

ADRA UKRAINE

NEWSLETTER



APRIL 2024





Interview

Anna Bilanchuk, Head of the ADRA Ukraine Call Center: "Responsibility, communicability, stress resistance - are some of the main qualities of our operators"

— Anna, please tell us about the call center of the Adventist Development and Relief Agency in Ukraine and the work it performs.

— The call center is an important department in any organization, but this is especially important for a charitable organization like ADRA Ukraine. Because we provide assistance to people in need, those who are referred to as "beneficiaries." Accordingly, people contact the hotline of our organization, call the numbers listed on the official website, as well as write to messengers, social networks. Over the entire period of the call center's operation, we have received approximately 2.5 million calls to the hotline. Also, through Viber and Telegram, we have received over 100 thousand inquiries. Call center employees, among other things, process requests on social media platforms like Facebook, Instagram, as well as inquiries received at the official email. Our employees also work on the evacuation hotline, involved in the MEAL department (conducting surveys to monitor the quality of assistance provided).

— What needs do people address on the hotline?

— Every day we receive a lot of inquiries, but most of the calls are requests for financial assistance. Unfortunately, at present, the call center does not register for this type of assistance, as the required number of beneficiaries is already registered within the framework of current projects. The process of payments is currently underway. The call center also conducted registration for a type of assistance,

called "cash for rent." This is a very important form of assistance for internally displaced persons who have partially or completely lost their housing, those who are left without means for existence, who have lost everything. Registration was particularly important during cold weather, and beneficiaries received this assistance.

Also, mass appeals are coming in to the hotline for food and other humanitarian aid. Currently, we cover areas (or parts thereof) such as Khersonska, Mykolaivska, Kharkivska, and Luhanska. Operators provide information on current food distribution points, their schedules, and categories of individuals eligible to receive these packages. We collaborate with [the United Nations World Food Programme](#), and within this project, there is a transition from food assistance to cash. Cash assistance in the amount of 1,500 hryvnias (38 USD) over four months is provided to beneficiaries who previously received food products. Active registration is currently underway, and the call center is also involved in this process. We make outbound calls, inviting people to the distribution point to apply for this assistance. These are people with vulnerability criteria such as internally displaced persons, people with disabilities, elderly individuals facing difficult life circumstances, and so on.

We have centers for internally displaced persons that are actively functioning, where there are comfortable living conditions. The call center receives applications from people who have been forced to leave their homes, after which I redirect them to a representative who deals with the settlement of these people. Currently, this is mostly a transit shelter located in Lviv, organized by [the Boris Voznytsky Charitable Foundation](#). It has already accommodated over a thousand internally displaced persons. This shelter is temporary, people can stay there for no more than 2-3 weeks. Preference is given to people with disabilities, large families, low-income families, internally displaced persons, people who have lost family members, or those whose homes have been destroyed due to hostilities.

Calls are coming in to the call center regarding evacuation. The majority are from Kherson, as well as from Donetsk region, including Pokrovsk, Sloviansk, Kramatorsk, Kurakhove, Selydove, and Kostiantynivka. Since the beginning of the full-scale invasion, ADRA Ukraine has evacuated a total of 44,936 individuals from frontline regions.

— How many people are on the call center team?

— Currently, our call center team consists of nine operators (previously there were more, this is related to the number of ongoing projects). There are days when we can receive over a thousand calls, and for nine people, this is a significant workload. We simply cannot physically answer all calls. Considering that operators are not only involved in answering calls but also handle emails, social media, evacuations, and are engaged in the MEAL department.

— Can a person call the hotline if they are dissatisfied with something or want to complain about something? Or a person who has experienced a disaster and wants to share their experience. How do call center employees react in such cases?

— "Yes, there are many cases where a person calling is truly in distress. The operator needs to empathize with this person, somehow comfort and reassure them. We try to dedicate as much time



ADRA Ukraine is ready to give assistance



ADRA Ukraine's call center receives calls

to the person as they need. First and foremost, the operator should listen to this person, their requests, and if we can assist with the issue they're reaching out about, we do help. If psychological support is needed, operators don't provide it but refer them to a psychologist. If we can offer some other form of assistance, we inform accordingly. If we cannot provide a specific type of assistance, for example, if a person calls us requesting financial aid but we don't have registration open at that time, we explain that registration is not currently being conducted, but they can track this information on our website, social media, or call back later, as there might be an opportunity in the future. In some cases, when our organization doesn't have a relevant project to provide assistance to this person right now, we provide information about other charitable organizations they can also reach out to. In short, we listen to the person and in any case provide them support or information."

— How do the operators themselves handle such workload?

— Call center operators also need psychological support, they need periodic relief because they work every day, the schedule is very tight, there are many calls per day, each person has their own story, these stories are complex. Therefore, every week we hold meetings where employees meet with a team of psychologists. Operators enjoy these meetings, find them interesting, useful, they get to know each other better, communicate more, become more active. After meeting with a psychologist, they feel relieved.

— What qualities should a call center employee have to cope with such work?

— First of all, it is probably a responsible attitude to work. It is also important to be communicative, stress-resistant, balanced, able to control emotions. Literacy, ability to learn quickly, purposefulness, punctuality are also important.

— Is it possible that people complain that they cannot get through to the call center, or do they eventually get through?

— Sooner or later, everyone gets through, but there are complaints that they cannot get through on the first try. As I mentioned, we have a lot of calls. Since the beginning of the war and until today, over 2,295,000 calls have been recorded on the hotline, but not all of them are answered due to the high call volume and the small number of operators. Unfortunately, we cannot answer absolutely all calls immediately. For example, if we have nine operators on shift, they are unable to answer thousands of calls a day.



ADRA Ukraine's call center team - we hear, we accept, we support

Therefore, some people have to call the hotline again or write to us in a messenger. All messages in the messenger are read, and everyone receives a response. There is not as much colossal load as with calls. However, there are days that are less busy, there are more, depending on what news comes out. For example, if today the website publishes information that we are starting registration for financial assistance, we would receive up to 8,000 calls a day. When there is no such news, we can only provide information about the shelter, redirect to psychological and legal assistance, inform about food kits. Since there is no financial assistance at the moment (and most calls are from people who need financial assistance), of course, there are far fewer calls. Recently was started a transition project, from food assistance to cash assistance, provided by [the UN World Food Programme](#) with the support of [ADRA Switzerland](#). Where our operators are involved, they invite beneficiaries, accordingly, the number of calls has increased because some people could not get through, they call back. Now there are a lot of calls, more than a thousand a day.

— What does the call center need most now?

— It would be nice to have more employees in the call center. But this can probably be solved if the charitable organization has more projects and support from donors because this issue lies in the plane of financing the operators.



ADRA Ukraine's call center is always ready to hear everyone!



Volunteers of ADRA Ukraine and residents of the frontline areas who asked for assistance

Assistance activity statistics for April 2024

Component	Number of beneficiaries	Amount of assistance	Region of assistance	Donor name
Food Security	280 568 people (148 288 people received food kits) (132 280 people received bread)	149 871 food kits 529 120 loaves of bread	Kharkiv, Mykolaiv, Kherson regions	The UN World Food Programme with the support of ADRA Switzerland
Protection: Psychological assistance	1 021 people	-	Dnipropetrovsk, Kyiv, Chernihiv, Ivano-Frankivsk, Vinnytsia, Cherkasy, Lviv, Kharkiv, Khmelnytskyi, Odesa, Ternopil, Sumy, Rivne, Poltava, Mykolaiv, Kirovohrad, Luhansk, Zaporizhzhia, Zhytomyr, Volyn regions	The Government of Canada, ADRA Canada, ADRA Germany, Aktion Deutschland Hilft
Protection: Legal assistance	72 people	-	Dnipropetrovsk, Donetsk, Zakarpattia, Zaporizhzhia, Kyiv, Mykolaiv, Odesa, Poltava, Kharkiv, Kherson, Khmelnytskyi, Cherkasy regions	ADRA Germany, Aktion Deutschland Hilft
Protection: Protection centers for IDPs	454 people	4 protection centres for IPDs	Zhytomyr, Poltava, Dnipropetrovsk, Kyiv regions	ADRA Germany, Aktion Deutschland Hilft
Protection: Evacuation	957 people	60 evacuation trips	Dnipropetrovsk, Mykolaiv, Zaporizhzhia, Donetsk, Kherson regions	The Government of Canada, ADRA Canada
Protection: Transportation	1 977 people	91 trips	Dnipropetrovsk, Zaporizhzhia, Kherson regions	ADRA Germany, Aktion Deutschland Hilft
Shelter: Shelters for IDPs	784 people	4 shelters for IDPs	Dnipropetrovsk, Lviv, Chernivsti regions	The Government of Canada, ADRA Canada
Shelter: Light / medium repairs + NFIs	177 people have received construction materials	Distribution of construction materials Light/Medium repairs by contractor (Installation of windows and doors)	Kherson, Zaporizhzhia regions	ADRA Network
Non-food Items: Support of centers for IDPs	-	5 pallets of kitchenware 95 boxes of second-hand clothes 87 shower cabins	Lviv, Dnipropetrovsk regions	ADRA Japan
Medical assistance: Support of medical institutions	-	691 boxes of sanitizing liquid	Zaporizhzhia, Dnipropetrovsk, Kyiv regions	ADRA Japan
Education	244 people	30 children project covers 80% of tuition fees 9 individual PSS sessions 1 Event for External beneficiaries 4 extracurricular educational activities 1 workshop for teachers	Lviv region	ADRA Germany
MPCA (CASH)	12 people	Total amount: 3 267 USD (129 600 UAH)	Dnipropetrovsk, Donetsk, Zaporizhzhia, Kherson, Chernivsti, Lviv regions	ADRA Japan, Japan Platform



HIGHLIGHT

Social transportation for residents of Stepnenska community in Zaporizhzhia Region is organized by ADRA Ukraine and ADRA Germany

The PEACE project, supported by [Aktion Deutschland Hilft](#) and [ADRA Germany](#), continues to provide free social transportation services for residents of Stepnenska community in Zaporizhzhia District of Zaporizhzhia Region. The route covers six settlements, providing residents with access to critical infrastructure. Between January 30th and April 4th, 2024, 609 people used social transport in this community.

This transport assistance is provided by ADRA Ukraine at the request of the Stepnenska village council. The village population is 6,000 people and it has become a refuge for almost 400 IDPs. Due to the hostilities and the community's proximity to the frontline, commercial and public transportation system in the area is disrupted, so there is a need for free social buses. The buses travel twice a week, on Tuesday and Thursday, and their route runs through the villages of Stepne, Shevchenkivske, Novostepnianske, Lezhnye, Natalivka, and Rostushche.

The PEACE project also organizes social trips in other regions: Mykhailo-Lukashevka community of Zaporizhzhia Region, Apostolivska and Zelenodolska communities in Dnipro Region, and Novovorontsovka community in Kherson Region.

In total, 3,823 people in Zaporizhzhia, Kherson, and Dnipro Regions have already benefited from the PEACE project between January 29th and April 4th, 2024.

05/04/2024

This publication on our website:

<https://www.adra.ua/en/social-transportation-for-residents-of-stepnenska-community-in-zaporizhzhia-region-is-organized-by-adra-ukraine-and-adra-germany>



HIGHLIGHT

At the meeting with the head of Vilkhuvata community, ADRA Ukraine representatives discussed the delivery of humanitarian aid provided by UN WFP

On April 2, representatives of [the UN World Food Programme](#) team, which is implemented in partnership with ADRA Ukraine (with the support of [ADRA Switzerland](#)), met with the head of the Vilkhuvata community in Kupiansk District, Kharkiv Region, Mr. Yevhen Shapoval. The purpose of the meeting was to address the humanitarian crisis, taking into account the security situation. In addition, ADRA Ukraine has brought 1,400 food parcels from WFP to the village of Prykolotne, and is now planning to distribute them to the residents in the near future.

Since the Vilkhuvata community is located in the area of intense shellfire, the delivery of humanitarian aid to its residents requires additional security measures and coordination between volunteers and the local administration. The distribution schedule will be agreed with the community leader. In the event of heavy shellfire, the delivery may be suspended for several days.

Today, about 2,000 people are staying in the community. These are mostly people of retirement age, who survive only thanks to their gardens and humanitarian aid. Now these people receive monthly food kits and fresh bread from WFP on a weekly basis.

11/04/2024

This publication on our website:

<https://www.adra.ua/en/at-the-meeting-with-the-head-of-vilkhuvata-community-adra-ukraine-representatives-discussed-the-delivery-of-humanitarian-aid-provided-by-un-wfp>



HIGHLIGHT

A new creative hub for children, teenagers and parents has been launched in Mykolaiv with the support of ADRA Ukraine and our Danish partners

On April 9, the **“Common Language” creative hub** was opened in Mykolaiv at Branch #15 of M. L. Kropyvnytskyi Central City Library. This hub was created by the META «From Common Vision to Common Action» Foundation in cooperation with the library. The project is being implemented with the support of ADRA Ukraine within the framework of the **“Support for Community Initiatives”** program funded by **the Ministry of Foreign Affairs of Denmark (DANIDA)**. The hub will facilitate the organization of joint leisure activities for families, psychological relief, and the development of creative abilities of children and teenagers, their parents, and library users.

The creative hub is a multifunctional space with different locations, namely, exhibition, educational, creative, and multimedia zones. Iryna Boyar, coordinator of the Community Initiatives Support Program at ADRA Ukraine, explains: “We wanted to support the residents of this particular neighborhood because it is the most remote part of the city. Due to the low cost of housing, there are a lot of residents from different cities, many IDPs. And since children are now studying online, we wanted to support the creation of a space where children can spend their leisure time.”

On the opening day of the Common Language hub, **Norwegian People’s Aid** specialists from the humanitarian demining team instructed young visitors on mine safety rules using themed comics books, quests, and coloring books. There was also a master class on making the “Angel” rag doll conducted by Olha Tarasova, a craftswoman from the Artspokusa Cultural and Artistic Association.

The hub is located at 3-A Kazarskoho Street, Mykolaiv.
The library is open every day except Sunday and Monday.
Contact phone number: (0512) 30-46-25.

17/04/2024

This publication on our website:

<https://www.adra.ua/en/a-new-creative-hub-for-children-teenagers-and-parents-has-been-launched-in-mykolaiv-with-the-support-of-adra-ukraine-and-our-danish-partners>



Success Story

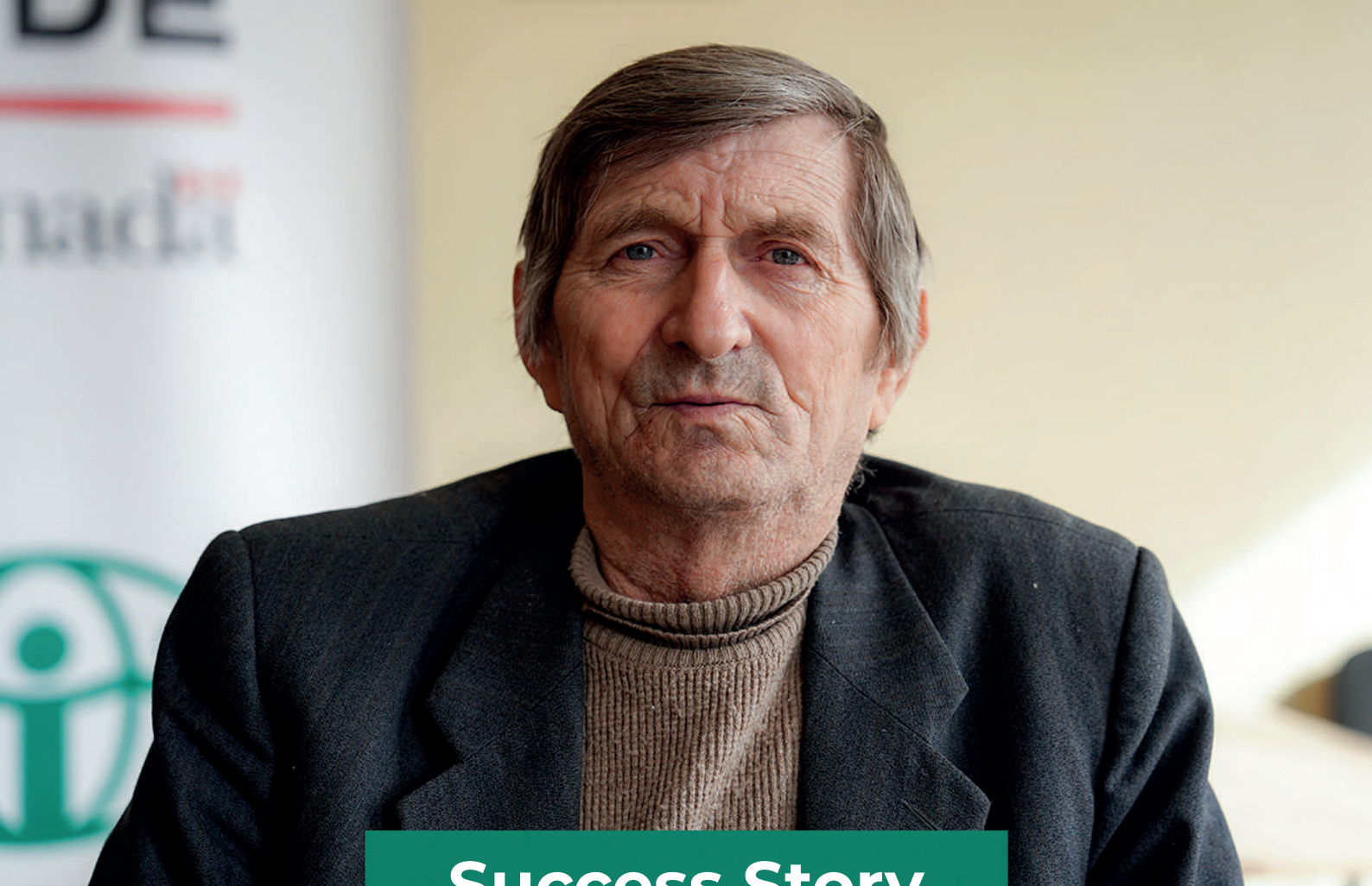
**Tatyana (the name was changed by the woman's request)
from Donetsk city**

Our beneficiary is from Donetsk city. The conflict there started long before the events of 2022. However, the woman couldn't leave because her mother was ill and was against moving to another place. So for several years, they were living in constant stress with sounds of frequent explosions.

Unfortunately, after some time, the woman lost her close relative. After that she and her husband decided to move to a safer place, thus they arrived to Zhytomyr city of Zhytomyr region. There that the woman got acquainted with ADRA Ukraine and began receiving assistance within the framework of the «PEACE Bridging Period» project supported by [Aktion Deutschland Hilft](#) and [ADRA Germany](#).

"We like coming to the ADRA Ukraine protection centre, people here always greet us with smiles and life becomes a little easier" she says.

The woman started receive psychological assistanse sessions, which turned out to be very useful. Thanks to ADRA psychologists, she was able to find positivity in life again, thus she is very grateful.



Success Story

Vasyl Sukhovi
from Bilovodsk village of Luhansk region

"There were shots in the town, there was everything, life is bad there now" says Vasyl, a pensioner. Due to the full-scale invasion, he was forced to leave his home and seek refuge in another city. That is how the man arrived in Dnipro city in a shelter provided by [the Government of Canada](#) and [ADRA Canada](#), where he has been living to this day.

"There are no problems with food or housing, everything is fine" he says.

He likes the shelter. The conditions and the people there help IDPs to feel comfortable like at home.

"I want to go home, but no one knows what will happen there" Vasyl shares his feelings. He is one of many Ukrainians who cannot return to their homes due to the difficult circumstances in the country.

"I want to thank everyone, this is a great help" he says. Without sponsors, organisers, volunteers and others who help, many people would be left homeless.



Success Story

Svitlana Khristova
from Kindrashivka village of Kharkiv region

Svitlana is from Luhansk city, but has been living in the Kharkiv region for over 40 years. The Kindrashivka village is regularly shelled, but the woman does not want to move from the place that has become dear to her. It is very difficult to live in constant fear during explosions and increasing danger. Many enterprises have to close, and people left without jobs. Some shops have also been destroyed and still have not resumed their work again. Thus, there are such problems with food in the region.

"Thank you, because of you, we do not starve" says Svitlana, addressing ADRA Ukraine, [the UN World Food Programme](#) and [ADRA Switzerland](#). These organizations help people in the village to have food for life.

Food boxes contain products that can be stored for a long time and protected from temperature fluctuations.

"You come here, risking your life, thus we do not starve here" she continues.

The Kharkiv region is constantly under shelling, so people there cannot often receive assistance. However, volunteers from ADRA Ukraine are regularly bringing humanitarian aid, for which people are very grateful.



More news

Hundreds of food kits from the UN World Food Programme and ADRA Switzerland were received by residents of the Kupyan district in the Kharkiv region

02/04/2024

ADRA's Unwavering Commitment to Healing Communities Despite Two Years of Conflict

09/04/2024

Female IDPs harmonized their emotional state at a psychological training in Zhytomyr facilitated ADRA Ukraine

09/04/2024

Residents of Kryvyi Rih have received free consultations by ADRA Ukraine lawyer

16/04/2024

ADRA Ukraine, with the support of Danish partners, helped a local foundation in Mykolaiv to reconstruct a football field for children

18/04/2024

Residents of the "Hostyna" shelter in Dnipro painted to overcome negative emotions at a meeting with a psychologist from ADRA Ukraine

22/04/2024

In Kharkiv Region, ADRA Ukraine in partnership with the UN World Food Programme and ADRA Switzerland distributes food kits and plans to provide cash assistance

25/04/2024

Residents of one of the districts of Kherson receive about 4.5 thousand loaves of bread every day thanks to the UN World Food Programme, ADRA Switzerland and ADRA Ukraine

30/04/2024



Kyiv
Left Bank SDA Church
St. Mykytenka, 20A

11 May
6:00 p.m. (GMT+3)

Mother's PRAYER

CHARITY CONCERT

Anzhelika Rudnytska and Anatoliy Matviychuk will take part in a charity concert in Kyiv to support a shelter for displaced people

A charity concert dedicated to Mother's Day will be held in the city of Kyiv at the Left Bank SDA Church (St. Mykytenka, 20A) on May 11 at 6:00 p.m. (GTM +3). The organizer of the event is the charity organization ADRA Ukraine (Adventist Development and Relief Agency). Special guests of the concert are Honored Artist of Ukraine, TV presenter, singer Anzhelika Rudnytska and People's Artist of Ukraine, singer, poet, composer Anatoly Matviychuk.

Nikita Isakov, Lesya Lupulishena, Vitaly Pryimuk will also sing for the visitors. The highlight of the evening will be the performance of the Kyiv Brass Band of the Seventh-day Adventist Church.

The funds raised during the concert will be used to support a shelter where live Ukrainians, who lost their homes due to shelling or fled from the occupied territories.

Link to the broadcast:

<https://www.youtube.com/watch?v=oWq1wN6VKDM>

You can join to our fundraising by following this link:

https://secure.wayforpay.com/donate/ADRA_Ukraine_ua

We invite everyone!

FREE ENTRANCE

Thank you for supporting Ukraine!



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You can support ADRA Ukraine projects here:

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