

Щедрий
вівторок

REPORT

2024

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IN 2024, GIVING TUESDAY WAS HELD IN UKRAINE FOR THE SEVENTH TIME, USING A NEW FORMAT.

Проектний офіс Zagoriy Foundation

The full-scale war that began in 2022 made us realize that one day to talk about charity was not enough. Despite challenges, Giving Tuesday took place in 2022 and 2023, bringing partners together. However, it needed a fresh approach.

In 2024, it evolved from a simple "day of good deeds" into a day of annual charity wrap up. What was once a one-day reminder of the power of generosity has grown into a year-round initiative — fostering a culture of gratitude, encouraging active engagement, and systematically studying Ukraine's philanthropic landscape while tracking its evolution.



HOW HAS THE PROJECT CHANGED?

Our word of the year was “engagement.” We moved away from the word “charity” and focused on the deeper force that drives ordinary people, as well as our partners in the public sector, business, and government, to take action for society and the future — i.e., engagement.

What makes people help each other? What discourages them? What makes mutual support go beyond just donating money and/or time? Throughout 2024, we explored these questions by studying the practices of one of the most active and caring forces in Ukrainian civil society — business.



WORKING WITH BUSINESS

HOW DID WE EXPLORE CORPORATE SOCIAL RESPONSIBILITY?



INTERVIEWS

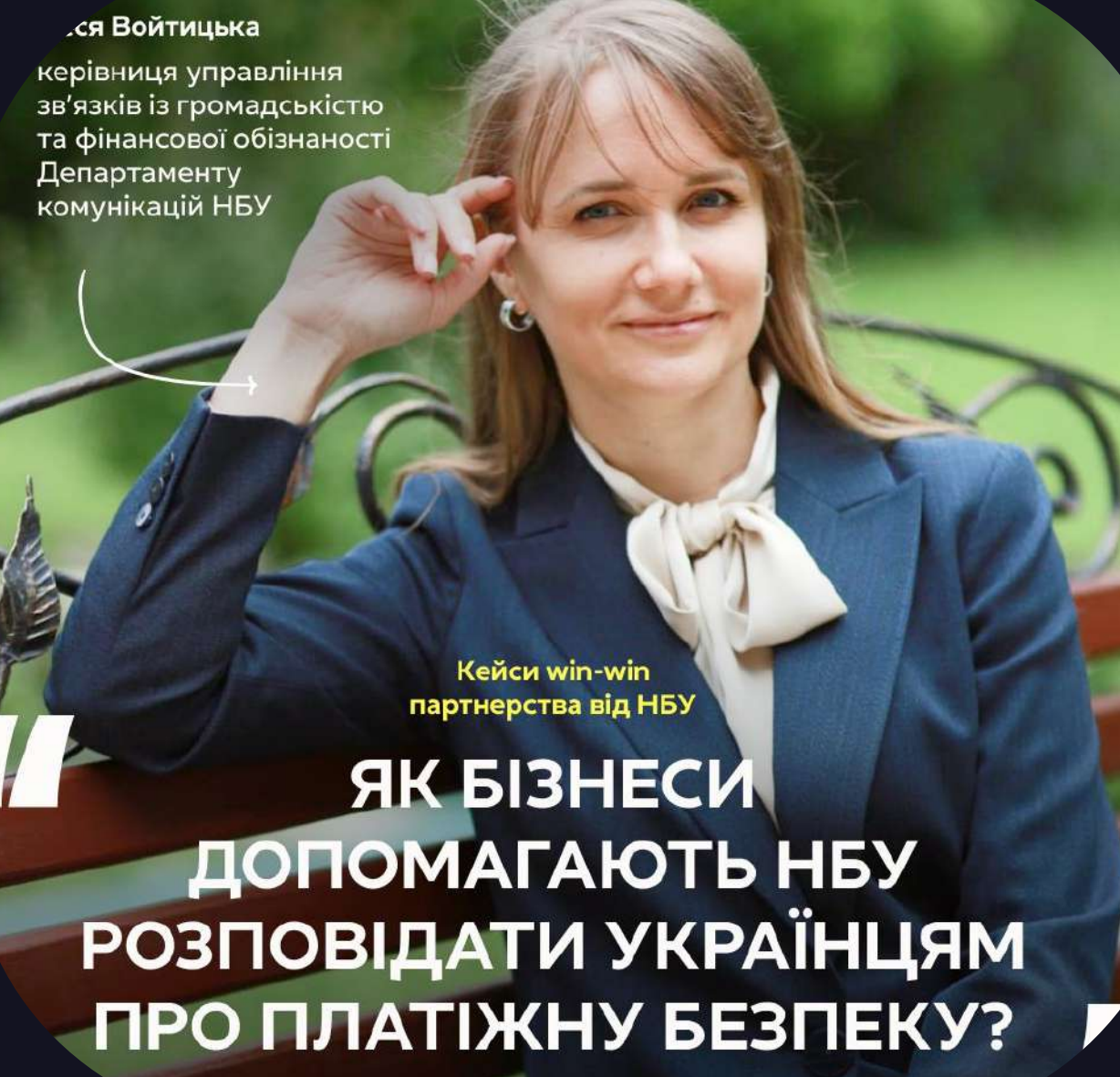
60 in-depth interviews with representatives of Ukrainian business, the public and creative sectors, as well as experts, provided us with a wealth of material for reflection.



Віра Щербакова
Head Of Communications,
Ajax Systems

Про інженерну освіту, розробку «Повітряної тривоги» та захист культурних об'єктів.

**AJAX SYSTEMS:
БІЛЬШЕ РОБИМО,
НІЖ ГОВОРИМО**



Оксана Войтицька
керівниця управління зв'язків із громадськістю та фінансової обізнаності Департаменту комунікацій НБУ

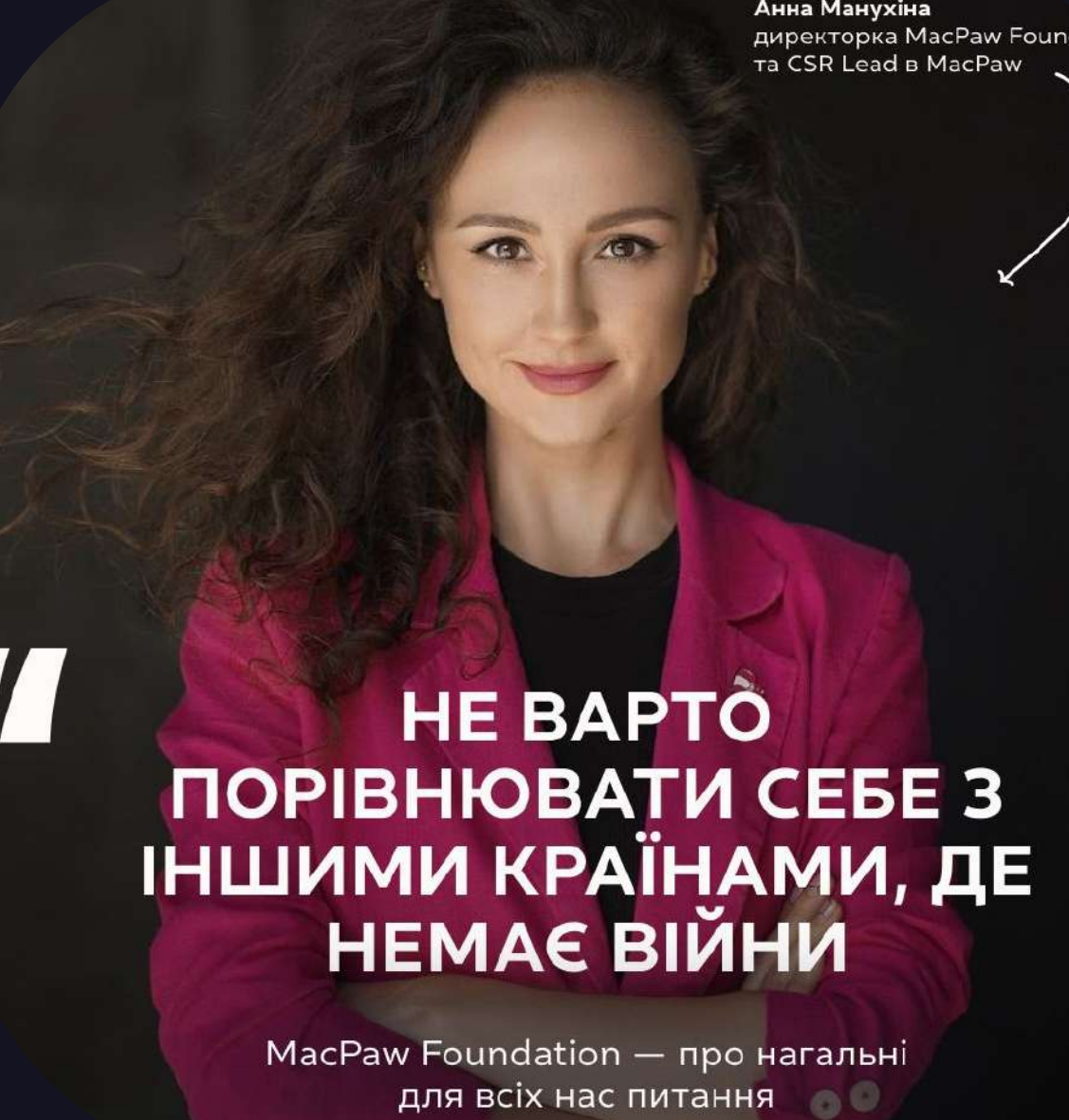
Кейси win-win партнерства від НБУ

ЯК БІЗНЕСИ ДОПОМАГАЮТЬ НБУ РОЗПОВІДАТИ УКРАЇНЦЯМ ПРО ПЛАТІЖНУ БЕЗПЕКУ?



моно-кіт розкажує за КСВ

ПОНАД 80% НАШОЇ КОМАНДИ — В УКРАЇНІ, ТОМУ МИ ТОЧНО ЗНАЄМО, ЩО РОБИТИ



Анна Манухіна
директорка MacPaw Foundat.
та CSR Lead в MacPaw

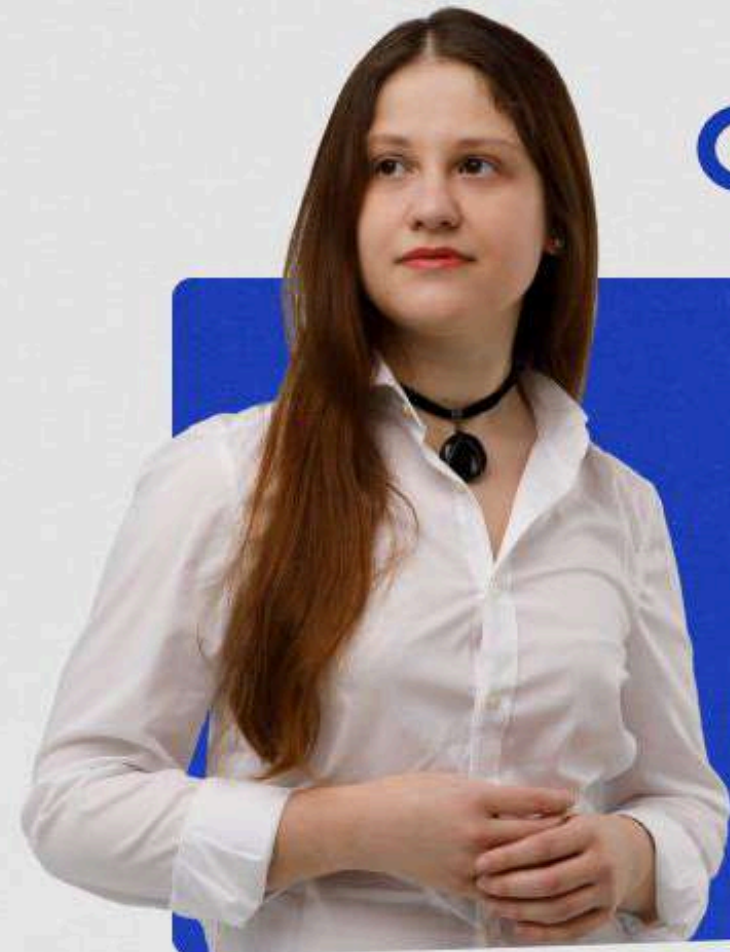
НЕ ВАРТО ПОРІВНЮВАТИ СЕБЕ З ІНШИМИ КРАЇНАМИ, ДЕ НЕМАЄ ВІЙНИ

MacPaw Foundation — про нагальні для всіх нас питання

Our findings turned into an Instagram series and articles on the Giving Tuesday website and in the media. They immediately inspired other businesses and organizations to be engaged and find their own path to social responsibility. And those who were already on their way received support and new ideas.



СПІЛЬНА СПРАВА



Ірина Угнівенко
креативна стратегія
Zagoriy Foundation.



Оксана Лихожон
маркетингова директорка
Zagoriy Foundation

**Розмова про те, як український
бізнес виявляє небайдужість**

📅 7 листопада 2024

🕒 17:00

*online (без запису)

PRESENTATIONS OF INTERIM RESULTS

THROUGHOUT THE YEAR, WE FOR THE FIRST TIME INVITED BUSINESSES AND THE PUBLIC SECTOR TO TALK ABOUT COOPERATION

In 2024, we conducted two open presentations on the outcomes of our survey of social responsibility, engagement, and social impact of business. Afterwards, two companies requested customized presentations for their teams.

It turned out that Ukrainian businesses tend to take responsibility, but cannot always systematize and direct their efforts to achieve the desired result.

THE ENGAGED: A GUIDE TO CSR

A DOCUMENT COMPILING THE EXPERIENCE AND BEST PRACTICES OF UKRAINIAN BUSINESSES IN SOCIAL RESPONSIBILITY DURING THE WAR

Businesses in Ukraine develop corporate social responsibility not only within the CSR and ESG paradigms but also through corporate citizenship. During the war, and especially amid the full-scale invasion, the contribution of businesses has become particularly visible and significant.

In our research, we focused on experience and practical insights, hence calling it a “guide” — to highlight the diversity of our findings. The result is 200+ pages of practical cases and insights worth sharing.



DOWNLOAD THE
GUIDE IN UKRAINIAN
OR ENGLISH.



THE ENGAGED: A GUIDE TO CSR



WHAT DID WE LEARN?

Being a socially responsible business in Ukraine today is not just a trend but a must-have, for it is seen as a contribution to victory and an investment in impact.

Businesses are creating their own foundations and non-profit organizations, seeking systemic and effective change here and now. Experts claim this duplication and hybridization of functions will persist until the end of the war.



THE ENGAGED: A GUIDE TO CSR

WHAT DID WE LEARN?

Corporate social responsibility in Ukraine is not necessarily tied to a company's core business. IT specialists rescue animals, while lawyers deliver vehicles to the military — they take on responsibility where they feel they can make a difference. In Ukrainian businesses, social responsibility exists not only as part of a business strategy but also as an employee-driven initiative.

Щедрий вівторок РОЗДІЛ 1. ЧОМУ БІЗНЕС ДОПОМАГАЄ? 20

СЕРГІЙ ЛУКАЧКО
CEO 31 Group («Моє місто», «Доповідай», GladPet), що є частиною КСВ-напрямку Netpeak Group

КЕЙС NETPEAK GROUP

НЕБАЙДУЖИ	10 РОКІВ
ЯК ЦЕ ПРАЦЮЄ?	КСВ-НАПРЯМ ОПІКУЄТЬСЯ СОЦІАЛЬНИМИ ПРОЄКТАМИ ТА ІНІЦІАТИВАМИ НА РІЗНИХ РІВНЯХ. З 2022 РОКУ КОМПАНІЯ МАЄ ФОНД NETPEAK GROUP FOUNDATION

СОЦІАЛЬНА ВІДПОВІДАЛЬНІСТЬ КОМПАНІЇ СПИРАЄТЬСЯ НА ОСОБИСТУ ВІДПОВІДАЛЬНІСТЬ КОЖНОЇ ЛЮДИНИ В КОМАНДІ

zagony foundation

Щедрий вівторок РОЗДІЛ 1. ЧОМУ БІЗНЕС ДОПОМАГАЄ? 21

вємо доволі специфічну ціль у ній — перейти з третього світу в ій, не змінюючи географічного ення. Цим, власне, і пояснюється ття наших проєктів. Нині у холдингу еси, 3 громадські організації та 1200+ іїв по всьому світу, а екосистема ів соціальної відповідальності, втілюємо, має чотири рівні.

й — це довготривалі соціальні иви, створені ресурсом команди та інших компаній-партнерів. Наприклад, «Моє місто», GladPet. Вони інфраструктурні, тобто будь-який бізнес долучитись до проєкту у прояві СВ. Другий — короткотривалі и, переважно мілітарні збори, з ійними фондами, волонтерами, ивами та краудфандинг-платформа «ідай» як інфраструктурне рішення. — це індивідуальні ініціативи або компаній холдингу. Наприклад, да Choice31 брала участь в програмі egration, а InWeb консультують буткові організації з отримання

гранту на рекламу від Google та у диджитал-рекламі загалом. Четвертий рівень — це підтримка працівників, які мобілізувались, та їхніх родин.

Усе це — у зоні моєї відповідальності. І все це не було б функціональним без особистої відповідальності кожного працівника. Вони здатні взяти на себе відповідальність та зробити все самі, а моє завдання — вчасно підсилити необхідними ресурсами.

Комусь з компаній достатньо проявляти свідоме громадянство через донати до фондів, а комусь хотілося б більшої залученості. Ми можемо це дати, тому що вміємо втілювати соціальні проєкти та знаємо, як впроваджувати позитивні зміни зараз, а не колись потім. Тож наше майбутнє — це бути провайдером соціальної відповідальності для інших бізнесів, адже поодинці ми не створимо достатньо підстав для повернення людей додому після перемоги, для відновлення та розбудови країни».



THE ENGAGED: A GUIDE TO CSR

WHAT DID WE LEARN?

BUSINESS ENGAGEMENT IS NOT ALWAYS ABOUT MONEY. SOMETIMES, IT IS ABOUT RESOURCES, EXPERTISE, HANDS, AND HEARTS, AS CORPORATE VOLUNTEERING PROGRAMS DEMONSTRATE.

THE MILITARY, HEALTHCARE, AND HUMANITARIAN AID ARE THE THREE KEY AREAS WHERE BUSINESS CONTRIBUTIONS ARE MOST IMPACTFUL.

MILITARY FOUNDATIONS REPRESENT A NEW TYPE OF CHARITABLE ORGANIZATIONS. IN THE COMING YEARS, THE DEVELOPMENT OF CIVIL-MILITARY PARTNERSHIPS WILL BE A KEY AREA OF GROWTH.



THE ENGAGED 2024. CSR CONFERENCE

Цедрий
віаторок

zagoriy
foundation

НЕБАЙДУЖІ КСВ В УКРАЇНІ



THE ENGAGED 2024. CSR CONFERENCE

A PLATFORM FOR INTERACTION AND SEARCH FOR A SHARED VISION OF THE FUTURE FOR BUSINESSES AND THE PUBLIC SECTOR

On December 3, at Genesis Space, we launched a new annual conference. It is one of the biggest events of the year dedicated to social responsibility and social impact, where, we hope, new partnerships will emerge.

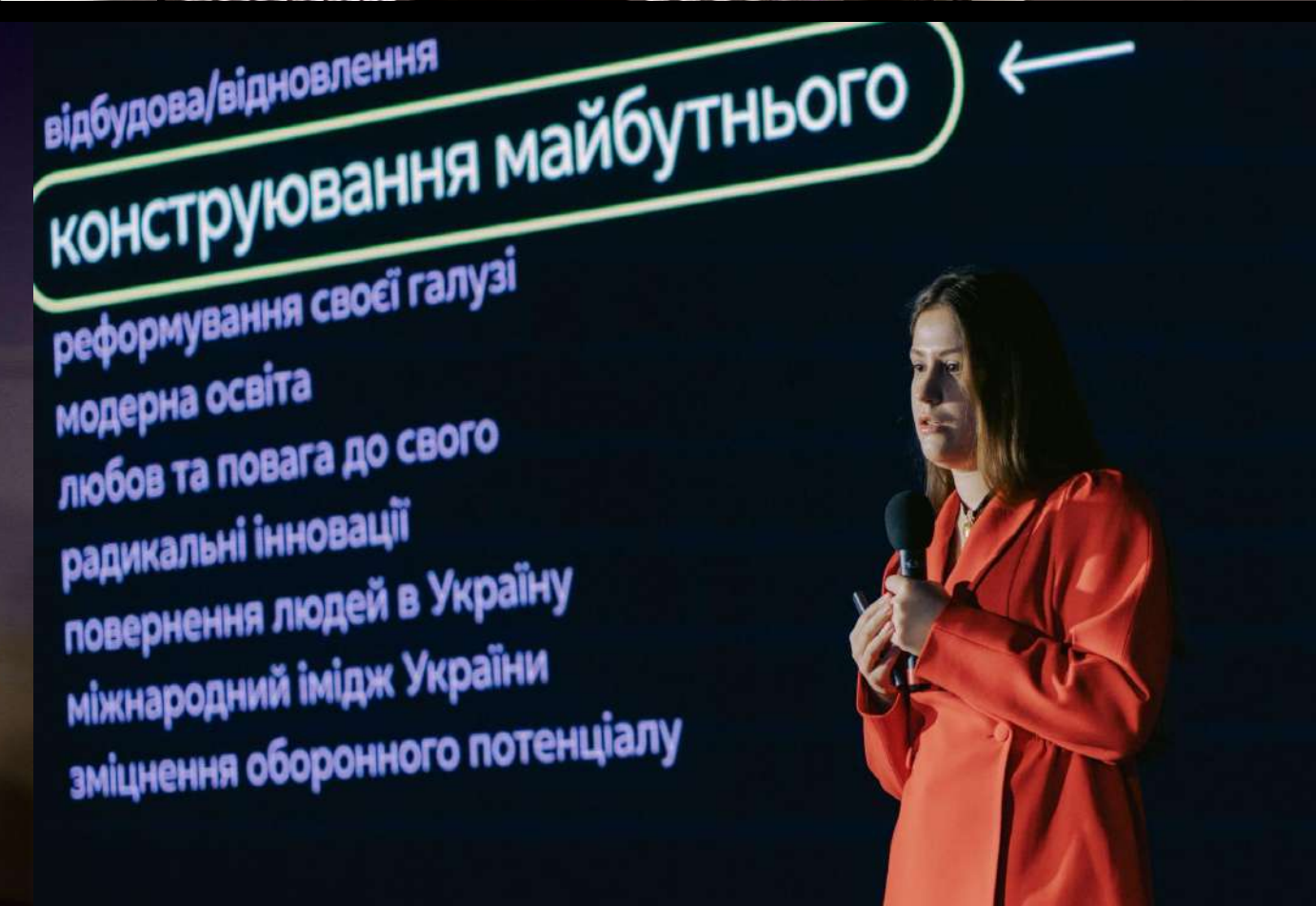
250+

GUESTS

38

C-LEVEL SPEAKERS





THE ENGAGED 2024. CSR CONFERENCE

ISSUES DISCUSSED



WHAT MOTIVATES BUSINESSES TO GO BEYOND THEIR CORE OBLIGATIONS AND SUPPORT THE COUNTRY



CULTURAL ROOTS OF SOCIAL RESPONSIBILITY IN UKRAINIAN SOCIETY



HOW BUSINESSES CAN COMMUNICATE THEIR SOCIAL PROJECTS AND INITIATIVES



THE ENGAGED 2024. CSR CONFERENCE

ISSUES DISCUSSED



HOW BUSINESS CAN STRENGTHEN THE
ARMY



TEAM ENGAGEMENT PRACTICES

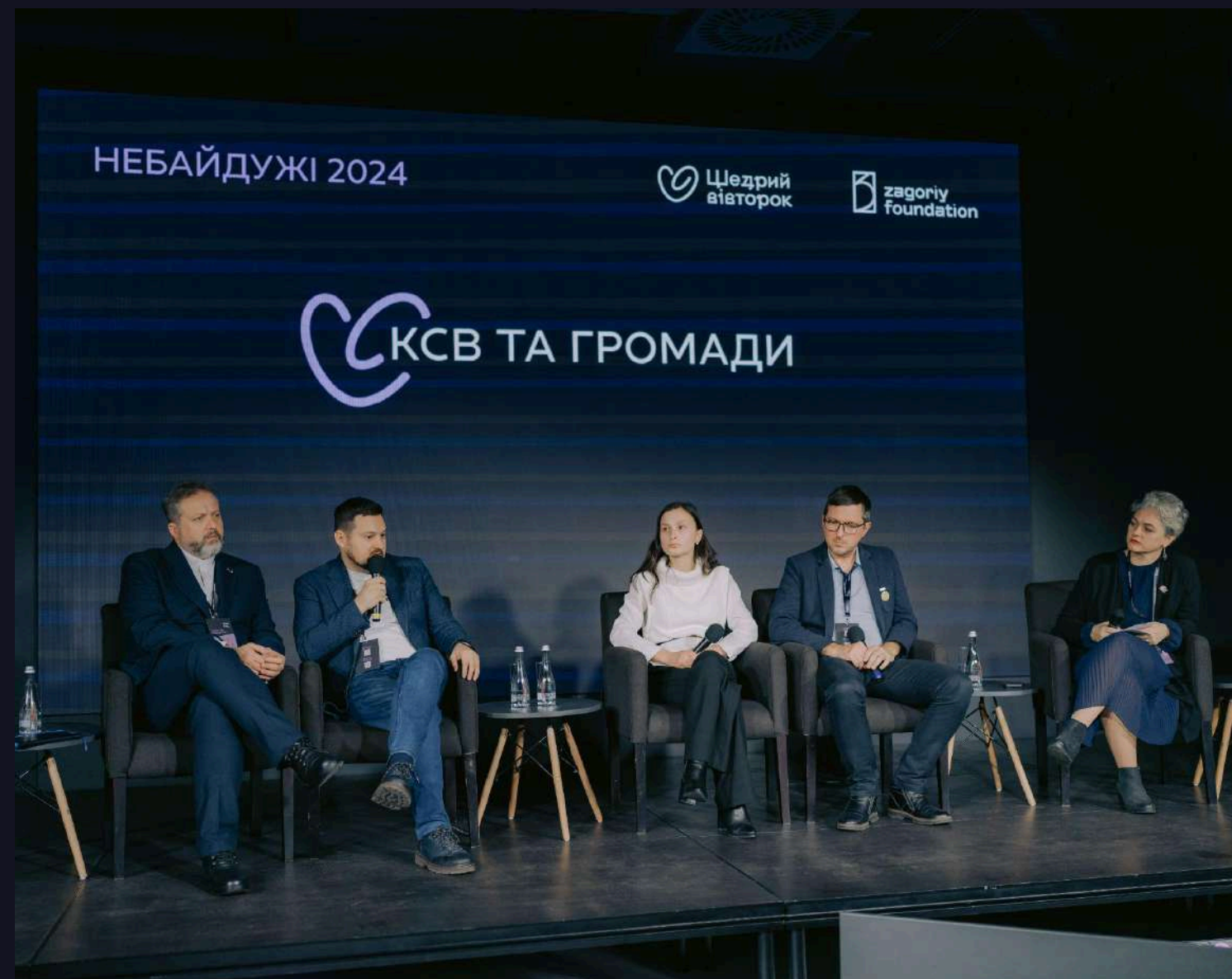


LIFE HACKS FOR BUSINESS AND
NONPROFIT ORGANIZATIONS'
COOPERATION



THE ENGAGED 2024. CSR CONFERENCE

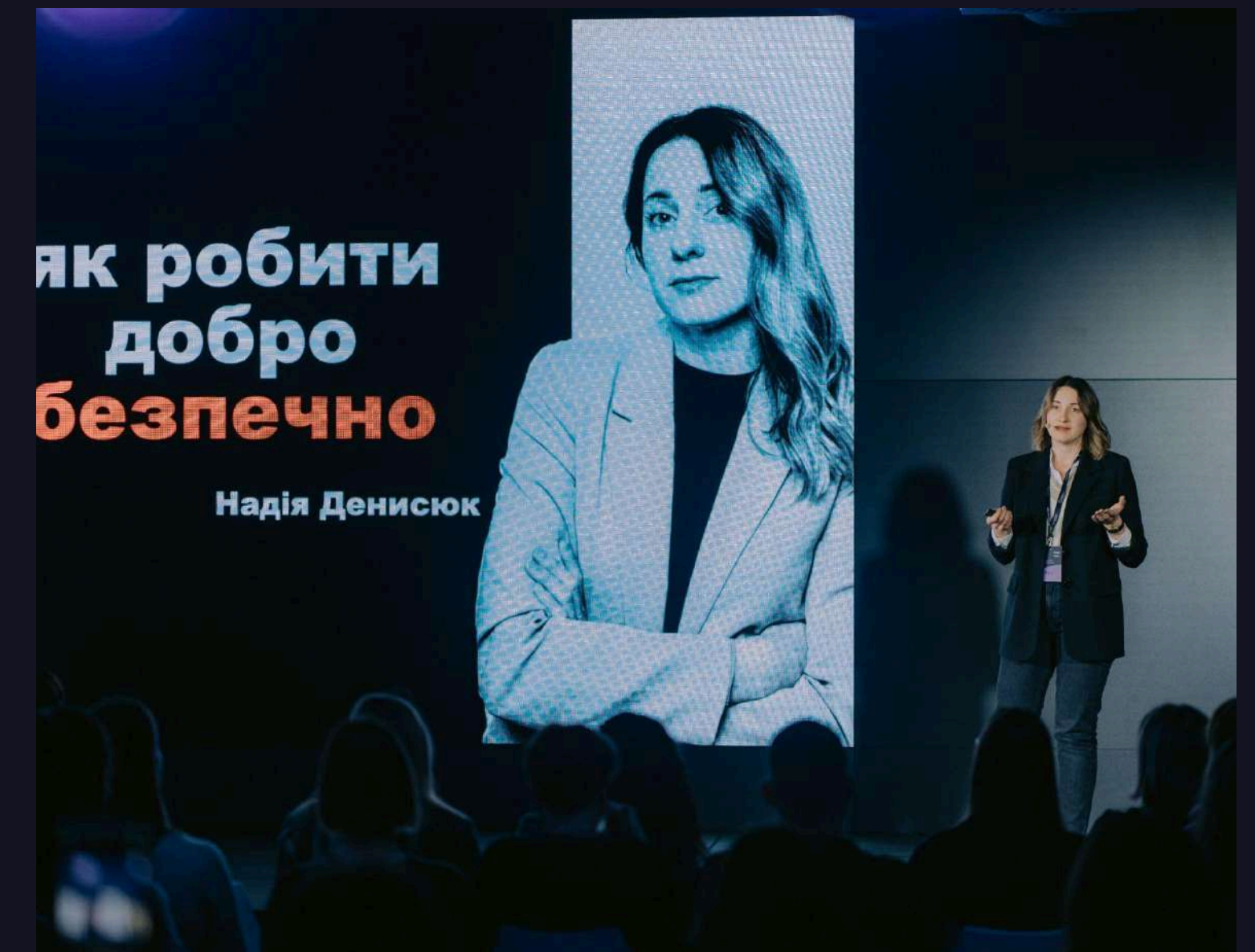
ISSUES DISCUSSED



SOCIAL RESPONSIBILITY AND LOCAL COMMUNITIES



SOCIAL RESPONSIBILITY AS PART OF A PRODUCT



LEGAL ASPECTS OF PROVIDING AID



THE ENGAGED 2024. CSR CONFERENCE

MEDIA ABOUT THE CONFERENCE:

The event's media partner is NV.

Radio Skovoroda's traveling studio recorded interviews with conference guests and speakers:

FIND OUT MORE IN THE MATERIALS OF:

Mind.UA, Vector, Marketer, Radio Skovoroda, Liga.net, womo.ua, Rubrika, Platfor.ma, Happy Monday



CONCLUSIONS AND PROSPECTS

CORPORATE SOCIAL RESPONSIBILITY HAS EVOLVED SINCE THE FULL-SCALE INVASION.

Today, the three main areas of focus are military support, health care, and humanitarian aid, as these ensure the country's resilience and endurance. However, businesses are gradually starting to think about the future, seeking new ways to drive positive change.

IN THE COMING YEARS, WE EXPECT TO SEE NEW FORMS OF CROSS-SECTORAL PARTNERSHIPS.

Currently, much focus is on military-civil cooperation, but attention is also shifting toward community development and reconstruction, education, and many other areas.

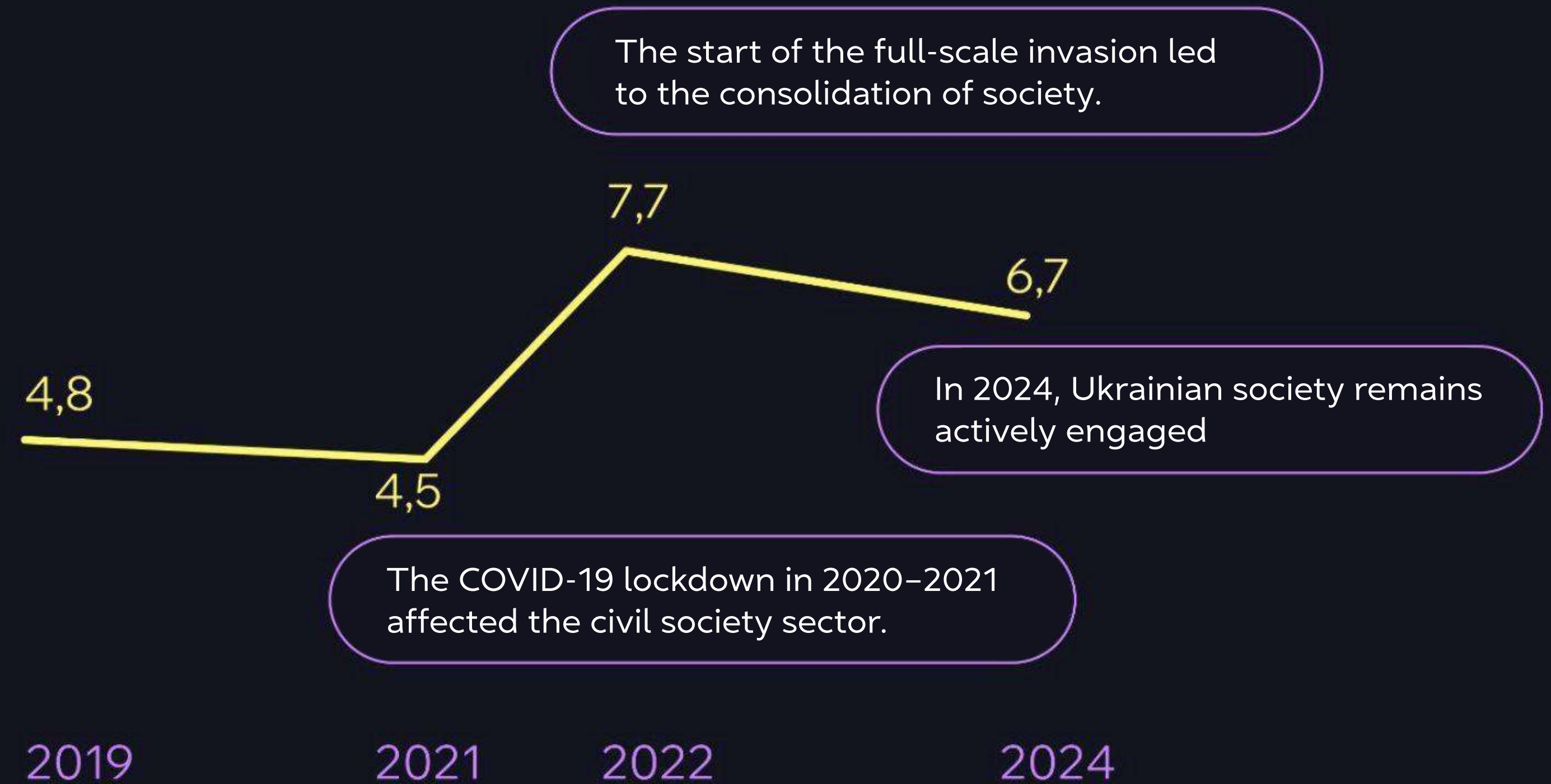


ANALYSIS OF THE NONPROFIT SECTOR

ANALYSIS OF THE NONPROFIT SECTOR

In 2024, we returned to systemic analysis to enable our sector colleagues to make data-based decisions. In previous years, conducting a large-scale sociological study was not feasible, as societal changes were happening at the rapid pace of war. Instead, we focused on a few targeted studies of key trends.

Unfortunately, Ukrainian society is getting used to the war, making a comprehensive study relevant again. It could shed light on the real situation and help develop engagement and fundraising strategies.



CHARITY SURVEY 2024

6,7

Charitable Giving Index in 2024

86%

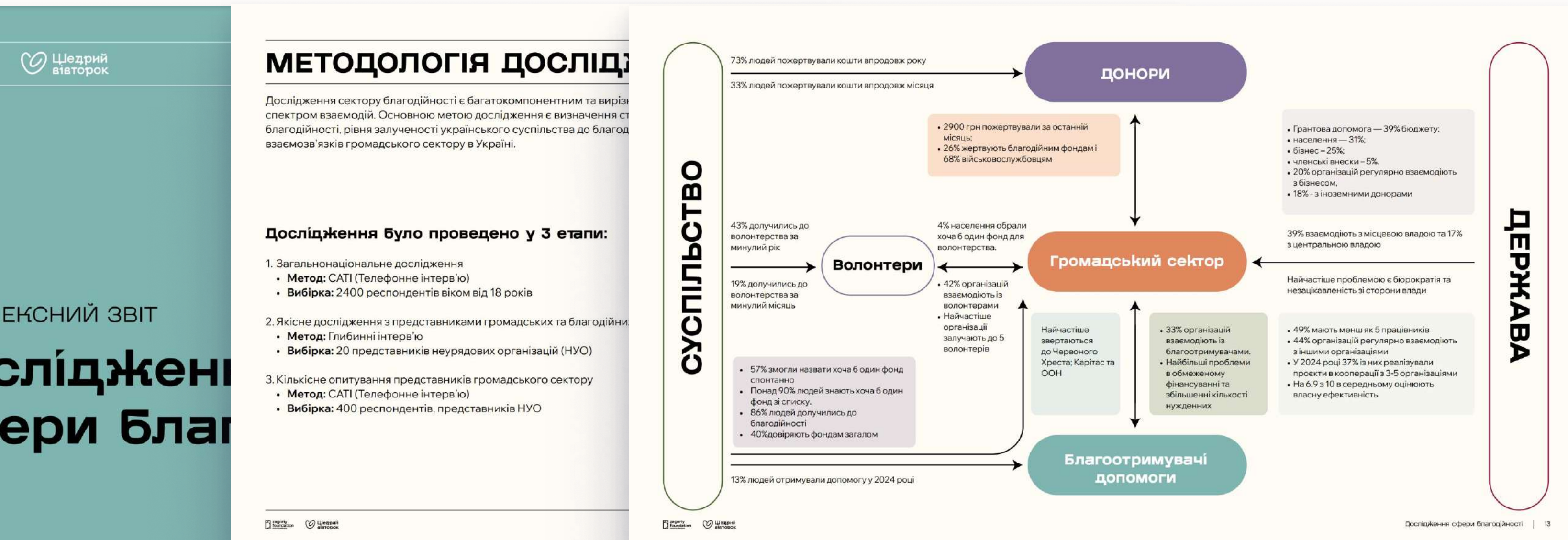
of Ukrainians engaged in charity

840 UAH

average monthly donation of a Ukrainian

14%

of donors prefer making regular donations



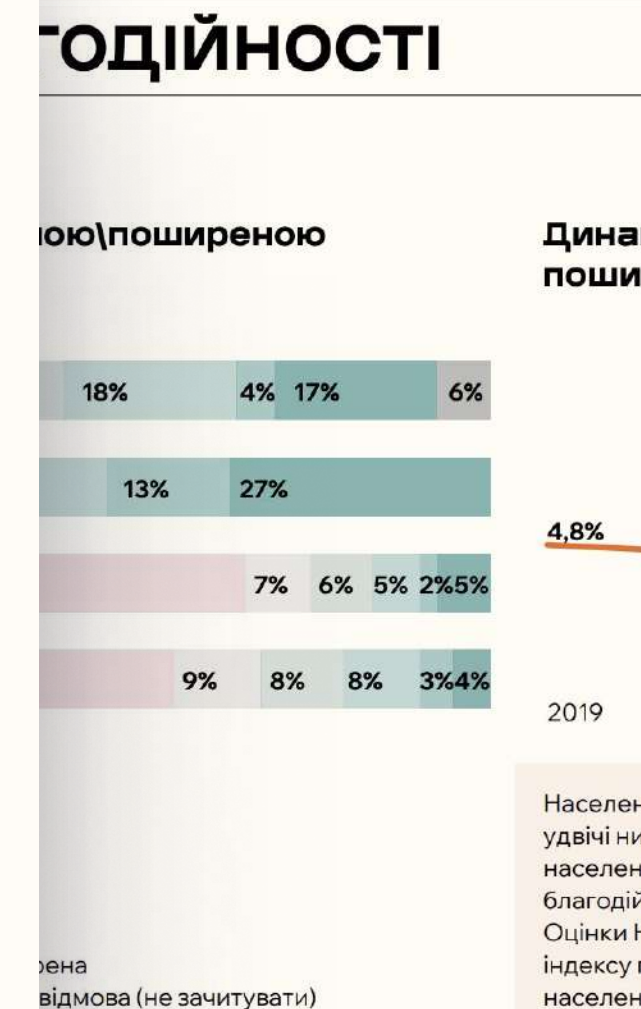
CHARITY SURVEY 2024

DOWNLOAD THE
CHARITY SURVEY 2024



A NATIONWIDE CHARITY SECTOR SURVEY WITH INFO SAPIENS REVEALED THAT WE WILL CONTINUE DONATING JUST AS WE HAVE BEFORE

Our respondents included 2,400 Ukrainians aged 18+ and 400 NGO representatives. We also conducted 20 in-depth interviews with civic sector representatives. This large-scale survey shows that in the third year of the full-scale war Ukrainians remain engaged and committed to charity.



YOUTH AND CHILDREN

GIVING TUESDAY AND YOUTH

IT IS IMPORTANT FOR US TO NOT ONLY EMPOWER TODAY'S CHANGEMAKERS BUT ALSO INSPIRE FUTURE ONES.

That is why Giving Tuesday in Ukraine has responsible and active partners working with the young generation. Within the project, the National Bank of Ukraine has been working with children and educators for several years already, while the Ukrainian Catholic University focuses on youth and students.



Open lecture on charity at UCU with Andriy Pyshnyy



WORKING WITH CHILDREN

FOSTERING ENGAGEMENT TOGETHER WITH THE NATIONAL BANK OF UKRAINE

Every year, in the lead-up to Giving Tuesday, the National Bank of Ukraine organizes several activities for children and teachers, some of which have already become traditional and highly anticipated. In 2024, the entire program ran from December 3 to December 24.



National Bank of Ukraine



WORKING WITH CHILDREN

700

children participated in the contest "Respect, Understand, and Be Grateful!" regarding ethical communication with people with disabilities

252

lessons of "Kind heart —Ukrainian soul" were held based on the NBU materials about successful philanthropist entrepreneurs in Ukraine's history.

538

of educational institutions joined the Marathon of Good Deeds; the most popular areas included support for the military, animals, and environmental preservation.

1610

educators joined the "Charity School: Inclusion" project.

MORE ABOUT IT HERE:



WORKING WITH YOUTH

Serhiy Prytula's open lecture
in 2023

INSPIRING YOUTH TO BE ENGAGED

The Ukrainian Catholic University serves as a platform for Giving Tuesday events for youth. Last year, the university hosted the head of one of Ukraine's most influential charity foundations, Serhiy Prytula, who had an open conversation with students.





WORKING WITH YOUTH

IN 2024, THE GOVERNOR OF THE NATIONAL BANK OF UKRAINE AND CO-FOUNDER OF THE VIDCHUI FOUNDATION, ANDRIY PYSHNYI, VISITED FOR AN OFFLINE AND ONLINE OPEN INTERVIEW.

He shared his journey into philanthropy and creation of his own foundation with his wife, born from a personal experience of hearing loss in the midst of life. Today, Vidchui helps people with hearing impairments to socialize and rehabilitate.



1300+

STUDENTS JOINED ONLINE
AND OFFLINE

Open lecture on charity at
UCU with Andriy Pyshnyy



2024 CAMPAIGN

COMMUNICATION CAMPAIGN

ON DECEMBER 3, WE CALLED ON INDIVIDUALS, ORGANIZATIONS, AND BUSINESSES TO SHARE THEIR CHARITABLE ACHIEVEMENTS OF THE YEAR.

We based on an insight that the best motivation to be engaged in charity is through real-life examples. Hence, it is important to tell about your donations, volunteering, or other forms of aid.

The campaign started offline with outdoor advertising, which continued our communication line "Goodness should be loud." To support this, we developed a digital format for joint posts on social media and launched a year-end flashmob. Additionally, some partners chose to continue their traditional activities or host their own events leading up to December 3.



COMMUNICATION CAMPAIGN

Our partners, Big Media, handled the offline part of the campaign featured on billboards in **17 cities across the country.**

COVERAGE: 2,348,000 PEOPLE



- KYIV KHARKIV ODESA ZAPORIZHZHIA LVIV VINNYTSIA
- POLTAVA CHERNIHIV RIVNE CHERKASY ZHYTOMYR CHERNIVTSI
- SUMY UZHGOROD TERNOPIL IVANO-FRANKIVSK KHMELNYTSKYI



COMMUNICATION CAMPAIGN

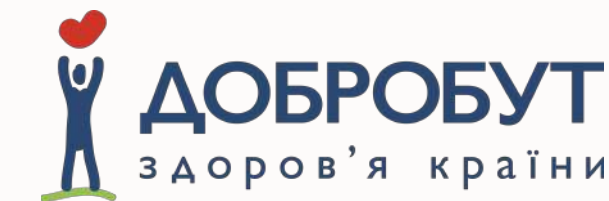
26 BUSINESSES

joined the wrap up in social media

Eleks, KSE, Dila and Dila Foundation, See the Victory Charity Foundation, Dobrobut, Avenга, Abto Software, Masters, Better Mobility, as well as projects of the Zagoriy Foundation bureau — Common Good Space, Varangian Dogs & Cats Adoption, and Zagos farm — shared their results with us for the first time.

Giving Tuesday was celebrated by FC Dynamo Kyiv, Hromadske, private schools, and educational centers: Inventor School, Grade Education Centre, M`Andryk International School, etc.

Traditionally, we were supported by DniproLab, MixMart, Darnytsia, and the Zaporuka Charity Foundation. We thank them for their participation and systemic approach.



#ЩЕДРИЙВІВТОРОК #ЛАНЦЮЖОК_НЕБАЙДУЖОСТІ

3 ГРУДНЯ
2 ГРН З КОЖНОГО ГАРЯЧОГО
НАПОЮ ПЕРЕРАХУЄМО НА
ПОТРЕБИ ЗСУ

Щедрий вівторок zagoriy foundation MIKS MART необхідне поруч

#ДОБРОМАЄЗВУЧАТИГОЛОСНО

НЕБАЙДУЖІ У ЩЕДРИЙ
ВІВТОРОК ТА ЩОДНЯ

Любов та турбота допомогли нам знайти дім для 81 безпритульного хвостика

Щедрий вівторок VARANGIAN DOGS and CATS ADOPTION

#ЩЕДРИЙВІВТОРОК #ЛАНЦЮЖОК_НЕБАЙДУЖОСТІ

ВСЕСВІТНІЙ ДЕНЬ ДОБРИХ
СПРАВ: ЯК ДОЛУЧИТИСЯ ДО
ЩЕДРОГО ВІВТОРКА У 2024 РОЦІ

Розповіді для Happy Monday

Щедрий вівторок Happy Monday

**ДОПОМАГАТИ
ЦЕ НАШЕ**

70+ млн грн – благодійний внесок Дарниці у 2024 році

ЩедрийВівторок ДАРНИЦЯ

#ДОБРОМАЄЗВУЧАТИГОЛОСНО

ФУЛА,
шотландська
порода

**ПЛЕКАЄМО ДОБРО
РАЗОМ!**

На фермі Zagos Farm ми раді поділитися новими життями, які з'явилися цього року

Щедрий вівторок ZAGOSFARM

Щедрий вівторок KSE | Foundation

Пітримуємо українців
разом – у Щедрий вівторок
і щодня

Щедрий вівторок ZAGOSFARM



How ELEKSers
create change together

eleks  Щедрий
вівторок



 ДОБРОБУТ

2024

Наш рік добрих справ



CHARITABLE ACTIVITIES

**WE ARE ALSO GRATEFUL TO
THOSE WHO FORMED THEIR OWN
CHARITY TRADITIONS AND
DEVELOPED SPECIAL ACTIVITIES
LEADING UP TO DECEMBER 3.**

The Abtsoftware team celebrated Giving Tuesday by volunteering and learning to weave camouflage nets.

The Zaporuka Charitable Foundation inspired children from 60 schools to hold charity fairs or other events to support their seriously ill peers.

For the second time, **Mixmart** held a campaign involving a special charity offer. On December 3, two hryvnias from each coffee purchased were redirected to the needs of the Ukrainian Armed Forces.

Bettermobility called for downloading its own app with an accessibility map and assessing the accessibility of several places around.

The Varangian Dogs Adoption Center developed a game on animal care and presented it at the Foodoteka food market in the lead-up to Giving Tuesday.



Меню добрих справ від Varangian Dogs&Cats та Foodoteka



FOODOTEKA
VARANGIAN DOGS and CATS ADOPTION
Щедрий вівторок

НЕБАЙДУЖІ У ЩЕДРИЙ ВІВТОРОК І ЩОДНЯ



Долучились до 'Щедрого вівторка', створюючи вузлики турботи та підтримки

Щедрий вівторок Abto Software

«ДІТИ — ДІТЯМ»

Долучайтесь шкільною командою до благодійної акції



Благодійний фонд ЗАПОРУКА
Щедрий вівторок

У #ЩЕДРИЙ ВІВТОРОК І ЗАВЖДИ



ЗАДОНАТЬ 10 ХВИЛИН ДЛЯ БЕЗБАР'ЄРНОСТІ

Щедрий вівторок

COMMUNICATION RESULTS

COMMUNICATION RESULTS

THROUGHOUT THE YEAR, GIVING TUESDAY WAS ALSO COVERED IN THE MEDIA. WE REGULARLY COMMUNICATED THROUGH OUR OWN CHANNELS AND RECEIVED REQUESTS FOR PARTNERSHIPS AND JOINT COMMUNICATION PROJECTS.

2 070 000

publication coverage

4112

publications saved

1354

mentions of Giving Tuesday in social media in 2024

216

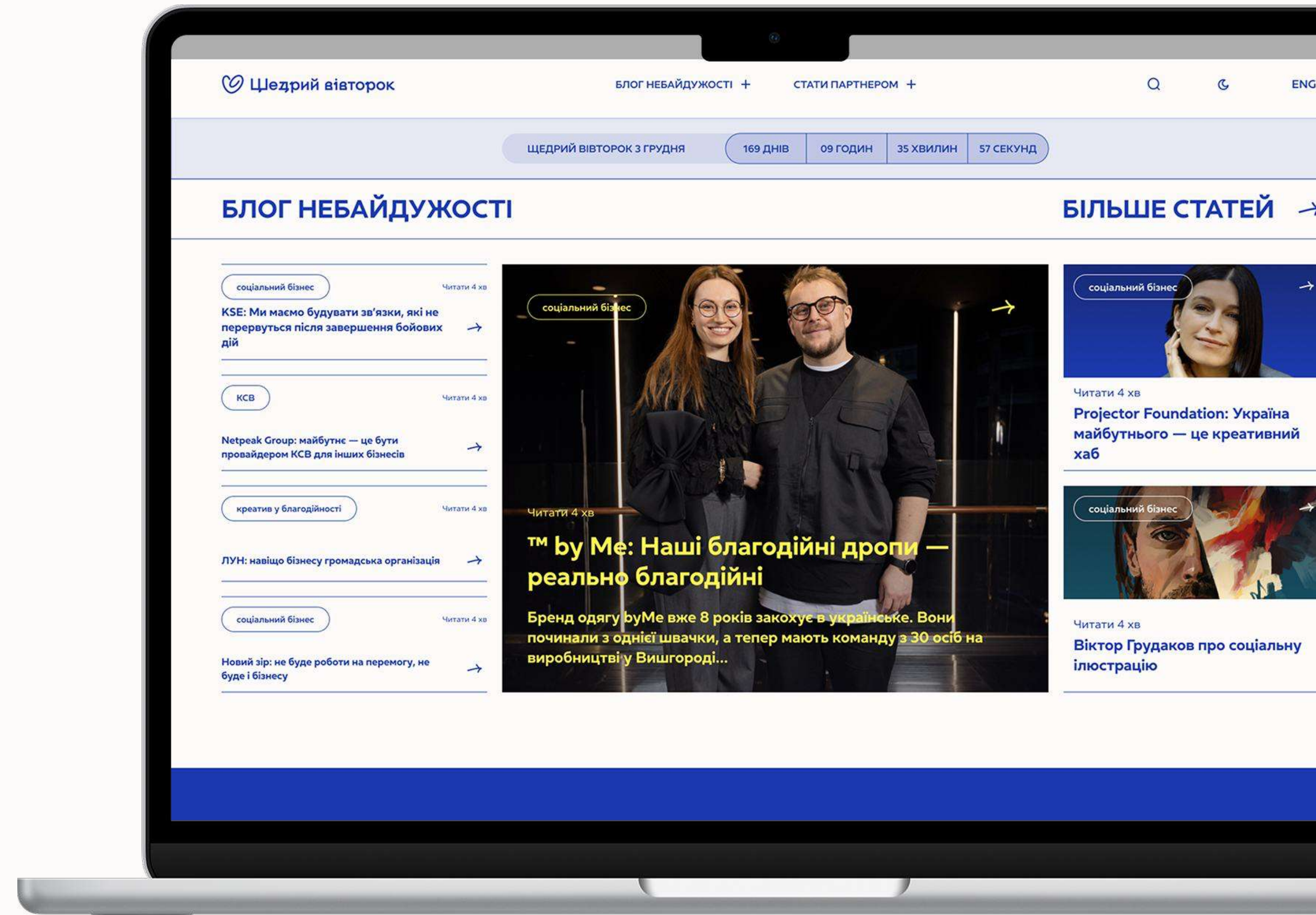
mentions of Giving Tuesday in social media in 2024



THE BLOG OF ENGAGEMENT

RELAUNCHED THE WEBSITE AND SOCIAL MEDIA

Throughout 2024, abridged interviews with socially responsible businesses, public figures, and volunteers were published on Giving Tuesday social media, with full ones appearing on its website.



НЕБАЙДУЖІСТЬ У ДІЇ

Щедрий
вівторок



ФОНД
ЦИВІЛЬНО-ВІЙСЬКОВОЇ
ЕФЕКТИВНОСТІ



ОБІЙМИ
РОБЛЯТЬ ЩАСЛИВИМИ

JULY CHARITY KURAZH

TOGETHER WITH THE RII CHARITY FOUNDATION, WE SHOWED HOW TO HELP FOR FREE.

Our motto for participating in one of the largest charity events in Ukraine was "Engagement in Action." On average, 10,000 people attend Kurazh over a weekend.

We found out that most Ukrainians prefer monetary donations, being hardly aware of other ways of providing help. Therefore, we partnered with the Rii Charity Foundation, which organized an extensive network of volunteers who transform coffee bean sacks into camouflage gear for the military and equipment. All materials are sent to volunteers' homes by mail, ready to be dealt with at any time.

Rii experts held a workshop for the event's guests, making two helmets as a result.



"MASTERS OF GOOD" FORUM BY FORBES

KATERYNA ZAGORIY TOOK PART IN A DISCUSSION ON SYSTEMIC PHILANTHROPY

In a public conversation, the speakers shared their experience of using business approaches in charity to make the latter more effective.

Forbes | Допомагаймо ефективно

МАЙСТРИ ДОБРА

Благодійний
форум

про благодійність

× 23.08
Львів

Системна благодійність.
Як меценати роблять добро
із бізнес-підходом

модераторка

**Ольга
Руднева**

CEO Superhumans
Center

**Ірина
Іванчик**

Засновниця благодійного
фонду «Повір у себе»

**Катерина
Загорій**

Членкиня ради директорів
фармацевтичної компанії
«Дарниця»

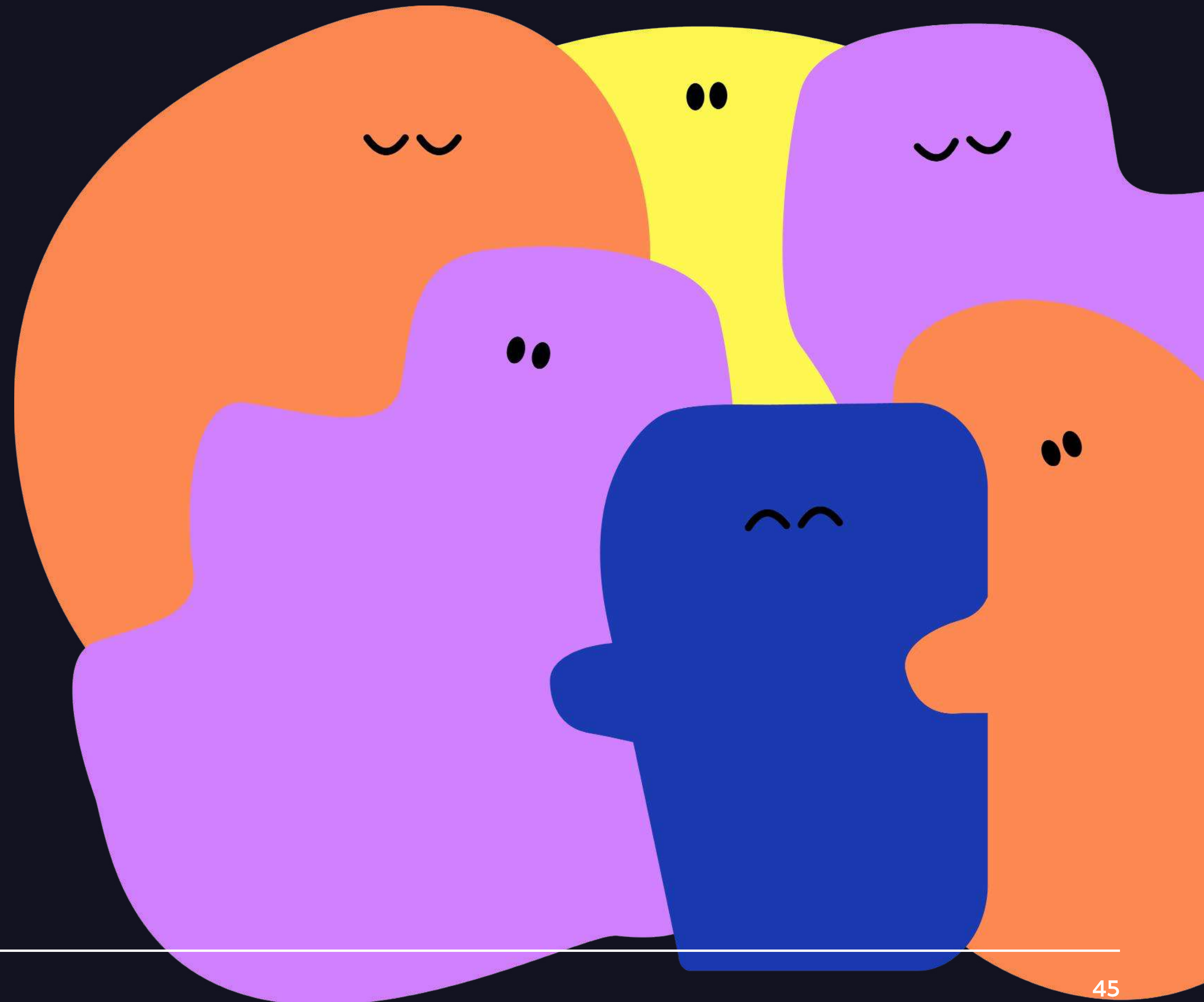


WHAT'S NEXT?

IN 2025, GIVING TUESDAY WILL STUDY PARTNERSHIPS.

We are interested in successful cases of cooperation between business, public sector organizations, and the state. Based on them, we will try develop interaction models that will help joint projects to happen faster and and meet the expectations of all participants.

For Ukraine, this is a pressing issue, as it is important to form a common vision of the future after the war.



LET'S TURN ENGAGEMENT INTO ACTION!



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