

ADRA UKRAINE

NEWSLETTER



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Interview

'We used to be just a train, but now we are also becoming a track' - How ADRA Ukraine's strategy is changing

Kostiantyn Sych is an advisor to the president of the charity ADRA Ukraine. He is responsible for the organisation's development strategy, optimising business processes and ensuring effective cooperation between departments and staff. In this interview he talks about the dynamics of change in the charity and his vision for the future.

— Kostiantyn, how do you assess the overall performance of ADRA Ukraine during the years of full-scale invasion?

— It is difficult to evaluate the strategy of ADRA Ukraine as an organization until 2023, since in the first year of the full-scale invasion, 2022, many decisions had to be made urgently due the uncertainty situation. We were forced to respond to emergencies without the possibility of planning. At that time, there were mainly short-term strategies for individual projects. Our organization has shown high results. This applies both to the participation of ADRA Ukraine in the humanitarian direction, in particular in [the UN World Food Programme \(WFP\)](#), and in separate programs with other countries - Canada, Japan, Slovakia. Many projects were introduced, all of them at the beginning of the war were initiated by partners of ADRA Ukraine from other countries. This was implemented effectively, as confidence in our organization was strengthened, although on this path there were both successes and

mistakes, achievements and losses. ADRA Ukraine was at the forefront of changes, and it was not easy. Nevertheless, the organization accepted the challenges of that time and have implemented powerful projects. After 2023, there was an opportunity to build a full strategy for the organization due to the fact that the situation in the country has stabilized, certain rules of the humanitarian sphere have begun to be accepted and the need for long-term planning has appeared. Watching the results now, I can say that the organization's activities over the years became high level.

— Have you noticed any changes during your tenure, and if so, what have they been?

— Yes, the first year was very difficult, as I mentioned. When I joined the team in June 2023, more than a year had passed since the start of the full-scale war. I can say that from 2023 to September 2024, ADRA Ukraine changed significantly, and the changes were for the better. In particular, a development strategy for the next 2-3 years was developed, management levers and responsibilities were introduced, and it was decided to reorganise many departments. For example, the psychological service was reorganised - all the psychologists were brought together in a single psychological service of ADRA Ukraine. We also conducted research to create our own online health and medical platform. KPIs (Key Performance Indicators) were introduced for project management, the project department and project managers. Although these KPIs are specific to project managers, they affect all other departments and unite the organisation to work more efficiently. Many changes have taken place, the quality component and the team approach have improved. Some people have left projects and new people have come in, but in general the quality approach now prevails. This has resulted in a strong team, new projects, new donors and significant funds being entrusted to us as an organisation. So, these are big and serious changes that have been noticed even externally, and in September 2024, [ADRA Ukraine entered the top 50 charities in Ukraine](#), ranking 13th in the ranking according to Forbes Ukraine magazine.

— Speaking of the strategy that has emerged, what does it look like at the moment and in what direction will the organisation now develop?

— Until 2023, the main strategy of the organisation can be described as follows: symbolically, it looks like a train that transports goods from point A to point B and provides this service efficiently. Donors trusted certain humanitarian projects, and ADRA Ukraine's task was to deliver their aid to the final beneficiaries as quickly and efficiently as possible by implementing the relevant projects. Now we continue this work, but we also develop our own products, our own projects or joint projects with other donors to have our own solutions. We have implemented support programmes, including grants to private initiatives for displaced people and organisations that support social entrepreneurship. These grants are aimed at developing businesses. We are initiating many new projects to become a platform for the development of other organisations. This means that we are now not only a 'train' that delivers



Since the first days of the full-scale war ADRA Ukraine provides assistance to people in need

humanitarian goods from point A to point B, but also a 'track' on which other similar 'trains' can move. We are developing as a platform, including a digital one, to help in the areas of health and education, which are our two priorities - the development of health and education for every Ukrainian.

— That is very interesting, especially the comparison with the railways. And speaking of goals or objectives, could you be more specific about what you are planning in the education and health sectors?

— In the health sector, the first priority was to optimise the work of psychologists. We have created the ADRA Ukraine Psychological Service, which includes all staff psychologists. They provide services to the final beneficiaries independently of the projects. This is very important for us because it is the first step towards creating an independent psychological service unit at ADRA Ukraine. We plan to develop this service and create an online platform where people can apply not only with donor funding but also at their own expense to receive psychological assistance and work with our psychologists on an individual basis. This is our second such 'track'. It used to be donor-funded only, but now people can pay for it themselves if they see the need and it makes sense to them. The projects have many components of psychological support, but it is often limited in time due to financial constraints. However, if a person sees results, benefits, and has the opportunity to continue to receive such support at their own expense, we want to facilitate this as much as possible. This also reduces the financial burden on donors in cases where the client is able to pay for the services they have ordered.

The second thing we are doing is developing and creating an app and a platform where we can expand other health services. This will include endocrinology, traumatology, rehabilitation, where people will be able to find doctors and get help and, if possible, funding from ADRA Ukraine. In addition, users will be able to donate funds for others when someone needs help. We are actively developing this product.

The third stage of our goal is to launch the health platform by the end of this year. In two or three months we will start a test phase for its implementation. And from the new year, we plan to launch educational programmes that will be implemented in cooperation with educational institutions. They will combine physical development and practical areas of work such as greenhouses, agriculture, etc. Educational programmes are very important to us. We are working on developing materials for working with veterans, as well as protocols for supporting children of war.

These training programmes aim to equip their participants with the knowledge to work with veterans, victims and children who have found themselves in extremely difficult circumstances and are likely to be classified as children of war in the future. The programmes provide professional support for doctors, psychologists and other professionals working with vulnerable groups, which currently make up 99% of the Ukrainian population. We are all vulnerable, living under the daily threat of rockets and bombs.

— In terms of educational programmes, do you work directly with schools or universities?

— Not only that. We also mean work with schools, with students, with pupils, as well as professional preparation of materials for doctors, teachers and other professionals, including psychologists who



ADRA Ukraine works in educational institutes



Pupils receive free psychosocial support

work with people. We always have two tracks in mind. These are joint projects with universities and schools where we want to introduce practical agricultural skills so that students can see how everything grows and develops and understand the principle of 'what you sow, you reap'. There are many innovations in this area that we will be sharing with you in the new year.

— Is agriculture for schoolchildren or students, so that graduates of such institutions can then use this knowledge to boost Ukraine's economy?

— In global terms, we are talking about creating conscious citizens who know what they are doing. It is perhaps less about the economy and more about these people staying in Ukraine, being conscious and investing their energy and their minds in the prosperity of the country.

— Are there any changes or planned changes in ADRA Ukraine's partners and donors?

— Yes, there are changes. When we developed the strategy, we decided that the strategy is not only what we do, but also what we don't do. Therefore, it was decided not to take on small and medium projects because our organisation is very large and global partnerships with international and national foundations are important to us. We cannot support or take on small projects or tasks, so we delegate them to smaller and more flexible foundations. Our strategy involves a shift from quantity of projects and donors to quality. Although the number of projects has decreased, the projects themselves have become much larger - both in terms of funding, coverage and number of beneficiaries. We are joining large and powerful projects because ADRA Ukraine is a strong organisation that now focuses on high quality and large-scale initiatives.

— As the war continues, is there a problem of foreign partners or donors getting tired of Ukraine, tired of helping it?

— This is a general trend. In fact, in 2024, compared to 2023, there was a significant decrease in donations and support for Ukraine. We can see this in the number of donations on the public fundraising platform UNITED24, as well as in the reduction of funding from the five largest donor organisations. This is a challenge, and that is why we are gradually moving from a strategy where we act as a 'train' delivering aid from point A to point B to a strategy that allows us to be more independent, to introduce more of our own products and to develop. But globally, yes, funding has decreased.



Partners from ADRA Canada visited the «Misto Dobra» shelter in Chernivtsi city

Thanks to our strategy, our effective work and the direction of ADRA Ukraine's development, we are not facing a decrease in funding. Projects continue to come in, they are large and have significant funding, which is an indicator of a high level of trust from donors. Therefore, despite the general trend of decreasing funding, ADRA Ukraine is seeing an increase in the number of partnership agreements and contracts. This is a challenge, but we are working successfully and, in my opinion, very effectively.

— **What other challenges or difficulties have you had to overcome?**

— A major challenge for us has been the safety of our staff. Our evacuation buses and vehicles work around the clock in difficult conditions, but they were not protected from being sent to the front line. So one of the challenges was to ensure the protection of the people who have been working since the beginning. Recently, we were given this opportunity: ADRA Ukraine has been recognised as a critical infrastructure organisation, which gives us the right to book staff. This is an important decision that will allow us to continue to help Ukraine with a permanent team, without the risk of losing specialists. Our staff were aware of the risks, but many of them were reluctant to take up arms, mainly for religious reasons. So that was our first challenge, and thank God it was overcome.

The second challenge is to support our team under heavy workloads. ADRA Ukraine invests its own resources and seeks additional funding to organise team trips, training and support for staff. Every week we hold a general online meeting in ZOOM where everyone can share their concerns and needs. On Mondays we have online prayer meetings where we support each other and discuss spiritual issues. This helps us to focus on the team and not lose sight of them.

The third challenge is insufficient funding to support the professional staff who work 40-46 hours a week. We are constantly looking for additional sources of funding to support the team beyond donor funding. We are working to develop other areas that will help ensure the financial stability of the organisation.

These are the three main challenges we have faced. We have solved the first. The second is the ongoing training and development of the team. And the third is to retain the team through constant attention to each of its members.

— **What do volunteers need to make the work of ADRA Ukraine successful? Do you have any wishes for the volunteers?**

— We already have a united spirit, common goals and trust in each other. We have gone through difficult times and have moved from chaos to systematic work. Our team is very strong and I am confident that we are moving according to the plan we have been working on. Now we just have to keep going and keep going, because we have everything we need to succeed. My wish is my credo: 'Full steam ahead'. We are moving forward, to every beneficiary who is waiting for our help. So every day is full steam ahead!



The volunteers work under the risk of own life



Evacuation from the frontline territories

Assistance activity statistics for September 2024

Component	Number of beneficiaries	Count of support	Region of assistance	Donor Name
Food Security	216 125 people	86 080 food kits 495 440 loaves of bread + institutional feeding	Kharkiv, Mykolaiv, Kherson regions	The UN World Food Programme with support of ADRA Switzerland
Social Transport	1 248 people	62 trips	Dnipropetrovsk, Donetsk, Zaporizhzhia regions	Aktion Deutschland Hilft, Ministry of Foreign Affairs of the Czech Republic
PSS	5 069 people	1 570 individual sessions 3 143 group sessions 365 psychoeducation	All regions	Japan Platform, ADRA Japan, ADRA Sweden (RadioAid), ADRA Denmark, Danish International Development Agency, Ministry of Justice of Government of the Faroe Islands, Aktion Deutschland Hilft, Ministry of Foreign Affairs of the Czech Republic
Protection centers	923 people	5 protection centers for IDPs	Khmelnysk, Zhytomyr, Poltava, Dnipropetrovsk, Kyiv regions	ADRA Sweden (RadioAid)
Winterization	-	2 thermopots for 2 educational institutions, 14 water purification stations	Mykolaiv region	The Church of Jesus Christ of Latter Day Saints
Education and MHPSS	757 people	352 individual sessions 312 group sessions 93 psychotherapy sessions	Lviv, Dnipropetrovsk, Kyiv, Kherson, Poltava regions	ADRA Australia



HIGHLIGHT

Humanitarian organizations discussed plans for further assistance to the affected population of Kharkiv region

The representative of ADRA Ukraine Marina Potekha took part in the meeting of partners of the Food Security and Livelihoods Cluster in Kharkiv region, which took place on August 27 in Kharkiv. The participants of the meeting shared their experience in providing humanitarian assistance. The ADRA Ukraine specialist informed the partners about the charitable organization and projects implemented in the Kharkiv region.

Those present also exchanged information on access to communities related to the security situation. In the course of the report from the representatives of the food cluster Kateryna Lavrenko and Vitalia Razhivyna on the provision of assistance for July, they analyzed which settlements remained not yet covered by the assistance.

Such a meeting at the regional level takes place monthly in the premises of the Center for the Development of Civil Society in Kharkiv.

ADRA Ukraine expresses its gratitude to the authorized persons of the Food Security and Livelihood Cluster for comprehensive assistance in the implementation of humanitarian projects in the Kharkiv region.

03/09/2024

The publication on the website:

<https://www.adra.ua/en/humanitarian-organizations-discussed-plans-for-further-assistance-to-the-affected-population-of-kharkiv-region>



HIGHLIGHT

ADRA Ukraine psychologist provided art-therapeutic assistance to displaced children in Lviv

In one of the modular towns of Lviv, where live IDPs, on September 8, was held a quest for children “Country of Change” under the slogan “Change yourself – change the country.” The event was organized by volunteers of [the Seventh-day Adventist Church](#), [the Institute of Injuries Healing](#) and [the Ukrainian Bible Society](#). The charitable organization ADRA Ukraine joined the event, providing internally displaced children and parents with psychosocial assistance with the support of [ADRA Australia](#). On that day, 96 children and 20 adults took part in an art therapy class. In addition, the children received gifts from the Samaritan’s Bag charity project.

In the following days, from September 9 to September 12, during group classes from the Institute of Injuries Healing, ADRA Ukraine psychologist Kateryna Zinchak continued to help children in a special art therapy studio.

The leadership of the modular town showed interest in further cooperation with the team of the ADRA Ukraine educational project, implemented with the support of ADRA Australia. After all, residents of the town, including children from Lysychansk, Donetsk, Kharkiv and other cities who have seen death and occupation, need regular psychological help. As the coordinator of the educational project Yana Reznikova notes: “We noticed that due to online learning and the inability to attend school, many children living in the town suffer great educational losses. They lag behind their peers and therefore need psychologists and teachers to deal with them in the future.”

13/09/2024

The publication on the website:

<https://www.adra.ua/en/adra-ukraine-psychologist-provided-art-therapeutic-assistance-to-displaced-children-in-lviv>



HIGHLIGHT

Honored guests from Denmark visited Snigurivka city, where ADRA Ukraine and partners are restoring educational institutions

On September 18, a delegation of representatives of [the Danish International Development Agency \(DANIDA\)](#) visited the city of Snigurivka of Mykolaiv region. The purpose of the visit is to monitor the course of the project for the reconstruction of the social infrastructure in the Mykolaiv region, within the framework of which the restoration of the sports hall in Snigurivsky Lyceum No. 3 was completed at the moment, and the restoration of the catering unit continues in another lyceum of the city. The project with the support of DANIDA is implemented jointly by the charitable organization ADRA Ukraine, [ADRA Denmark](#) and [DanChurchAid \(DCA\)](#).

During the visit, there were present the head of the Sniguriv city military administration Ivan Kukhta and the head of the education department of the Sniguriv city council Oksana Zabava. The partners discussed with representatives of the Ministry of Foreign Affairs of Denmark the next steps to restore social infrastructure and the prospects for partnership.

23/09/2024

The publication on the website:

<https://www.adra.ua/en/honored-guests-from-denmark-visited-snigurivka-city-where-adra-ukraine-and-partners-are-restoring-educational-institutions>



Story

**Tatyana from Novovorontsovka village of Kherson region
now she in Kryvyi Rih city of Dnipropetrovsk region**

Tatyana is from a village in the Kherson region. Unfortunately, her house was damaged due to constant shelling, so it became impossible to live in it anymore. Because of these life circumstances, she was forced to move with her family to Kryvyi Rih city, in the Dnipropetrovsk region. The situation there is a little safer and calmer.

Since her house is in a damaged condition, she needs to constantly go home to repair it as possible, as well as collect all the documents about the house damage status for the administration of the village.

Therefore, there was a strong need for transport. After all her losses, city taxi service is too expensive for her, and on an ordinary salary a woman cannot afford to regularly travel to her home village.

When she got an information from friends about free social transportation from ADRA Ukraine, she immediately signed up for.

As she says: "This is a very big saving for people!"

The woman is sincerely grateful for this help. Thanks to free transportations from ADRA Ukraine with the great support of [Aktion Deutschland Hilft](#), [ADRA Germany](#) and [ADRA Korea](#) people can solve their affairs in their home villages and return back to a safe place.



Story

Victor Zhiltsov from Kherson region

Victor lives in the Kherson region, where active hostilities continue to this day. Life in such conditions is very difficult. Enterprises stop working, infrastructure is partially destroyed, and residents are trying to survive, because it is difficult to find work. Therefore, people need even to be provided with basic things.

"We got a basic family kit. There are food and hygiene products. Everything we need today. " says Victor.

Thanks to this kit, people will be able to prepare food for their families. Also, thanks to household appliances, people will be able to take care of their home and clothes.

"Thank you to the charitable organizations ADRA Ukraine, [ADRA Japan](#) and [Japan Platform](#) for helping! You are really interested in us, the inhabitants of dangerous territories. "

The man is sincerely grateful to everyone who takes care of the settlements with active hostilities. After all, there are a large number of children, pensioners, men and women who are in real need of support.



Story

Natalya Garmash from Centralne village of Mykolaiv region

Natalya is 28 years old, previously she worked as a teacher in a preschool educational institution, and now she is on maternity leave. The woman comes from the Kherson region. Since the full-scale invasion situation in her village became very dangerous, and later it was completely destroyed, thus she and her family moved to another region. Now they live in the Mykolaiv region.

"Before the full-scale invasion, we had everything, and most importantly - a peaceful life that no one will return now..." the woman says.

Shelling, air-alarms and explosions have become part of their life. Of course, in the Mykolaiv region it is now a little calmer, but it is very difficult to live in such an atmosphere with a small child.

"We are lost everything we had before the full-scale invasion. We use the food kits, it is very useful help for us." explains Natalya.

The woman is very pleased with the food assistance kits provided by [the UN World Food Programme](#) with the support of [ADRA Switzerland](#) and delivered by ADRA Ukraine volunteers. Natalya cooks pastries, various cereals and soups. This support is essential for her family. Children need to be fed, and there is almost no money for this. Therefore, these products help so much. "Thank you for this monthly assistance!" says Natalya.



More news

Residents of Studenok village, who were evacuated due to a fire, received food kits from the UN World Food Programme

03/09/2024

ADRA Ukraine starts social transportation on new routes in Zaporizhzhia and Dnipropetrovsk region

05/09/2024

Women in the city of Khmelnytsky studied the "languages of love" with ADRA Ukraine psychologist

05/09/2024

Drones attacked the point of bread distribution in the Kherson region: a local volunteer received a concussion

10/09/2024

How to build relationships with children, discussed at a psychological meeting in the Shepetivka city

11/09/2024

UN officials on humanitarian issues discussed with partners assistance to vulnerable population of Kherson region

13/09/2024

Social transportation began in two communities in Zaporizhzhia

17/09/2024

Psychologists of ADRA Ukraine taught children in Zhytomyr region to overcome stress and be confident

17/09/2024

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