that I defended.”



“From Pain to Freedom”, because we believe that despite the pain veterans endured, people traumatized by war can free themselves from the chains of this pain and cherish life

— Khrystyna Shukal,
co-founder of the project





It is hard to describe emotions I experience every time I see how veterans enjoy mountains view. It is important to provide an opportunity to restore inner resources and mental state for people who have gone through traumatic experiences, and also to show veterans that civil society truly cares and gives them support.

Once, after a trip where veterans with amputations had climbed the mountains, I went to the hospital to visit our participants later. And they told me: “You know, Vasya, I rode an aerial lift for the first time in my life. It was my first time in the mountains. And when I stood in front of the mountains without a leg, I was sure I wouldn’t be able to go up. Because even leaving the hospital is difficult for me. But I did it. And another guy from hospital did it too. And the feeling that I did it despite my injury is priceless. It is about overcoming barriers, both Internal and external ones”.

After that, I realized how valuable our project is for those who have gone through traumas. And to be honest, it was terrifying to start it because almost no one from our team had had such an experience. But when you understand that society begins with you, you keep moving forward despite the challenges.

— **Vasyl Shtybel,**

co-founder of the project, head of “DO.VOLI” NGO



“Different and Cool”

The book about inclusive society by “Diya.MY” Charitable Organization.

Raised:

₴ 88 568



When children at the age of 2.5 to 3 start asking questions about disability, they do not have stereotypes, toxic attitude, discomfort, and other emotions that are common for adults. Curiosity is normal for this age. The reaction of parents or other responsible adults to these questions is very important. That's why the authors of the project decided to create a book about inclusive society, which will help adults in communication with their children.

“Different and Cool” will be a great help for parents, caregivers, teachers, and all people interacting with children. The team paid special attention to ensure explanations were simple, concise, and understandable for children. At the same time, the illustrations will provide an opportunity to have conversations with older children — discussing images and asking additional questions. The book also contains advices for adults from a child psychiatrist to feel more confident while talking to children.

Unfortunately, due to Russian aggression, the number of people with disabilities in Ukraine is increasing every day, and still, they are an important part of our society. “Different and Cool” explains to children e.g. why ramps with low helix angle are needed.



In the summer of 2023, when my daughter was 2.5 years old, she started to notice many people with disabilities and to ask me a lot of questions. For me, a book is the best tool to introduce a child to a topic, especially if it's complex. So I searched for something suitable on Ukrainian or foreign market but found nothing. Mostly, there was fiction for older ages or allegorical stories about animals. But I wanted a realistic book, specifically about people.

Our society still carries the consequences of Soviet upbringing, because in the USSR people with disabilities “didn't exist”. They were isolated and ignored. Even adults didn't know how to behave properly. As for children, they were never explained anything, and everything they heard was: “Don't look”, “Turn away”, “Don't approach” and “Be quiet!”. Such an approach creates fear, shame, lack of action, confusion, and resentment, especially when curiosity is met with a sharp reaction. I really want this to stop within our generation, so that our children will not inherit this toxic legacy.

The main difficulties we encountered during the project implementation were certain anxiety and the thought of not causing harm. This is quite a sensitive and delicate topic. So I constantly ask myself and the team: “Are all the formulations and illustrations correct and “eco-friendly”? Haven't we missed something?” But we obtained support from the relevant experts, so everything will be fine.

Fundraising was a nerve-wracking activity, because we have so many open fundraisers for our militaries and veterans, and asking for donations for the book was complicated. When our fundraiser had been supported by the militaries themselves and military volunteers collecting funds for them, then I shed tears.



— **Anastasiia Mozhova-Stepanyak**
author of the book “Different and Cool”



Inclusion for me is when we don't have to talk about it. Because being different in society is OK. I want us to live in a world where children know they will be accepted as they are.

Why is it a children book? Children are sure that being different is OK, and I want it to be this way for everyone. This book is for parents so they don't feel uncomfortable or ashamed to talk about differences and disabilities. For children, being different is just a part of their lives.

It's hard when the obvious fact is like an elephant in the room. But weren't we all born knowing nothing? There you are! So that's why we're here, that's why we're doing our work. Because **I want to live in a world where we are all different, and that's OK.** So, let's break this ice.



— Sofia Krushelnytska,

Chairwoman of the Board of "Diya.MY" Charitable Organization



Save stray animals from hunger in de-occupied territories

Raised:

₴ 25 298

“Unity and Strength” Charity Fund was one of the first to arrive in de-occupied Kharkiv region to help locals and to provide free evacuation services.

Unfortunately, not all the residents evacuated previously with their pets. Some of them were not able to take on responsibility for different reasons, and others just did not want to. As a result, in Kupiansk, Izyum, and other districts of the de-occupied Kharkiv region there are dozens of abandoned animals. They live on the streets.

One day, our team asked ourselves: “How can we help humans, but do not care about animal?” The answer was: “We can’t”. So we began to help abandoned animals in Kharkiv, Donetsk, and Zaporizhzhia regions too.



The main problems we always face are security and organization matters. They are closely intertwined, as we work near the frontline. Therefore, all aid distribution activities, during which we feed the animals, need to be organized carefully to avoid drawing attention. Security is also crucial when delivering food to locals, who feed many animals. The roads are challenging too.

Volunteers in frontline and de-occupied territories are focused on people’s lives. Involvement in helping animals is a rare occurrence. However, with some luck, there are locals who care for animals, do not evacuate, and gather their neighbors’ abandoned pets because they feel responsible for them. Our project is about helping every single soul in need. Animals also need help. Sometimes we even take the animals to our office, therefore now we have a dog named Bilka from Izyum region. We found her with her puppies in an abandoned shed. The puppies found their families, and Bilka stayed with us. A cat named Vasya was bitten by a neighbor’s cat in Kamyanka village so badly that his tendons were visible. We took him in and treated him. Now he lives in our office too. And these are not all the stories”.

We started this animal aid initiative because it reflects our values: to care for those who cannot stand the horrors of war on their own.



— Veronika Chupryna,

project manager of “Save our fluffy friends from hunger in de-occupied territories”, communication manager of “Unity and Strength” Charity Fund



“Your Life is Your Choice 2.0”

Project for boosting youth self-esteem and self-confidence.

Raised:

€ 31 496

In the spring of 2024, the team from “Kenneberg” Youth Integration Center in Smyga conducted small survey among the local youth. The results showed that **37.5% of respondents would like to take part in more informal education activities, 20% needed help with career guidance, and 36.3% were in lack of psychological support.** In small communities like Smyga access to mental health support services is limited because qualified children psychologists work only in regional centers. To change this situation, the team organized a series of workshops to help teenagers receive necessary support.

The project team conducted three psychological workshops for teenagers, bringing together internally displaced persons and young people from socially vulnerable groups. For parents, they launched an awareness campaign titled “Methods for Understanding and Supporting a Teenager”. At the same time, for the youth, they organized discussions on opportunities in Ukraine and events aimed at helping them better integrate into society. Additionally, they formed an initiative group among the participants, which now collaborates with the youth center team to develop their own project.

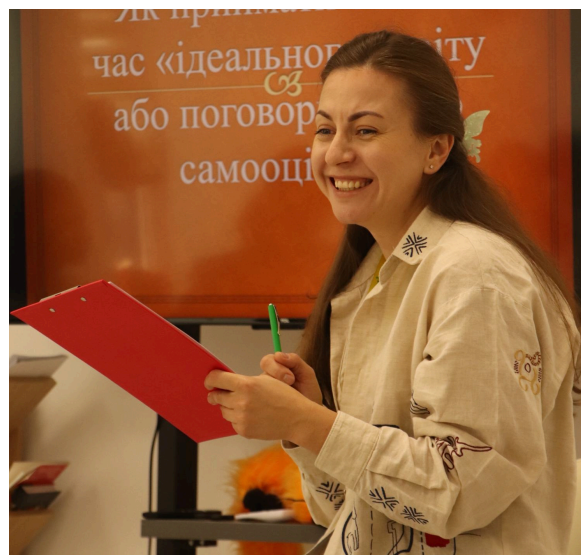


Projects carried out with personal enthusiasm must have something special for the initiator. So **it was important for me to help children in gaining self-confidence and to make stronger their belief in their ideas and values.** In 2017, when volunteering and public activism were gaining momentum, I found myself at the very heart of it. My mother, a youth worker who volunteered a lot, wanted to involve me as much as possible in her activities. Maybe it sounds pretty cool like “I’ve been volunteering since I was 12”, but that times I only heard that my involvement was a waste of time, so that a volunteer is equivalent to a jobless person, and so on. This led to disappointment in myself and my interests. Only years later, thanks to changing my environment and accepting my values, I embraced my uniqueness, making me who I am today. That’s why the project “Your Life is Your Choice” has grown into a priority area of work — supporting young hearts and their initiatives.



— Anna Kostiuk,

Project leader, coordinator of youth programs at the “Intonation of CHANGE” NGO



We aim to help young people recognize their uniqueness and individuality and show them that everyone has the right to be heard. In just a short time, we have boosted teenagers’ self-esteem and self-confidence.

Participants of our projects have become more open to society, started expressing their opinions, and stopped succumbing to stereotypes. Thanks to these events, they have found like-minded peers who are always ready to support them and share meaningful moments.



— Margarita Karpiuk,

volunteer and communication specialist at “Kenneberg” Youth Integration Center





The Wooden Workroom

Raised:

€ 77 003

The war has stolen homes, familiar lives, friends, and favorite activities from many Ukrainian children. For instance, **children relocated to Odesa often feel lonely and lost.** They lack friendships, engaging games, or a safe space to relax, meet new friends, and try new hobbies.

The team of NGO “Spivzuchchya” Center for the Meeting of Arts decided to create a safe place for these children. They developed an ambitious “Healing Through Art” initiative together with “The Wooden Workroom” as a part of it.

For over a year now, the rhythmic sounds of hammers, saws, and drills show craftsmanship of young artisans. The project has welcomed more than 150 children and teenagers. Under the attentive guidance of master craftsman Petro, they have learned to handle woodworking tools, acquired new skills, crafted toys and musical instruments, and, most importantly, found new friends.



Perhaps the most vivid feeling I experienced was the pain for these children and a sense of injustice. They lived their peaceful lives in their own rooms, with their own bed, toys, friends, and classmates – and in one day, they lost everything. They experienced psychological trauma so deep that it affected their physical well-being.

The main idea of creating the “Woodworking Workshop” came from the understanding that we had everything we needed to help, and we could not stand aside. If you have the resources, the physical strength, and the love to give, you must act”.

We chose art for its versatility, multifunctionality, and accessibility to everyone. You don’t have to be a musician, carpenter, or artist – not at all. You just need the courage to come, and we will guide you from there.

Parents tell us that their children become more joyful, find friends with whom they continue to stay in touch outside our sessions, handle unconventional situations with more ease, and feel proud of new skills they’ve acquired. They also tell us that their children have become more empathetic and open.



— Natalia Mykyta,

Chairwoman of the Board, NGO “Spivzuchchya” Center for the Meeting of Arts



TRAINING PROGRAMS







Crowdfunding training program is a natural extension of My City's core activities. It is unfair to demand creativity, activity, and accountability from project authors who have never used crowdfunding as a tool for raising funds and lack expert support.

In just two training programs, we have involved **over 200 authors who raised UAH 2,000,000 for their projects.**

This allows us to confidently state that we are not merely popularizing, developing, or raising the abstract level of knowledge — we are empowering participants to implement social projects that change lives both in large cities and small communities.

It is always deeply inspiring to witness results of our work. And when you read the news that a humanitarian hub in Kherson was fully equipped for upcoming winter, or that Kharkiv Academy of Hospital Clowning have started trainings, or that a retreat for veterans and their families was held in the Carpathian Mountains — you feel proud that a tiny part of you is somehow attached there.



— **Natalia Popova,**
Team Lead of Education Team of "My City"

City of Changes 2.0



The second wave of "City of Changes" online crowdfunding accelerator ended in 2024.

The program brought together teams from non-governmental organizations, activists, and volunteers who learned the basics of crowdfunding online, developed their social projects, and raised funds for their implementation.

At every stage, participants were supported by "My City" team and by lecturers and mentors with practical crowdfunding experience.

Additionally, "City of Changes" accelerator was recognized as the best civic education project!




118

— applications for participation


70

— participants completed the training


16

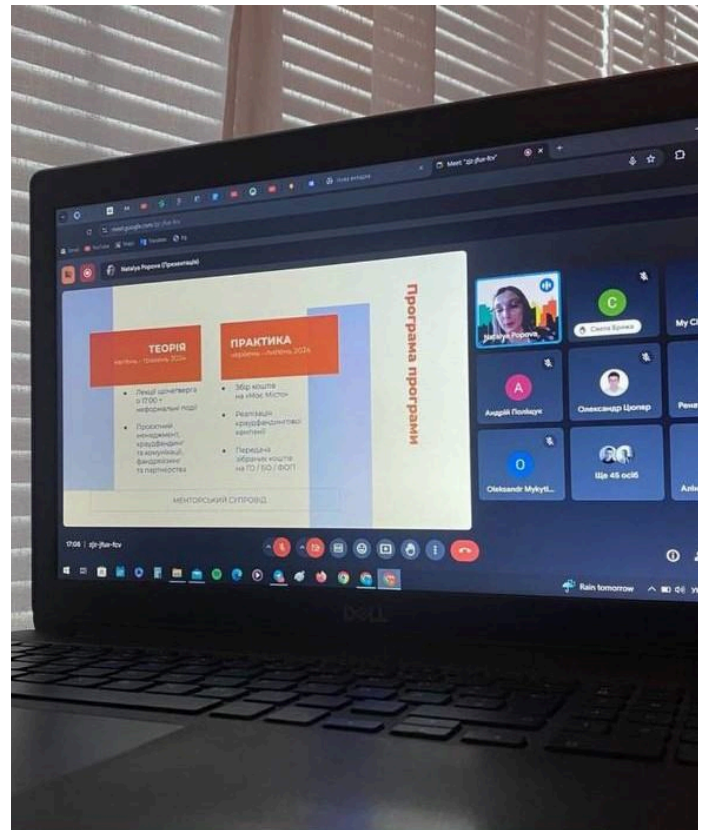
— crowdfunding campaigns were launched on "My City"


€ 612 831

— was raised for the projects of the participants

Partners:


Dita Education

Thanks to constant support and feedback, I received many valuable tips and recommendations that helped me improve my preparation for launching a crowdfunding campaign. My mentor was always available for discussions and questions, and she provided constructive comments, which significantly enhanced my understanding of the entire process.



— **Halyna Karpova,**

participant of "City of Changes", author of "Culinary Lessons for Youth with Disabilities" project



It's important that participants are involved in a serious learning process required significant involvement and time investment. In other words, the accelerator is really intense, and there's no room for laziness or work by halves. Launching a crowdfunding campaign on the platform is just the beginning. The most important stage is promoting the campaign across different audiences.



— **Oksana Lishchuk,**

participant of "City of Changes", author of "Homeless ≠ Abandoned" project

Educational series on the “Diia.Education” platform

It all started with a simple question: how can we make crowdfunding understandable and engaging for those who have never heard of it before?

We knew that learning could be challenging, especially regarding complex concepts. So, we decided to approach it differently. What if we explain crowdfunding with a touch of humor? That’s when the idea of inviting stand-up comedian Anton Tymoshenko to collaborate came up.

So, after months of work, on April 16, 2024, we launched the educational series **“Crowdfunding: How to Raise Funds for Your Project”** from “My City” team on “Diia.Education” edutainment platform. This series explain core principles of crowdfunding, promotion, and reporting.

532 people completed the course and earned certificates.

However, the most crucial part is that they know how to turn their ideas into reality using crowdfunding.



“My City” is a non-governmental organization spreading crowdfunding culture in Ukraine. Recently, at the team’s initiative, an educational series appeared on “Diia.Osvita” platform, explaining how to raise funds for a social project, find partners, and correctly handle reporting. My first experience with “My City” came when I reached out for help — I needed to test a communication strategy aimed at nongovernmental organizations. I was impressed by the speed, professionalism of the team, and the clear division of roles. Later, I shared my experience with communication campaigns as part of the educational accelerator “City of Changes”, where the team’s high professionalism was once again confirmed, and the project successfully gathered changemakers from various regions of Ukraine.



— **Kylyna Bisher,**

Communications Manager of joint projects of the Ministry of Digital Transformation and the Eastern Europe Foundation

Partners:

EUROPEAN
ENDOWMENT OF DEMOCRACY

NETPEAK
GROUP

9.D

Ministry
of Digital Transformation
of Ukraine

Diia Education



Photo by Polina Hoch

Crowdstarter

КРАУД СТАРТЕР

Imagine a program where ideas don't just remain dreams but turn into reality. That's precisely what "Crowdstarter" was. Over six months, participants worked their way from initial ideas to full-fledged projects. The program combined online learning with offline events, creating the perfect balance between theory and practice.

Participants not only gained knowledge and tools but also became part of a community of activists who continued to support each other even after the program ended. We plan to repeat this experience in 2025.

 **21**

— teams completed the training

 **59**

— participants joined the program

 **€ 987 599**

— participants' projects raised



I was captivated by the atmosphere and your attentiveness to everyone, and I'm still deeply impressed by our collaboration! You inspired me to continue working on the project despite all the challenges, overcoming internal emotional barriers as they were turned into a resource.

I want to shout about your team and platform everywhere and recommend them to anyone interested in the future!.



— **Sofia Zaitseva,**

participant of "Crowdstarter" program, author of "#CommonMagic: A Series of Charitable New Year's Celebrations" project



The atmosphere created by "My City" inspired us at every stage of our training! The sincerity of the entire team made it easy and comfortable, even in such challenging times! Their care for each individual was enchanting. The professionalism, unity, and dedication created a sense of trust and confidence. You thought of every detail, making the events unforgettable!.



— **Olha Stoylovska,**

participant of "Crowdstarter" program, author of the "Free Meals for IDPs" project



Our team gained valuable experience, new knowledge, friends, partnerships, and opportunities. We have already recommended "Crowdstarter" program, and perhaps we'll return with a new idea ourselves. We are truly grateful to your team for the warm meetings, networking, and incredible experience!.



— **Valentina Zakomorna,**

participant of "Crowdstarter" program, author of "Space for Cultural and Educational Events" project

Partners:





We share our experience:

Panel discussion “Business and Funds. Lifehacks for Interaction” at the “Nebaiduzhi” conference



КОНФЕРЕНЦІЯ ПРО КСВ В УКРАЇНІ

SOLD OUT → SOLD OUT → SOLD OUT →

ПРОГРАМА →

03 ГРУДНЯ М.КИЇВ OFFLINE

Course “ABOUT Crowdfunding. How Activists and Social Entrepreneurs Can Successfully Raise Funds Prometheus.”



ПРО КРАУДФАНДИНГ. ЯК
ГРОМАДСЬКИМ ДІЯЧАМ І
СОЦІАЛЬНИМ ПІДПРИЄМЦЯМ
УСПІШНО ЗАЛУЧАТИ КОШТИ

Прагнете успішно залучати кошти для своїх ініціатив? Дізнайтеся, як краудфандинг може стати трампліном для вашого проєкту у курсі «ПРО Краудфандинг. Як громадським діячам і соціальним підприємцям успішно залучати кошти» від Prometheus!

★ 9,3

Безкоштовно

Залучитися на курс

Доступно постійно Мова курсу українська Сертифікат по закінченню

Online guide “Mind the Gap: Improving Transparency and Accountability in NGOs”



Онлайн-посібник Mind the Gap



MOVING FORWARD TOGETHER

MIND THE GAP
Mind the Gap: підзвітність для більш інклюзивних ГО

surdo_school_odesa and 4 others

Цього року ми підготували особливий подарунок — безоплатний онлайн-посібник Mind the Gap, який допоможе вам:

- Збільшити прозорість та підвищити легітимність вашої організації
- Залучити нових донорів та ефективно управляти ресурсами
- Забезпечити відповідність міжнародним стандартам та покращити взаємодію з громадою

Що ви отримаєте? Практичний інструмент, який стане на допомогу кожній ГО — від маленької волонтерської

195 likes
December 27, 2024

Lecture on the role of Ukrainian business and corporate social responsibility in a wartime



Оксана Лихожон
маркетингова директорка
Zagorly Foundation

Лекція про те, як український

Lecture “Everything about Investing in Public Activities: Tenders, Business, Crowdfunding, and grants”



Все про інвестування в громадській діяльності: тендери, бізнес, краудфанди...

Live broadcast from Radio SKOVORODA from the “Nebaiduzhi” conference, dedicated to the social responsibility of Ukrainian business during the war



Записи про присвячені війні, Організатори: бюро соціальних проєктів Zagorly Foundation, Векуні, Тетяна Білошанова, Катерина Орлова. 3 грудня 2024 року — Щодня вікторок та 302 дні народження нашого покровителя, Григорія Сковороди, який так заповідав: «Копай всередині себе криницю чистої води, яка зростає і твоєю оселю, і сусідську». Слухайте на SoundCloud, Apple Podcast та Spotify. Ми прихилимо на ваші входи зі своєю мандрівною студією, аби вони не пройшли поза вашу аудиторію. Продовжуємо момент, переглядаючи його у контент. Робіть подію, запрошуйте нас! Або викайте прямий ефір на YouTube або Instagram, щоб ми могли бути з вами онлайн, де б ми ні були.

Webinar “Methods to Run a Successful Crowdfunding Campaign”



Анна Борисенко

MOE МІСТО

1:34:07

Вебінар «Як реалізувати успішну краудфандингову кампанію»

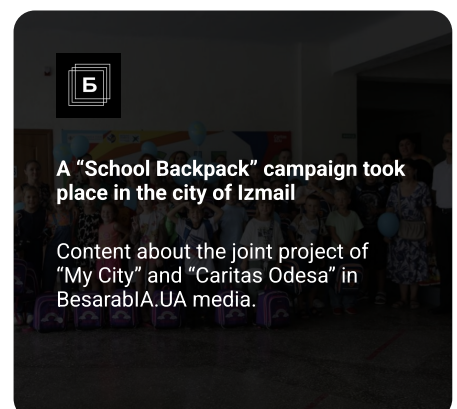
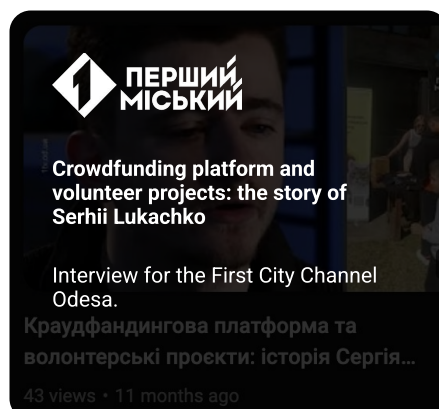
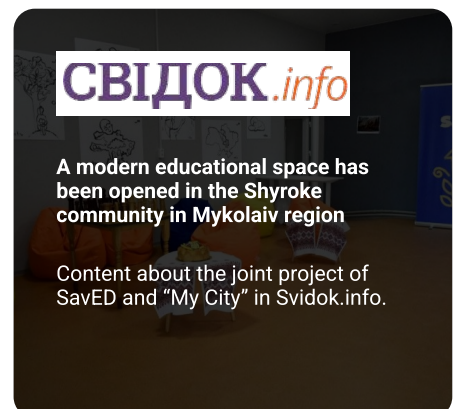
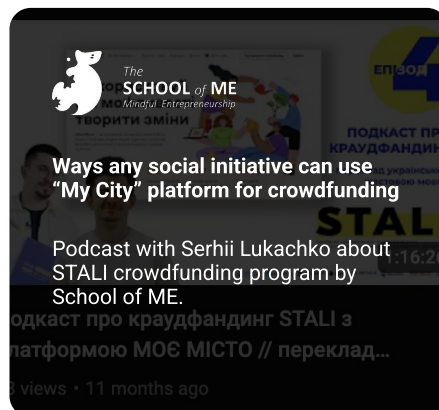
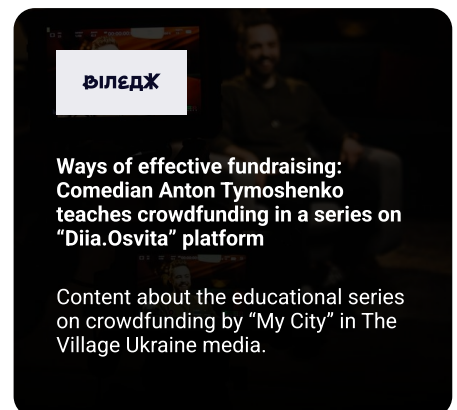


MEDIA ABOUT US





With each passing year, we become more convinced that changes become real when people get to know about them. Informational support allows us to share our projects and create and lasting impact. When stories about successes of “My City” initiatives spread, they attract the attention of new partners, donors, and those discovering our programs for the first time. This helps us find additional resources, knowledge, and opportunities to make our work more impactful.



Лірум.

"Oblivion is the worst". Anastasia Lykova, the author of the initiative "Kharkiv: the City Where Walls Speak", on the importance of promoting street art during the war

Content about the participant of "City of Changes" program.

НОВИНАРНЯ

НОВИНИ УКРАЇНИ ЩО ВОЮЄ

"Any holiday is a big trigger". Beloved of the Ukrainian soldier Bohdana Turiv tells about her experience and ways to support partners of servicemen

Content about the participant of "City of Changes" program.

Як закрити збір — 10 порад від експертів. Що робити, щоб ваш пошук пожертвуваних збірок на соціальний проект був ефективним серед інших

Ways to make a fundraiser — 10 expert tips. Actions making your fundraising campaign stand out among others

This content was created as part of the "City of Changes" program in NV media.

LB.ua

дорослий погляд на світ

"Lyu, don't be afraid! The spiders are gone": Ways used by hospital clowns to help children experience life in hospitals

A Report on the project within "Crowdstarter" program in LB.ua media.

PETROPAVLIVKA City

We have an idea but we don't have money. Ways citizens of Petropavlivka village can change their community using crowdfunding

An interview with Natalia Popova in PETROPAVLIVKA.city media.

ВІЛЕДЖ

Why is Hrushevskiy looking for a barbershop, and who is General Almazov? How "Streetcode" project works

A Report on the project from "City of Changes" program in The Village Ukraine media.

НУШ

НОВА УКРАЇНСКА ШКОЛА

Ways for schools to fundraise for their projects: A step-by-step guide to crowdfunding

Expert article by Natalia Popova for New Ukrainian School media.

24

ОНЛАЙН

Results of the first wave of "City of Changes" program and the expected members for the second wave

Serhii Lukachko in a live broadcast at 24 Channel online.

ЧОМУ МІ ТУТ?

Serhii Lukachko on the "Dopovidai" Fundraising, "My City" Social Initiatives, and Community Building in Odesa

"Why Are We Here?" Podcast.

Сергій Лукачко — про збори "Доповідай", соціальні ініціативи "Моє Місто", ...

Views • 4 months ago

Фундація як стартап. Як українські бізнеси знаходять спосіб допомогти країні системно

Foundation as a startup. Ways Ukrainian businesses find an opportunity to help the country in a systematic manner.

An article in NV media.

Projector Foundation: заради розвитку креативної освіти і коштів іноземних партнерів.

МОЄ МІСТО

КРАУДФАНДИНГ ДЛЯ СОЦІАЛЬНИХ ПРОЄКТІВ

Charity in Ukraine: People donating, reasons and ways this activity changes lives

Content on the research by "My City".

Тимчасові з вами найцікавішими фактами про волонтерство в Україні.

Важко дозволити, щоб гроші з сфери IT, такі місцеві внески в 3750 грн, не були використані на розвиток країни.

ГРОМАДСЬКИЙ ПРОСТІР

"My Dream" — a personal fundraiser for a good cause

An article in Hromadskyi Prostrir media.

Моя Мрія



PARTNERS





We sincerely thank each of our partners for their essential contribution:



We thank **Artem Borodatiuk** and **Netpeak Group** for supporting our work for nine years. Thanks to your financial support, we were able to cover part of our operational costs, which allowed us to focus on developing our projects and programs. You not only support us, but also set an example of how business can impact social changes.



We are sincerely grateful to **Abdurakhman Shaikhalov** and **Evolution Business Park** for their investments in our initiatives in Kharkiv. Thanks to your support, we were able to work in a city that is now mainly in need of new opportunities. You are creating a space for change in the Kharkiv region by supporting local organizations to overcome difficulties and build a new future.



We thank **EED** for the grant support of “City of Changes” program. Thanks to you, dozens of civic activists and organizations have had the opportunity to implement their socially important projects. You have supported initiatives and people’s trust that a better future is possible.



We thank **The National Endowment for Democracy**. Your grant support for “Crowdstarter” program has catalyzed many civic initiatives across Ukraine. Thanks to you, we were able to teach organizations effective ways to attract resources for their projects and implement ideas that bring fundamental changes to communities.



INTERNATIONAL
RENAISSANCE
FOUNDATION

We are grateful to the **International Renaissance Foundation** for supporting our training program "Support Fund for Kharkiv Projects." Thanks to your assistance, in 2025, we will be able to implement crucial social initiatives aimed at helping the Kharkiv region.



We sincerely thank **America House** for supporting "Crowdstarter" program and providing excellent event venues. Your spaces became places where ideas were born, knowledge was shared, and partnerships were built.



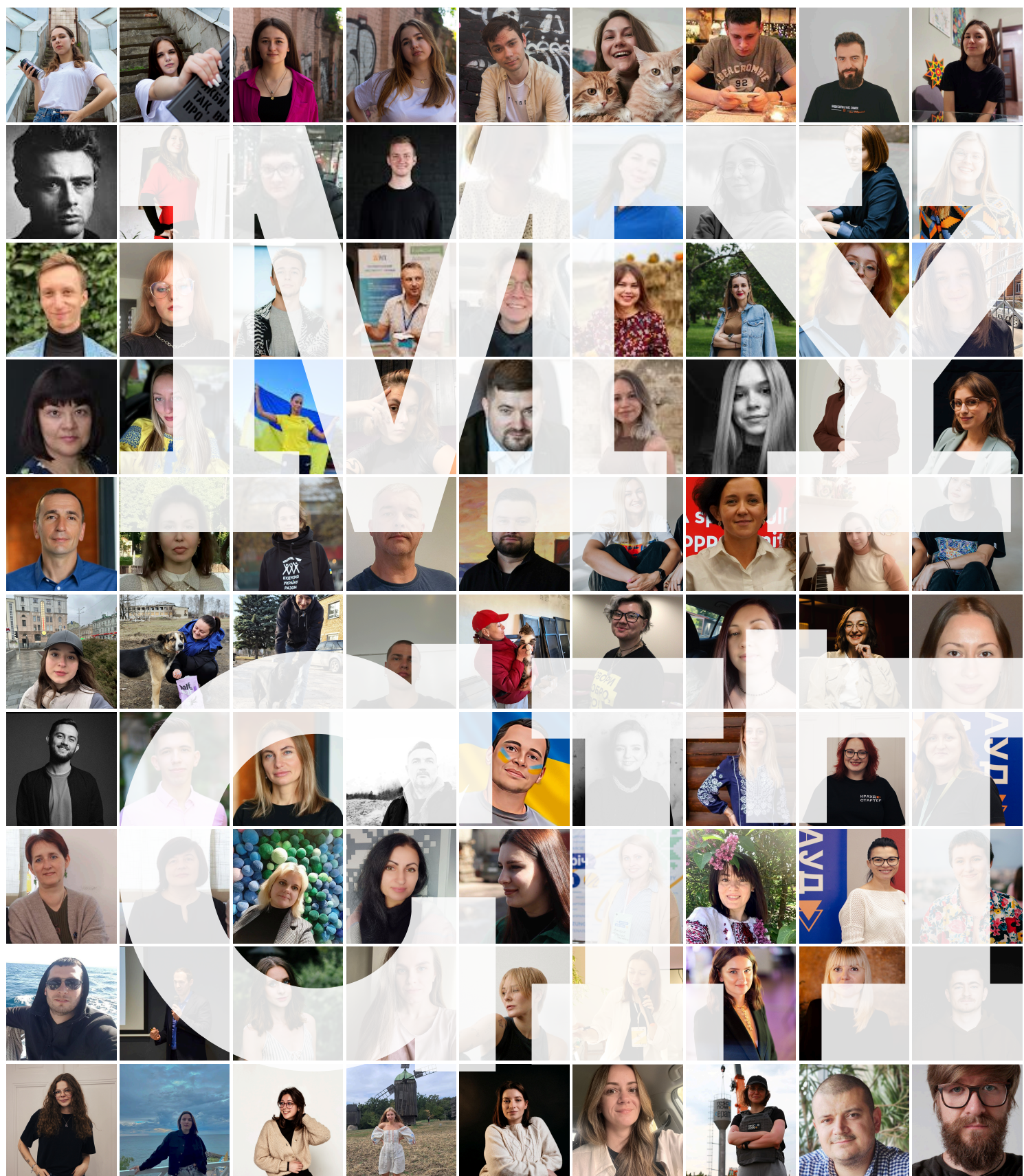
Education

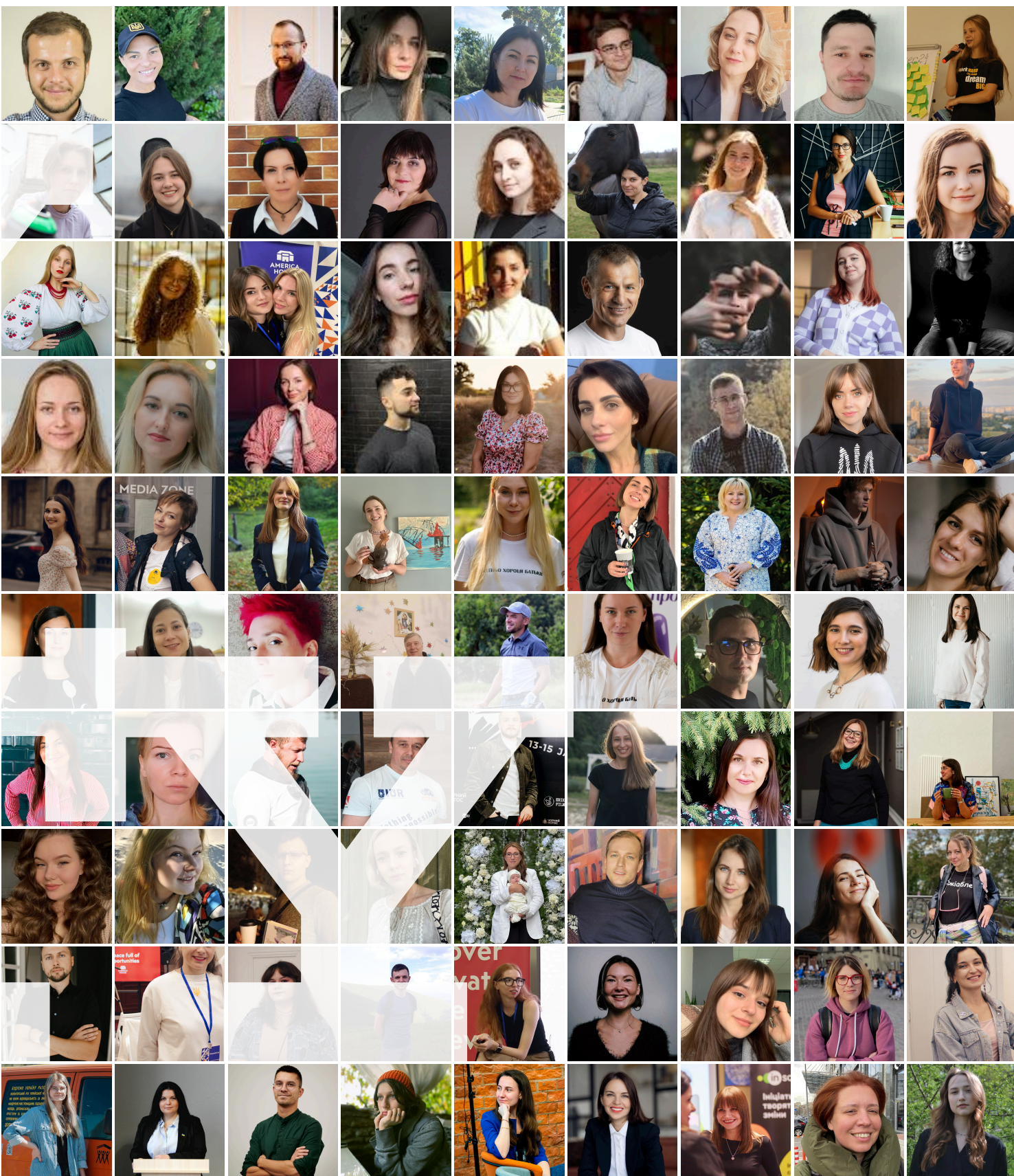
Thank **Diia.Education** for becoming partners in creating an online crowdfunding course. Thanks to your support, this course has become accessible to many Ukrainians who dream of bringing their ideas to life. You helped to create a tool that provides knowledge, confidence, and opportunities.

9.D

Thank **9.Department** for your help in creating our series on "Diia.Osvita" platform. Thanks to your professionalism, creativity, and collaboration, we have successfully implemented a project that helps Ukrainians acquire new knowledge and skills. Your contribution made this series a modern, high-quality and accessible to a broad audience.

Thanks to you, our projects have not only implemented but have brought excellent results. Every action you take matters, and we are incredibly grateful to have you by our side on the path to Ukraine of our dreams.





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