

**Giving  
Tuesday**

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# **ENGAGEMENT REPORT**

**2025**

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# WHAT WAS THIS YEAR ABOUT

In 2025, we focused on cross-sector partnerships between the business, civic organizations, and the state. We realize that we are not the first ones to speak about the importance of such cooperation. However, for us, it was vital not just to speak about partnerships as an idea but also try to understand how exactly they can be practically implemented in the Ukrainian context.

That is why, over the course of the year, we were searching for and documenting solutions that help different sectors better hear each other, reach agreements, and act together.



# DISCOVERY OF THE YEAR

While analyzing cross-sector partnerships, we have noticed a common pattern: It is not one-time initiatives that have the greatest impact but systemic solutions rooted in responsibility toward a community. These solutions enable actors to reach beyond isolated results and work with long-term trajectories of change.

We call this approach **strategic social responsibility** — a way of thinking and acting which helps partners to unite their efforts, agree on common goals, and act consistently.



# WHAT IS GIVING TUESDAY DOING IN UKRAINE?

**2018-2022**

Implements the American concept, adapting it to develop the culture of charity in Ukraine. Engages partners to charity projects and activities on Giving Tuesday and, later, throughout the year.

**2024**

Becomes a project about strategic social responsibility and charity. The main focus is on the business sector as it contributes to the country's resilience. We study the best corporate social responsibility practices and launch free products: the CSR guide, the Charity Survey, and the Engaged Conference.

**2026 (AND ON)**

Launches a **community of engaged people** for representatives of socially responsible businesses, NGO leaders, and civil servants.

**2022-2023**

Goes through a transformation due to Russia's full-scale invasion in Ukraine. Defines more urgent priorities and strategies in the new reality. The project is supported by its permanent partners.

**2025**

Develops free products and studies **cross-sectoral partnerships** in Ukraine. Becomes a trusted information source on social responsibility and charity for businesses and NGOs.

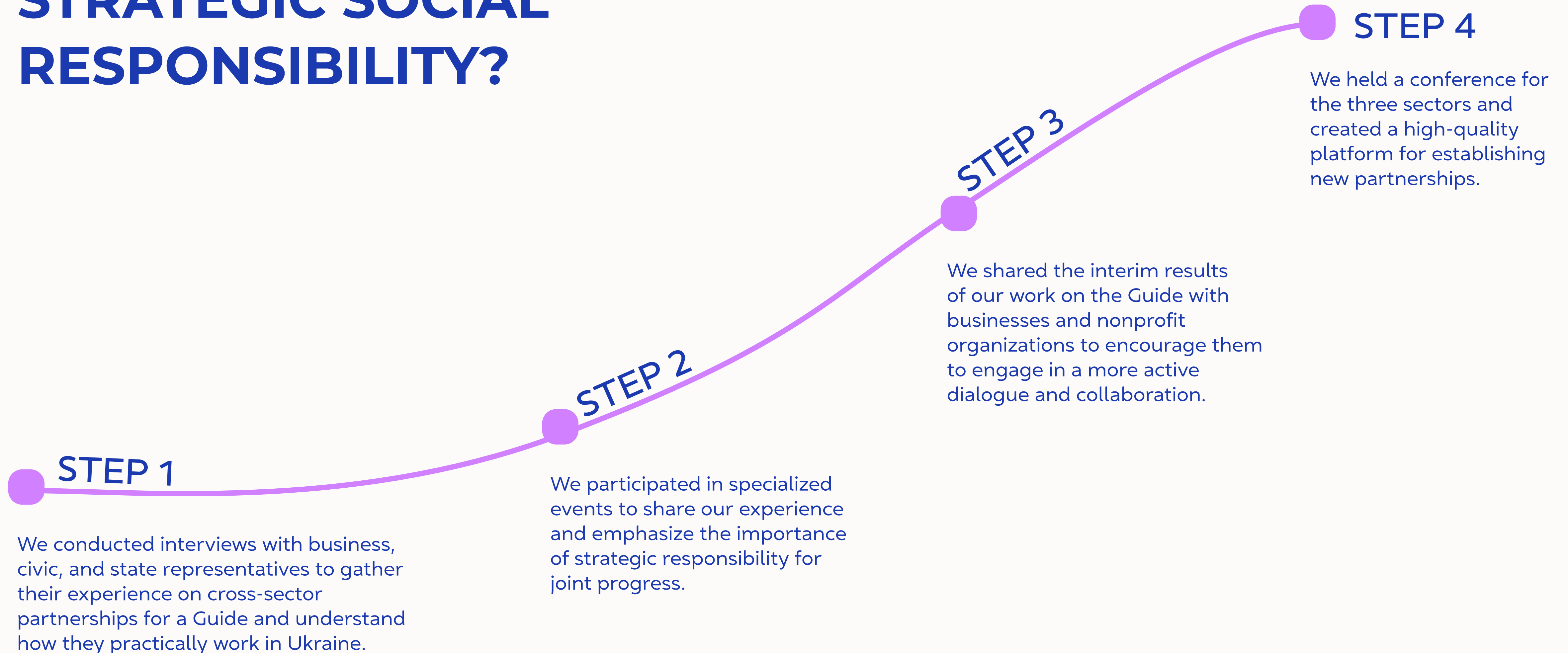


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# WORKING WITH BUSINESS

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# HOW DID WE STUDY STRATEGIC SOCIAL RESPONSIBILITY?



# 30+ CONVERSATIONS

with the business, civic sector,  
and state representatives.

Щедрий вівторок

moko

Тетяна Мокренко

Гліб Проненко

Соціальні проекти не завжди дають швидкий результат. Іноді це цифри: дзвінки, перегляди, охоплення. А іноді – зміни у ставленні людей чи навіть нові закони.

Інтерв'ю з керуючими партнерами креативної диджитал-агенції МОКО

Щедрий вівторок

ІНТЕРВ'Ю

КСВ

Світлана Денисенко,  
директорка  
KSE Foundation

«**ДЕРЖАВА – КЛЮЧОВИЙ ГРАВЕЦЬ, ЯКЩО МИ ПРАГНЕМО ЗАГАЛЬНО-НАЦІОНАЛЬНИХ ЗМІН**»

Щедрий вівторок

1+1 MEDIA

Яна Ляхович,  
Chief Communication  
Officer 1+1 media

«**Партнерство з нами — це про співтворення, а не про автоматичне просування**»

Щедрий вівторок

Фундація Дім Рональда МакДональда в Україні

«**ЗАПРОШУЄМО ІНВЕСТУВАТИ В ЛЮДСЬКІ ДОЛІ**»

– директорка «Фундації Дім Рональда МакДональда в Україні» Галина Соловей

We shared the insights in our own social networks, on the Giving Tuesday website, and in the media. Our goal was to provide support and new guidance to those already engaged in social responsibility while offering inspiration and practical tips to those just getting started.



# THE ENGAGED: CROSS-SECTOR PARTNERSHIPS GUIDE

Our findings have laid the foundation for the **Cross-Sector Partnerships Guide** which will be published in 2026. We are developing it as a practical tool for those who are already working or plan to work at the intersection of business, state, and the civic sector.

This Guide is intended to help navigate the complex collaboration processes, better understand the roles of partners, and make decisions that are effective not just once but in the long run.



# WHO WE TALKED TO

## CHARITABLE FOUNDATIONS AND NGOS

**superhumans** Center

**RAZOM**  
FOR UKRAINE

**LMF** Lviv media forum

**VETERAN HUB**

**безбар'єрність**

**БЛАГОДІЙНИЙ ФОНД СЕРГІЯ ПРИТУЛИ**

## BUSINESSES

**KORMOTECH FAMILY**

**KERNEL**


**uklon**

**eleks**

**пумб**

**o**

## STATE

 |  **МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ**  
...і далі буде

It was important for us to gather experience of participants with different action scales, roles, and responsibility areas.

This allowed not only identifying common principles of effective partnerships but also detecting differences that should be considered when sectors agree on joint actions and expectations.

# WE HAVE LEARNED THAT:

PEOPLE, REPUTATION,  
AND ETHICS ARE  
PARAMOUNT.

EVERYONE WANTS  
RELATIONSHIPS  
RATHER THAN  
TRANSACTIONS.

PARTNERSHIPS ARE  
A NECESSITY IN AN  
ENVIRONMENT OF  
SCARCE RESOURCES.

BUILDING  
COMMUNITIES IS  
A WAY TO ENSURE  
RESILIENCE.

SIZE DOES NOT  
MATTER — IMPACT  
DOES.

FEEDBACK IS NOT  
OVERRATED — IT  
IS UNDERRATED.





# PRESENTATION OF INTERIM RESULTS

DURING THE YEAR, WE JOINED SPECIALIZED BUSINESS EVENTS TO DISCUSS CROSS-SECTOR PARTNERSHIPS AS A PRACTICE RATHER THAN AN ABSTRACT IDEA.

It is vital for us to be present in environments where decisions are made and the understanding of social responsibility of business is shaped.

We shared insights from the study, talked about the approaches to strategic social responsibility, and discussed with the participants how businesses can deal with their social impact and partnerships in a more systemic way.





HAVAS TALKS



MEETUP ENTREPRENEUR FORUM



EBA



# CONFERENCE “THE ENGAGED: CROSS-SECTOR PARTNERSHIPS IN UKRAINE”

## НЕБАЙДУЖІ



400

GUESTS

36

SPEAKERS

15

PRESENTATIONS

On December 2, we held the annual “The Engaged” conference as a platform for honest discussion on cross-sector cooperation during the war.

It was crucial for us to bring together representatives of the business, state, and civic sector in one space — not for a formal discussion of partnerships, but to jointly seek solutions and points of interaction.

THE SPEAKERS INCLUDED KATERYNA ZAGORIY, TYMOFII BRIK, NATALYA YEMCHENKO, SERHIY PRYTULA, VALERIIA TOLOCHYNA, ARTEM BORODATIUK, ANDRII BRATUS, NATALIA MOROZOVA, YEVHEN KLOPOTENKO, ETC.







PLAYLIST  
OF TALKS

## WE HAVE LEARNED THAT:

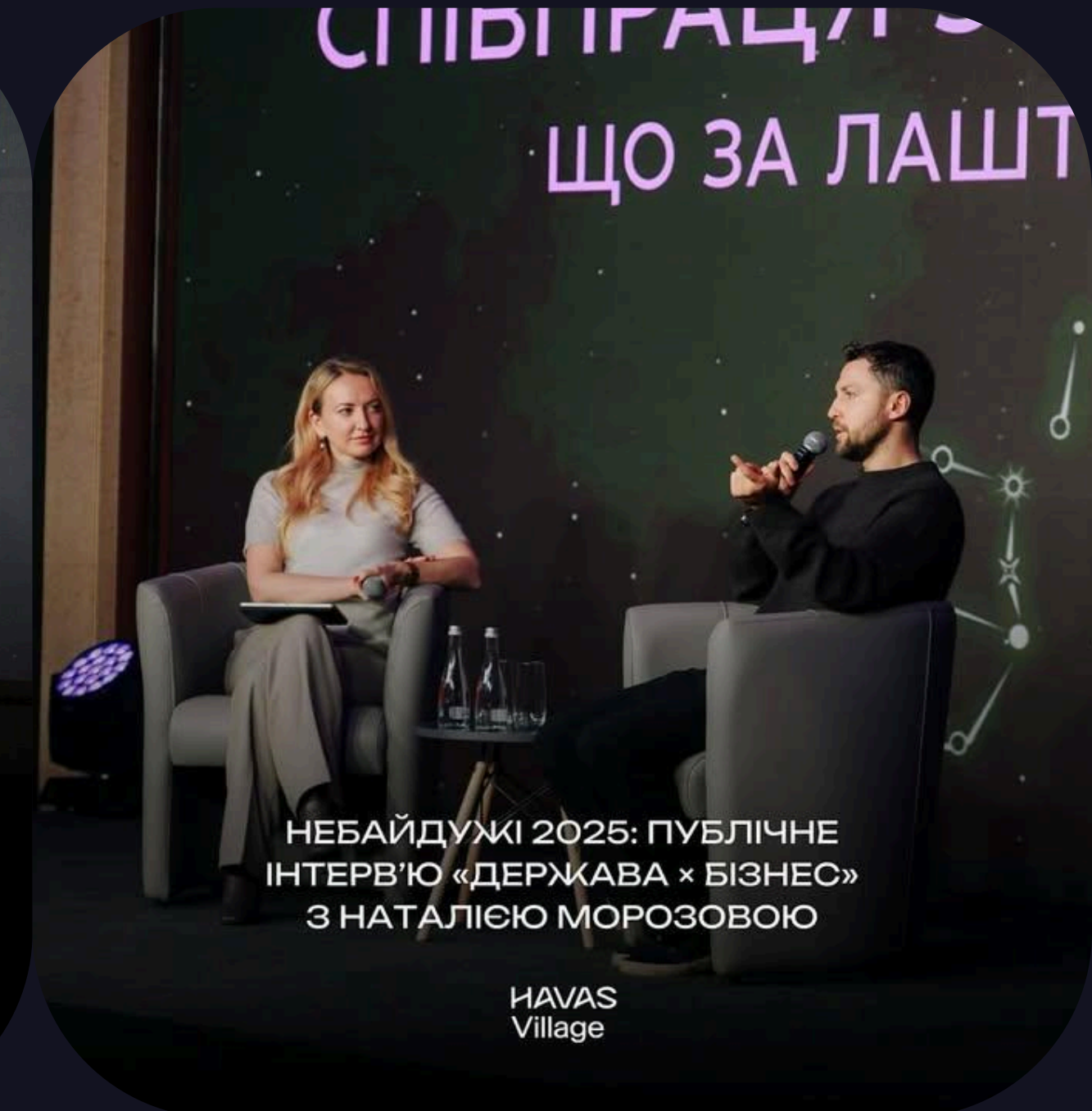
- ♥ PEOPLE, REPUTATION, AND ETHICS ARE PARAMOUNT.
- ♥ EVERYONE WANTS RELATIONSHIPS RATHER THAN TRANSACTIONS.
- ♥ PARTNERSHIPS ARE A NECESSITY IN AN ENVIRONMENT OF SCARCE RESOURCES.
- ♥ BUILDING COMMUNITIES IS A WAY TO ENSURE RESILIENCE.
- ♥ SIZE DOES NOT MATTER — IMPACT DOES.
- ♥ FEEDBACK IS NOT OVERRATED — IT IS UNDERRATED.



# PARTICIPANTS' FEEDBACK



1+1 media на конференції «Небайдужі» до



# ПРО ПОДІЮ НАПИСАЛИ:

THE EVENT WAS COVERED BY THE NEW VOICE OF UKRAINE, UKRAINSKA PRAVDA, LIGA.NET, DETECTOR MEDIA, PLATFORMA MEDIA, MIND, AND OTHERS.

ESPRESO TV RELEASED A STORY, AND THE TRAVELING STUDIO "RADIO SKOVORODA" COMMUNICATED WITH THE SPEAKERS AND PRODUCED A PODCAST.



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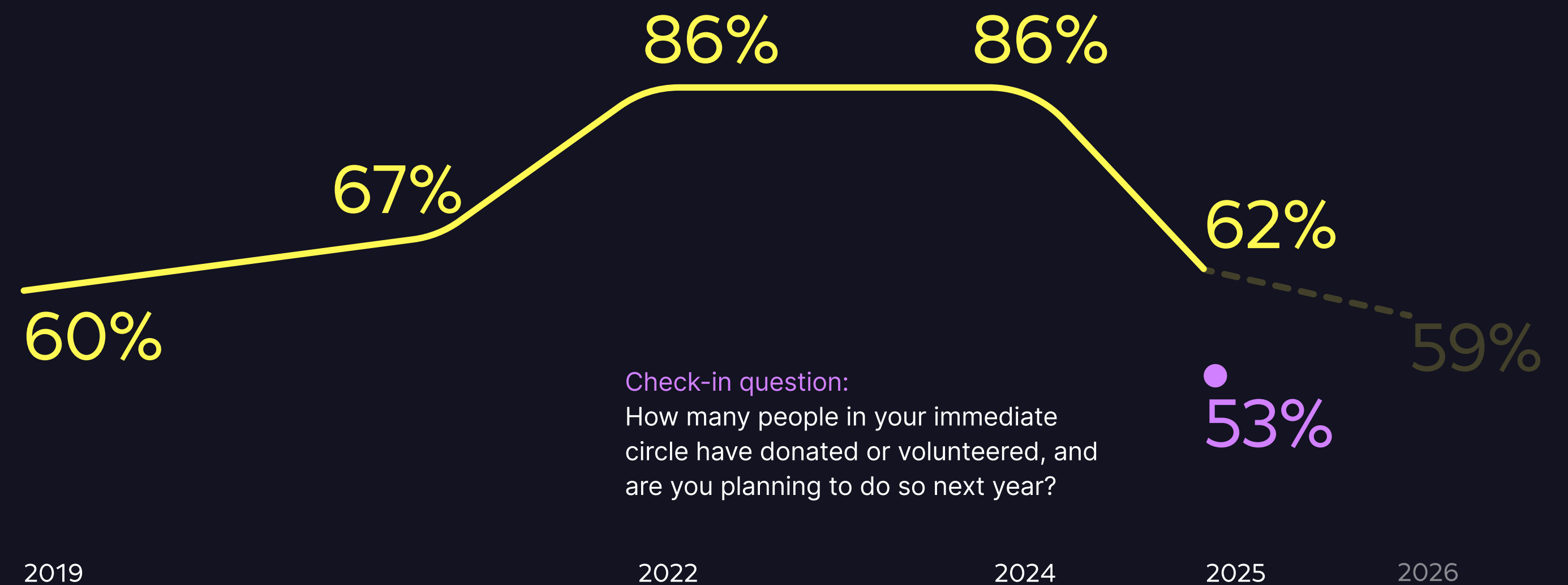
# CHARITY SECTOR ANALYTICS

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# CHARITY SECTOR ANALYTICS

Conditions of the charity sector in Ukraine keep changing. The ongoing war impacts the resources, level of trust, and people's motivation to help, while the solutions that worked before are not always effective today.

That is why, in 2025, we once again conducted a systemic study of the sector **to better understand these changes and avoid random actions**. It was important for us to capture the current state of charity: What is holding donors back, how trust is transforming, and which assistance practices are gradually becoming the new norm.



# CHARITY SURVEY 2025

[DOWNLOAD  
THE RESEARCH](#)



THE STUDY CONDUCTED BY ZAGORIY FOUNDATION TOGETHER WITH THE CENTRE FOR SOCIAL AND MARKET RESEARCH "SOCIS" REVEALED: WE ARE BECOMING MORE SYSTEMIC AND ATTRACTED TO LIKE-MINDED PEOPLE.

The study surveyed 2,400 Ukrainians aged 18+, including 336 respondents aged 18+ who had received charitable assistance over the past year. A qualitative survey on the barriers to and motivations for charity was carried out among four focus groups.



# CHARITY SURVEY 2025



**6,7**

Charity Prevalence  
Index in 2025

**8,7**

out of 10  
charity importance rating

**480 UAH**

Average monthly  
donation per Ukrainian

**25%**

of donors prefer  
regular donations



# CHARITY SURVEY 2025

## FOR THE FIRST TIME, WE STUDIED CORPORATE SOCIAL RESPONSIBILITY SEPARATELY

and discovered that a business' ethical stance is increasingly influencing Ukrainians' choices and their willingness to support companies with money.

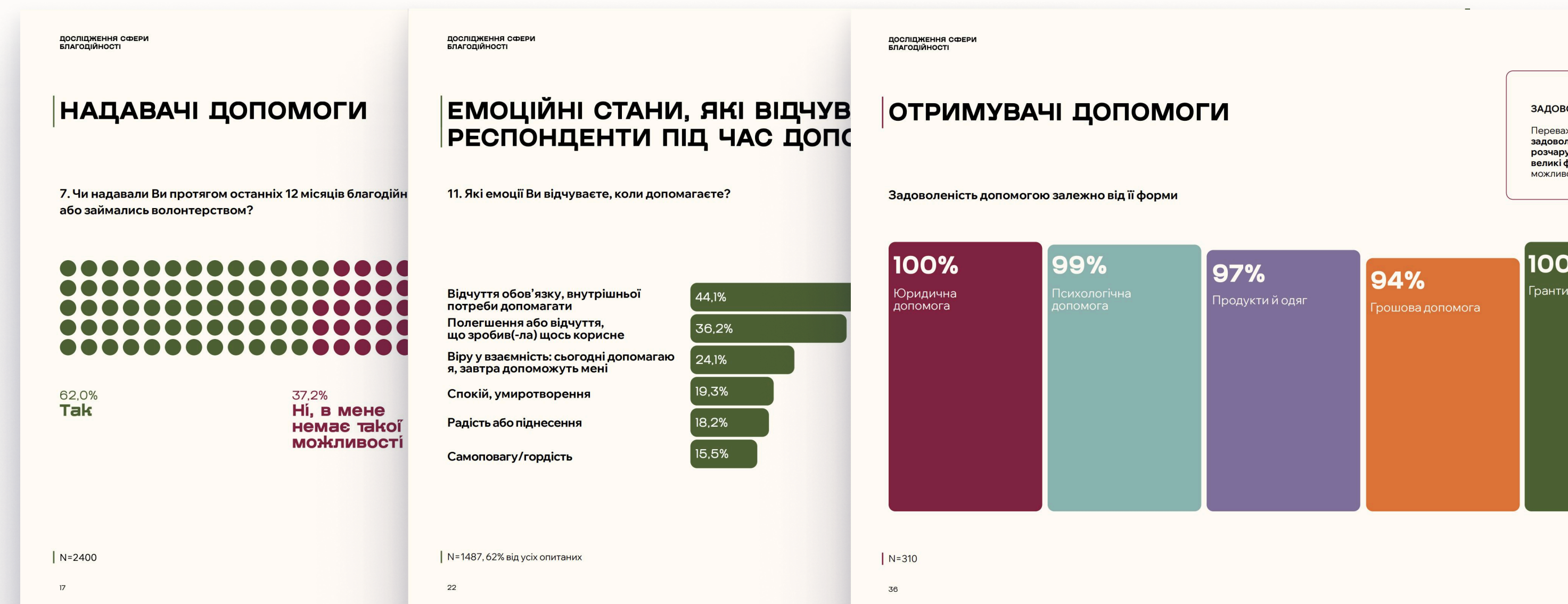
## THE NEED TO BE PART OF A COMMUNITY IS GROWING

Ukrainians are looking not only for opportunities to help, but also for a sense of belonging, trust, and common action.

## AN AVERAGE DONATION AMOUNT HAS DECREASED, BUT ASSISTANCE HAS BECOME REGULAR

Charity is gradually moving from spontaneous actions to sustainable support practices.

## OUR FURTHER FINDINGS:



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# YOUTH AND CHILDREN

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# GIVING TUESDAY AND FUTURE GENERATIONS

**IT IS IMPORTANT FOR US TO WORK NOT ONLY WITH PEOPLE WHO ALREADY ENGAGE IN CHARITY, BUT ALSO THOSE WHO ARE JUST SHAPING THEIR UNDERSTANDING OF RESPONSIBILITY AND PARTICIPATION.**

Hence, Giving Tuesday in Ukraine is developing partnerships focused at working with children, the youth, and students' communities. For several years, while working with children and educators, we have been collaborating in this field with the National Bank of Ukraine (NBU), as well as with the Ukrainian Catholic University — in our work with students and young people.



An open lecture on focus and meaning at UCU with Mariia Nazarova



# GIVING TUESDAY AND CHILDREN

**TOGETHER WITH THE NBU, WE DEVELOP  
CHILDREN'S ENGAGEMENT WHILE COMBINING  
CHARITY ISSUES WITH PRACTICAL SKILLS,  
INCLUDING FINANCIAL LITERACY.**

This year's joint activities focused on the topic of responsible planning of expenses related to animal care.



**National Bank  
of Ukraine**



# GIVING TUESDAY AND CHILDREN

**366**

participants of the online meeting for children and educators "How to Understand a Furry Friend and Find a Home for Them" held together with the animal adoption center Zachyn.

**480**

educators joined an online training within the NBU Charity School "How to Interact with Stray Dogs: Tips from a Cynologist" organized by Zachyn.

**480**

educators participated in an online presentation of the "Charity Survey 2025" led by Olena Vitrynska, Head of Research at Zagoriy Foundation.

**240**

participants were attracted to the contest "A Home for Furry Friends" held by the NBU and Zachyn center.

READ MORE ABOUT IT HERE:



# A LESSON IN CARING AT AN UNDERGROUND SCHOOL

Before Giving Tuesday, we conducted an open lesson at an underground school in Zaporizhzhia for the 4A class to talk to **children in the pre-frontline city about engagement during the war.**

Our aim was to show that assistance can be provided in different ways — not only with money — and that support, gratitude, and caring for others remains important even in difficult circumstances.





# GIVING TUESDAY AND THE YOUTH

Every year, on Giving Tuesday, the Ukrainian Catholic University provides space for a dialogue with young people about responsibility, engagement, and choices that have societal consequences.

**THIS YEAR'S SPEAKER OF THE OPEN LECTURE WAS MARIA NAZAROVA, A TACTICAL MEDICINE INSTRUCTOR AND CO-AUTHOR OF THE TRAINING PROGRAM FOR COMBAT MEDICS IN THE ARMED FORCES OF UKRAINE.**

## 500+

STUDENTS JOINED  
ONLINE AND OFFLINE



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# INFORMATION CAMPAIGN

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# UPDATING THE APPROACH

IN 2025, WE UPDATED OUR APPROACH TO THE INFORMATION CAMPAIGN TO FOCUS ON SYSTEMIC ENGAGEMENT PRACTICES.

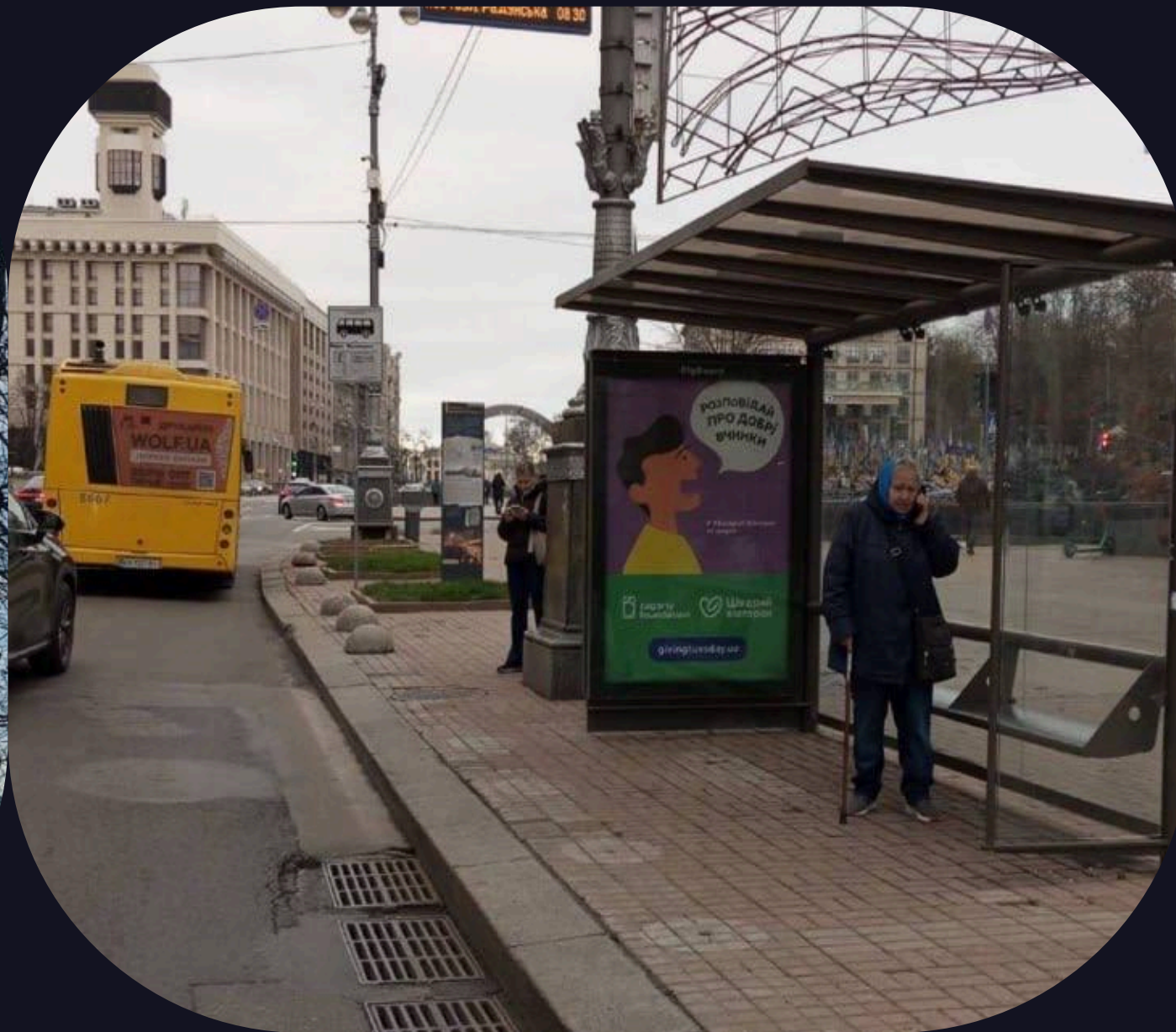
We collected and highlighted the experiences of businesses, civic organizations, and teams for which social responsibility is part of their everyday work. Such examples can kickstart a chain reaction of engagement — when the actions of some people become a role model and source of motivation for others, and responsibility gradually becomes a habit.

The campaign was implemented both offline and digitally.



# 2 MILLION PEOPLE COVERED, IN 17 CITIES ON 100 SCREENS.

With the support of  
our partner Big Media



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



# 49 BUSINESSES AND ORGANIZATIONS

SUMMED UP THE YEAR TOGETHER WITH GIVING TUESDAY, INCLUDING:

Фокстрот

COMFY

softserve

ПриватБанк

FRACTAL

MacPaw

ДОБРОБУТ  
здоров'я країни

starlight.media

МІКСМАРТ  
необхідне поруч

НОВА ПОШТА

GUNIA PROJECT

СЕНС

KERNEL

Простір спільного добра

MEGA POLIS

Фундація Дім Рональда МакДональда в Україні

KORMOTECH FAMILY

WOG

DiVA  
МЕДИЧНА ЛАБОРАТОРІЯ

SYNERGY BUILDING GROUP

Благодійний фонд ЗАПОРУКА

HAVAS Village

Foxtrot, WOG, GUNIA Project, COMFY, Nova Poshta, FRACTAL, SoftServe, PrivatBank, DILA, Sens, Megapolis+, Ronald McDonald House, MacPaw, Synergy, MixMart, Kormotech, Kernel, Dobrobut, StarLightMedia, and others.

This is much more than the year before. So, the chain reaction works.



КУБОК → УЛІС ВОРОХТА

НЕБАЙДУЖІСТЬ  
ОБ'ЄДНУЄ

Щедрий вівторок × УЛІС

# ЧИМ МИ ПИШАЄМОСЯ У 2025 РОЦІ?

#ланцюжок\_небайдужості  
від проєктів Zagoriy Foundation

1/8

Як лун робив світ кращим у 2025?

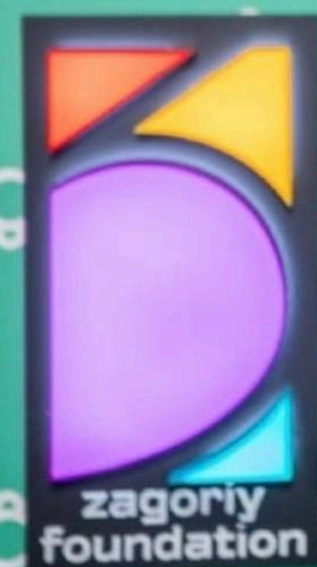
ДОЛУЧАЄМОСЬ ДО #ЛАНЦЮЖОК\_НЕБАЙДУЖОСТІ



#ланцюжок\_небайдужості



**ГОРТАЙТЕ ТА  
ДІЗНАВАЙТЕСЯ,  
ЯК МИ ІНВЕСТУЄМО  
У СТІЙКІСТЬ  
ТА ЗДОРОВ'Я КРАЇНИ**



❤️ ДОБРОБУТ

**2025  
РІК ДОБРИХ СПРАВ**

Бути небайдужими — наш свідомий вибір



1/8

Щедрий  
віаторок

HAVAS  
Village



**НЕБАЙДУЖІСТЬ  
ОБ'ЄДНУЄ**

ДОЛУЧАЄМОСЬ ДО #ЛАНЦЮЖОК\_НЕБАЙДУЖОСТІ





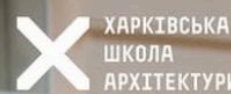
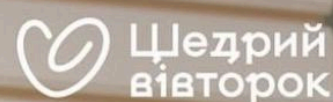
ПРОЄКТИ АГЕНЦІЇ 2025 РОКУ,  
СТВОРЕНІ НА ОСНОВІ  
PRO BONO-ПІДТРИМКИ



НЕБАЙДУЖІСТЬ  
ОБ'ЄДНУЄ

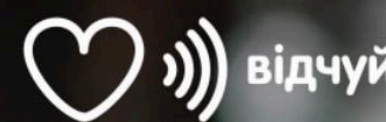


ДОЛУЧАЄМОСЬ ДО #ЛАНЦЮЖОК\_НЕБАЙДУЖОСТІ



НЕБАЙДУЖІСТЬ  
ОБ'ЄДНУЄ

ДОЛУЧАЄМОСЬ ДО #ЛАНЦЮЖОК\_НЕБАЙДУЖОСТІ



ЗБЕРЕЖЕМО  
СЛУХ

Чуєш?  
Плюс. Плюс.

Проект "Чуєш? Плюс. Плюс" — це ініціатива громадської організації "Відчуй", спрямована на підтримку та реабілітацію українських військових, які втратили слух під час бойових дій. Метою проекту є допомога нашим захисникам повернути зв'язок із навколишнім світом, подолати соціальну ізоляцію та інтегруватися в суспільство, використовуючи передові методи слухопротезування та реабілітації.



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# COMMUNICATION RESULTS

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# SOCIAL NETWORKS AND MEDIA

6,000,000

POST VIEWS

1,431

MENTIONS IN SOCIAL  
NETWORKS

254

MENTIONS  
IN THE MEDIA

14,792

INTERACTIONS  
WITH THE CONTENT

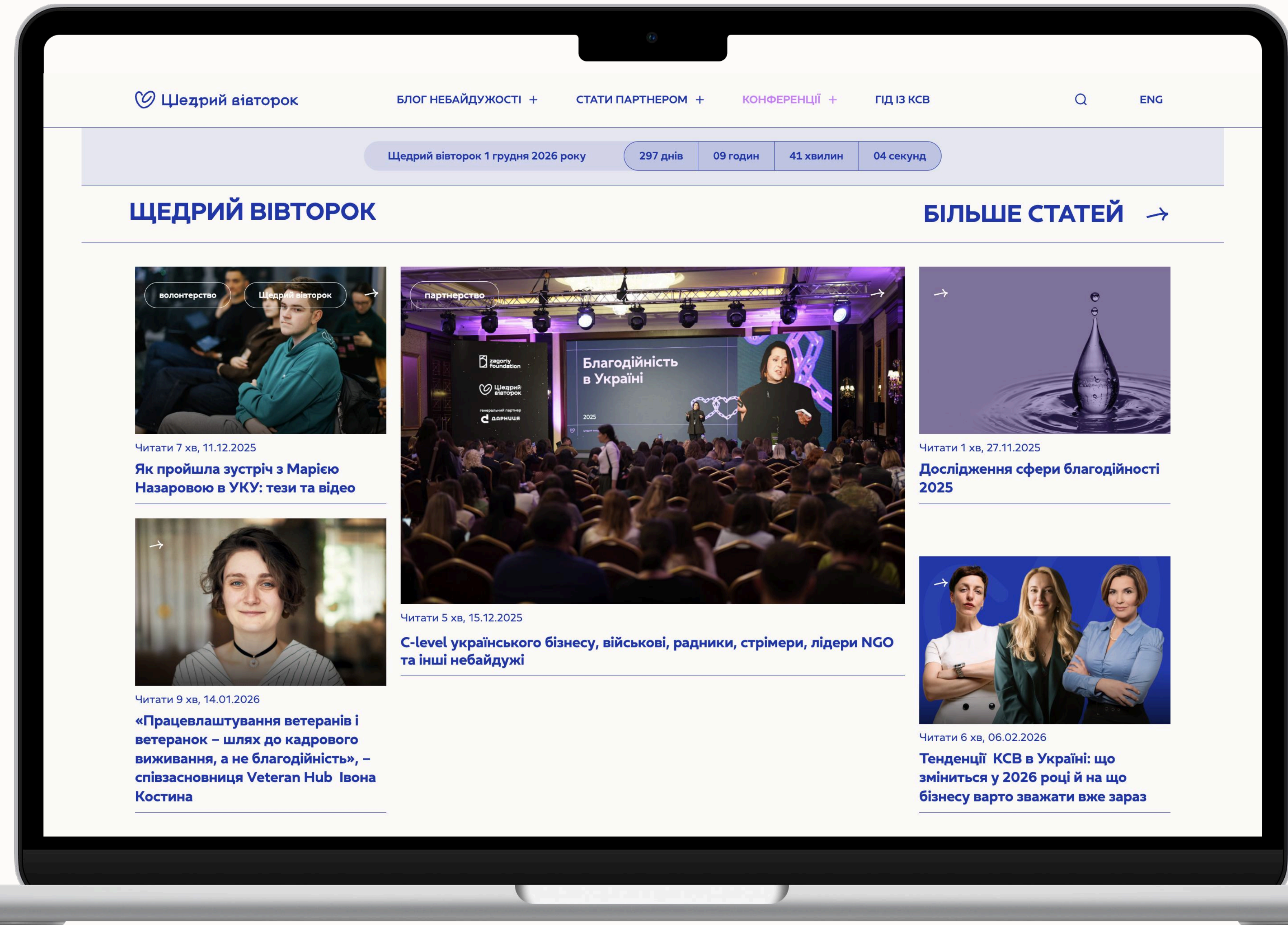
Throughout the year, we have consistently spoken about social responsibility, charity, and partnerships **in order to scale our impact and share our experience** with a wider audience.



# THE BLOG OF ENGAGEMENT

We have regularly published materials on our website about social responsibility, charity, and philanthropy, as well as interviews with businesses and civic organizations. **Our aim was to make this issue understandable** for people looking for information and guidance for their own actions.

Over the year, the Blog has attracted 25,000 organic sessions.



# DO/NATION

Zagoriy Foundation supported the Do/ Nation exhibition by KUNSHT, while the Giving Tuesday team prepared materials about the philanthropists whose stories were presented at the exhibition. Thus, we enriched the cultural project with a sense of engagement and presented philanthropy as an important aspect of social development.

You can read them on the website.



# BUSINESS THAT CHANGES THE COUNTRY

Kateryna Zagoriy presented the Corporate Social Responsibility Guide and the results of the Ukrainian National Charity Survey at the annual CSR Ukraine event **to share the developed approaches with the business community.**



# ATLAS

Together with other Zagoriy Foundation projects, we participated in the Atlas music festival zone to **be present in the wider public context** and discuss engagement beyond professional and expert environments.



# WHAT'S NEXT?

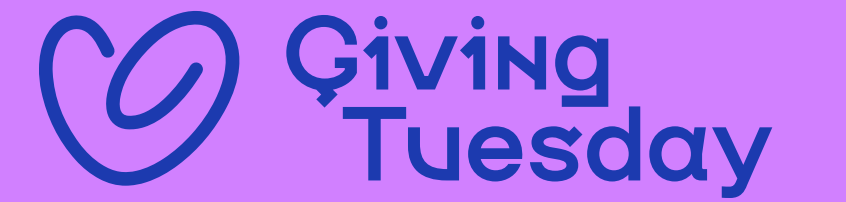
## IN 2026, WE FOCUS ON COMMUNITY DEVELOPMENT.

We see that engagement is most effective when people and organizations are not left alone with their efforts but feel part of a wider circle of mutual support and actions.

We continue working with businesses, civic organizations, the youth, and partners to strengthen ties between them, create spaces for experience exchange, and shape an environment where collaboration becomes a norm rather than an exception.



# LET'S TURN ENGAGEMENT INTO ACTIONS!



**FOLLOW**

**OUR UPDATES**

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[LINKEDIN](#) →