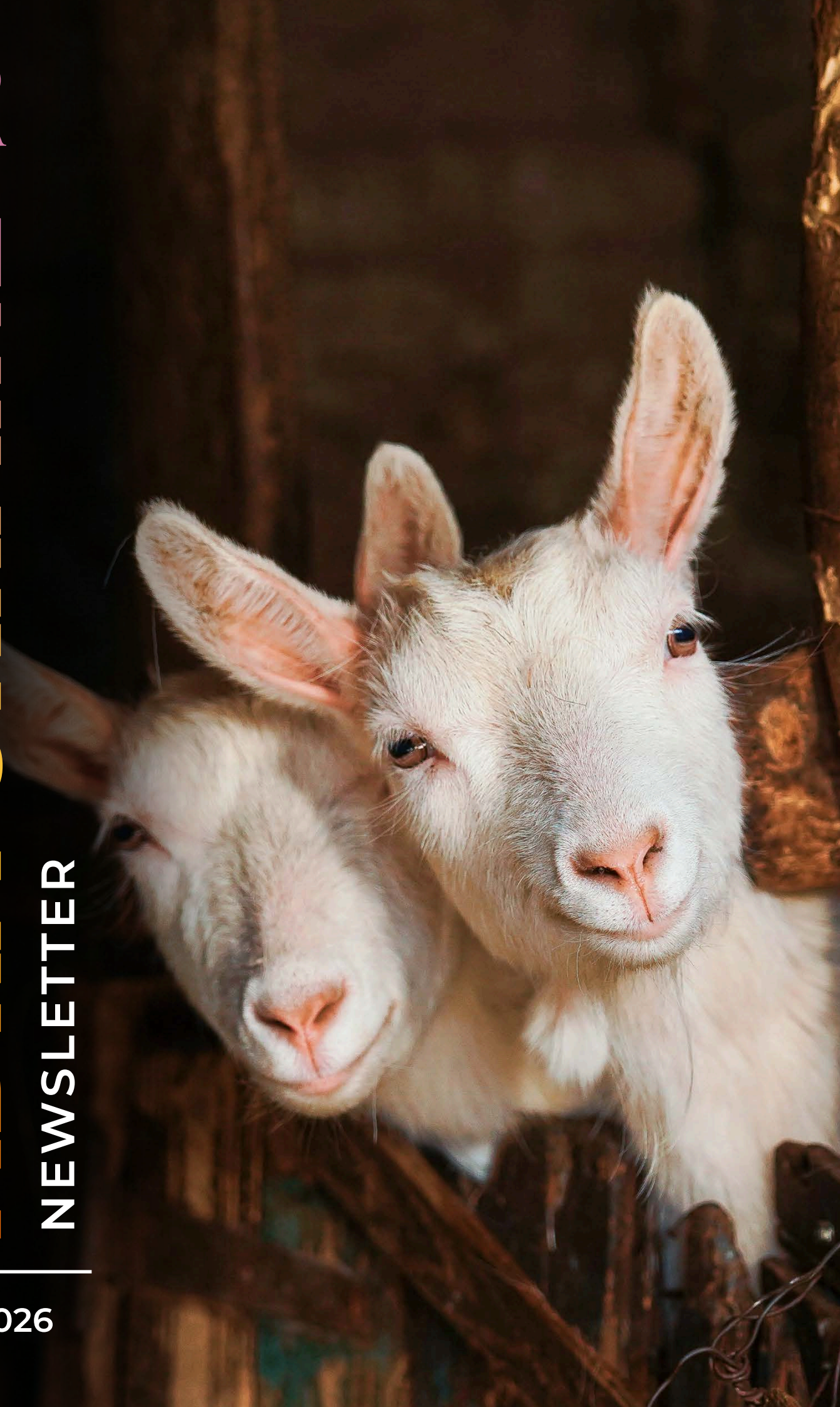




ADRA UKRAINE

NEWSLETTER

04/2026



WHY
LIVELIHOODS
MATTER FORUM
OCTOBER / 2025

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OCTOBER

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MATTER FORUM
OCTOBER

 **MARYNA POTIEKHA**
Project Manager at ADRA Ukraine

«WE HELPED PEOPLE KEEP THEIR LIVELIHOODS»

During the winter months, ADRA Ukraine implemented the “FROST” project (Fodder Relief for Overcoming Severe Temperatures), aimed at supporting the livelihoods of vulnerable households. The initiative lasted three months starting in December of last year and provided financial assistance for purchasing feed for livestock and poultry.

The project reached 77 households in the Kharkiv region (Barvinkove community and Novomykolaivka starosta district), each receiving UAH 14,700. This support helped families preserve their farms, strengthen food security, and get through the winter period more easily amid the war.

Project Manager Maryna Potiekha shares insights into the project's implementation and impact.

— Maryna, how did the idea for the “FROST” project emerge, and why was this type of support especially relevant now? Who were the donors and partners?

— The idea for the “FROST” project arose from the real needs we observed while working in front-line communities and regularly discussing them with humanitarian partners during coordination meetings. For many rural families, livestock is not just part of everyday life, it is their primary source of food and income. People get milk, meat, eggs, and can sell surplus products to support their families.

However, due to the war, job losses, rising prices, and overall economic exhaustion, keeping animals has become critically difficult. People often said they could barely provide for themselves, while also needing to buy feed, hay, veterinary supplies, and maintain proper conditions for their animals. Many were left with only one option: to sell their livestock or reduce their farming activities.

That is why we decided to support people in a way that would help them preserve their livelihoods and maintain the ability to provide for themselves in the future.

The donor of the project was [ADRA International](#), and implementation was carried out by the ADRA Ukraine team in coordination with local authorities.

— **Why was the Kharkiv region, specifically the Barvinkove community and Novomykolaivka starosta district, selected for implementation?**

— When selecting the location, we considered several key factors. First, the project's initial budget was limited, so we needed to choose an area where the assistance would have the greatest practical impact. Second, we focused on communities with a high dependence on agriculture and livestock.

Kharkiv region is one of the areas most affected by the war. The Barvinkove community and Novomykolaivka starosta district are predominantly agricultural, and many residents traditionally maintain households. For a large portion of families, this is not an additional activity, it is a matter of survival.

We also considered the specific need for this type of assistance and the lack of coverage by similar programs. Coordination with clusters and local authorities helped us define the target area.

— **What key needs did you identify before launching the project?**

— Before launching the project, we consulted with local authorities, the community, and potential participants. It became clear that the main issue was the financial inability to maintain livestock during the winter period.

People lacked funds for feed, compound feed, hay, veterinary medicines, repairs of farm buildings, and insulation of animal shelters. We also saw that many families were at risk of losing their only stable source of food.

For many, selling a cow, goat, or other livestock would mean becoming even more dependent on humanitarian aid in the future. That is why supporting livelihoods was extremely important.



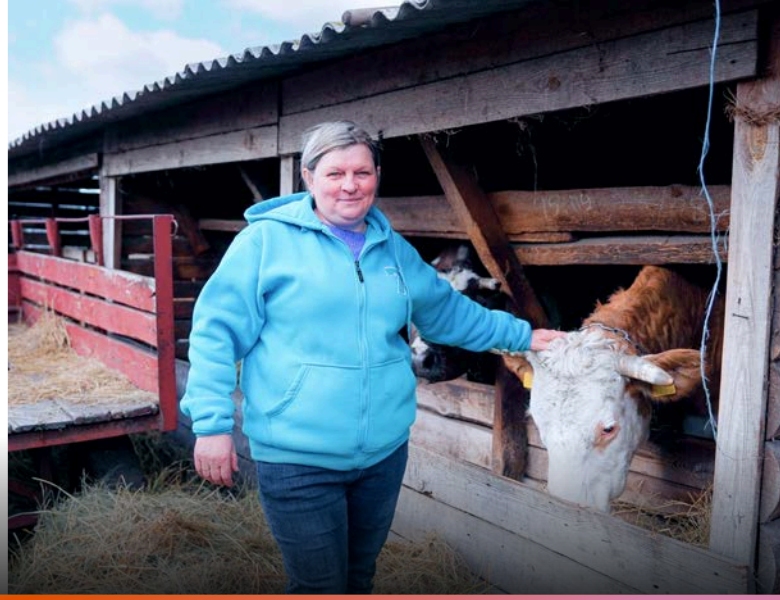
The population of the Barvinkove community depends on agriculture and livestock keeping.

— **Why did the cash-for-fodder format become the most effective solution in this context?**

— We chose a cash-based approach because it allows people to decide for themselves what their most urgent needs are. Each household has a different situation: some keep cows, others goats, others poultry, and some have multiple types of animals.

Accordingly, their needs vary. Some primarily need feed, others hay, others veterinary medicines or repairs. A standardized aid package would not effectively cover such diverse needs.

The cash approach allowed people to use resources where they were most needed and also supported local markets and vendors.



Someone keeps goats, someone keeps cows, or several types of animals at the same time.

— How were the 77 households selected?

— The selection process had several stages to ensure transparency and fairness. First, we worked with local authorities and analyzed information about vulnerable groups and livestock ownership.

Priority was given to families who kept livestock and belonged to vulnerable categories: people with disabilities, large families, single parents, unemployed individuals, pregnant and breastfeeding women, and elderly people.

We then announced an open call for applications and held an information day where residents could learn about the program and apply. The team verified eligibility and coordinated with local authorities.

As a result, 77 households were selected.

— What challenges did you face during winter implementation, and how did you overcome them?

— The main challenge was difficult weather conditions and an unusually harsh winter. Snow, ice, and poor road conditions made it hard to reach settlements for information campaigns, registration, and follow-up activities.

To overcome these challenges, we adapted travel schedules, coordinated closely with local authorities, used favorable weather windows, and planned field activities flexibly.

The team worked based on real conditions on the ground to ensure that no planned activity was lost.

— How important was cooperation with local authorities and the community?

— Cooperation was a key factor in the project's success. It allowed us to quickly inform residents, organize applications, and obtain important local data for proper participant selection.

Local authorities also provided premises for registration, helped with communication, and supported overall coordination.

Community trust in local structures encouraged more active participation.

— What results were achieved during the three months of implementation?

— The main result is that people did not sell their livestock and were able to continue keeping it during the critical winter period. Many participants said they could purchase feed, hay, insulate animal shelters, and provide necessary treatment.

For many families, this meant preserving a stable source of food: milk, meat, eggs, and other products.

We also received positive feedback from local authorities: some participants began selling surplus products at local markets, producing cheese, and selling milk or meat. Thus, the program not only supported households but also positively impacted the local economy.

— Were there any participant stories that particularly stood out?

— One story that stayed with us is about a woman around 75 years old from a village in the Barvinkove community. Even after some time, it was still difficult for her to recall those events.

During the occupation, when fighting was approaching the village, she realized she had to leave urgently. The most painful part was not leaving her home, but leaving her animals: goats, a cow, and chickens she had raised for years. She cried recalling how she opened the gate and let them go, hoping they would at least have a chance to survive.

For others, these might be just animals, but for her, they were much more: they were her life, her daily work, her stability. After de-occupation, she returned home and found her life destroyed.

Despite her age, she did not give up. She started rebuilding the place for animals, bought a goat on credit, and even kept it inside her house at first. Later, she gradually restored the shelter and bought chickens.

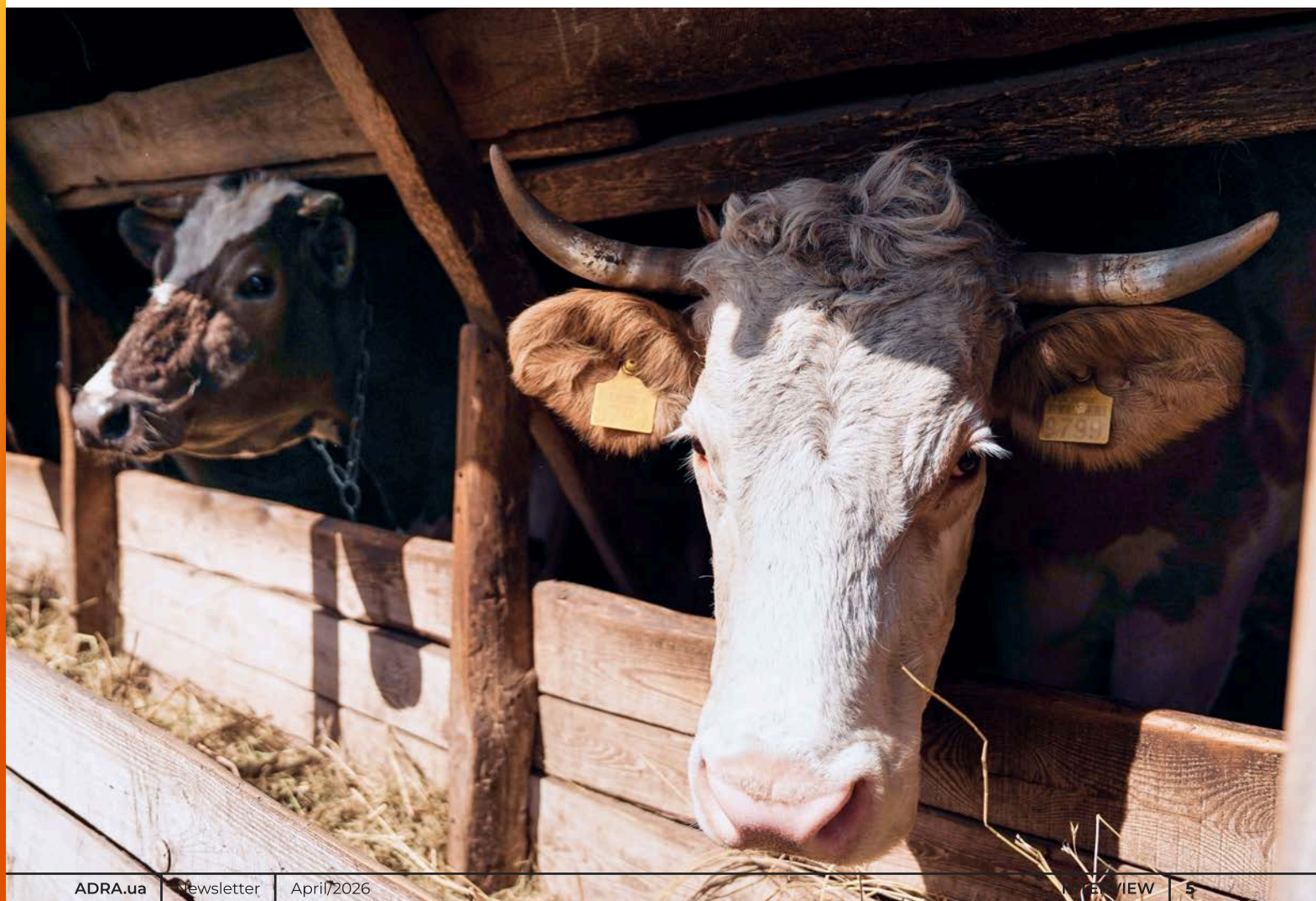
She says she still dreams of buying a cow again, though she understands how difficult it is financially. Even having milk and eggs for herself now helps her survive.

The project support allowed her to buy hay, feed, veterinary supplies, and strengthen her farm. Most importantly, she said it gave her hope that it's not too late to rebuild.

This story deeply moved me, it showed incredible human resilience.

— Which decisions proved most effective during implementation?

— One of the most effective decisions was program flexibility. Initially, funds were intended mainly for feed, but after speaking with participants, we saw the need for repairs, insulation, veterinary supplies,



and other expenses. We coordinated with the donor and approved a more flexible use of funds, which significantly improved effectiveness.

— **What did the team learn from implementing “FROST”?**

— We once again realized how important it is to listen to people and be ready to adapt approaches to real needs.

We improved our selection mechanisms, field coordination, community engagement, and adaptive project management.

— **What does it mean to you personally to see the results of such projects?**

— It means seeing that even relatively small support can truly change people's lives. It is not only about assistance but also about giving hope.

People in front-line communities are incredibly strong. They sustain villages, support local production, markets, and the country's economy.

Such projects also have a strong psychological impact. Having a farm, caring for animals, working, and seeing purpose in the future is also a form of recovery.



People in front-line communities support the country's local production and economy.

— **Do you see potential for scaling this type of support?**

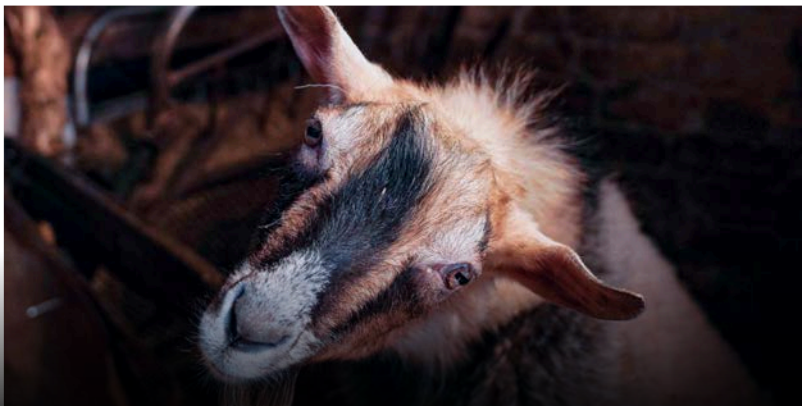
— Absolutely. I see strong potential, especially in rural communities affected by the war, occupation, or economic decline.

In many such communities, people rely on their own farms. Livestock provides both food and income. That is why supporting livelihoods is critically important.

Unfortunately, current support is much smaller than the actual need. Many people are motivated to rebuild but lack initial resources. Even small assistance can make a big difference.

Such programs are not just humanitarian aid: they are effective tools for early recovery. They help people become more self-reliant, reduce dependency, stimulate local markets, and preserve economic activity.

We believe: with broader funding and systemic support, these initiatives can be scaled across many regions of Ukraine.



The "FROST" project is an effective tool for early recovery of communities.

— What needs remain relevant now in the livelihoods sector?

— Support for livestock remains highly relevant. People also need support for small businesses, equipment, start-up capital, and resources to grow their own activities.

Many people want to expand their farms or start small businesses but lack funds.

That is why it is crucial to support those who are motivated to work and rebuild their communities.



STATISTICS OF ASSISTANCE PROVIDED

April 2026

Direction of assistance	Count of beneficiaries	Amount of assistance	Region of assistance	Name of Donor
Food Assistance	174 979 beneficiaries	83 815 food kits, 6 859 canned food kits, 301 265 loaves of bread, 6 500 ATB vouchers, food products for 2 collective centers	Kharkiv, Mykolaiv, Kherson, Odesa, Lviv, Dnipropetrovsk, Kyiv, Chernivtsi, Cherkasy, Vinnytsia, Chernihiv, Donetsk regions	The UN World Food Programme & ADRA Switzerland, ADRA Germany & ADRA Czech Republic & Aktion Deutschland Hilft & Advent-Wohlfahrtswerk (AWW), The Church of Jesus Christ of Latter-day Saints, ADRA France & ADRA Ukraine
Legal Assistance	130 beneficiaries	-	Zhytomyr, Kyiv, Dnipropetrovsk, Kharkiv, Sumy regions	ADRA Germany & ADRA Czech Republic & Aktion Deutschland Hilft & Advent-Wohlfahrtswerk (AWW), Danish International Development Agency (DANIDA), ADRA Japan & Japan Platform
MHPSS	2 868 beneficiaries: individual sessions - 1 496 people, group sessions - 667 people, trainings - 705 people	-	All Ukraine	ADRA Germany & ADRA Czech Republic & Aktion Deutschland Hilft & Advent-Wohlfahrtswerk (AWW), The Government of Canada & ADRA Canada, UNOCHA & Ukrainian Deminers Association, ADRA Japan & Japan Platform, Danish International Development Agency (DANIDA)
Protection Centers	904 beneficiaries	6 protection centers	Chernihiv, Kharkiv, Dnipropetrovsk, Mykolaiv, Sumy regions	The Government of Canada & ADRA Canada
Humanitarian Transportation	1 819 beneficiaries	80 trips	Dnipropetrovsk, Zaporizhzhia, Donetsk, Kherson regions	ADRA Germany & ADRA Czech Republic & Aktion Deutschland Hilft & Advent-Wohlfahrtswerk (AWW)
Education	197 beneficiaries	Co-financing of studies in 3 educational institutions, creative clubs, career guidance program	Kyiv, Vinnytsia, Dnipropetrovsk, Kherson, Lviv, Chernivtsi, Zakarpattia regions	German School Schulzentrum Marienhöhe & ADRA Germany, ADRA Australia
Education / MHPSS	965 beneficiaries: individual sessions - 256 people, group sessions - 709 people	-	Kyiv, Vinnytsia, Dnipropetrovsk, Kherson, Lviv regions	ADRA Australia
Non-food Assistance: generators	-	7 generators, 1 EcoFlow	Kyiv, Odesa regions	ADRA Slovakia
Protection: events and gifts for children	30 children	30 gifts	Kyiv region	ADRA Ukraine (ADRA Kids)
WASH	46 142 beneficiaries covered	2 boreholes, 1 water tower	Dnipropetrovsk region	ADRA Germany & ADRA Czech Republic & Aktion Deutschland Hilft & Advent-Wohlfahrtswerk (AWW)



HIGHLIGHT

REPRESENTATIVES OF THE DANISH EMBASSY TOGETHER WITH THE ADRA UKRAINE TEAM VISITED THE RESTORED EDUCATIONAL INSTITUTIONS

From April 14 to 16, [representatives of the Mykolaiv office of the Danish embassy](#) paid a monitoring visit to locations in the Mykolaiv region, where ADRA Ukraine is restoring educational institutions. They visited schools, lyceums, kindergartens in the Snihurivka, Halytsynove, Pryvilne and Chornomorka communities. The restoration continues within the framework of the project «RSIM — Reconstruction of Social Infrastructure in Mykolaiv» with the funding of [the Danish International Development Agency \(DANIDA\)](#) and the support of [DanChurchAid and Norwegian Church Aid in Ukraine](#) in cooperation with [ADRA Denmark](#).

Since 2024, ADRA Ukraine has been actively working on the restoration of educational institutions in the region. During this time, the organization contributed to the restoration of 17 educational institutions of schools, lyceums and kindergartens in various communities of the Mykolaiv region. Serhii Shevchenko, head of the Department of Education, Culture, Youth and Sports of the Pryvilne Territorial Community of the Mykolaiv Region, notes: *«When the full-scale war began in 2022, we worked remotely for almost a year because we were unable to arrange a shelter. In 2023, we made it on our own, but it needed improvement. This year, thanks to the help of ADRA Ukraine and partners, we managed to modernize the shelter, create decent conditions for students to stay and arrange an accessible entrance. We are very grateful that even small communities are paid attention to».*

Restoration of premises and arrangement of shelters in educational institutions are critically important for their full functioning and organization of the educational process. School is not only a place of study, but also a key element of the community's social infrastructure. They enables children to learn and parents to work, which in turn helps restore life in the community. It is not only about access to basic educational services, but also about the wider impact on the economic stability of families and community development in general.

Published On: 21.04.2026



HIGHLIGHT

RESIDENTS OF KHARKIV WERE TAUGHT DIGITAL LITERACY AND PROVIDED WITH PSYCHO-EMOTIONAL SUPPORT

In the ADRA Ukraine protection and support center in the city of Kharkiv, meetings were held for everyone who wants to improve their emotional state. The events were accompanied by a psychologist and a facilitator within the framework of the IHA MHWP project with the support of [the Government of Canada](#) and [ADRA Canada](#).

The first meeting was called «Small steps to confidence in the big digital world» for people of retirement age (50+). Participants got acquainted with the basic settings of smartphones, learned to search for information on Google, open useful sites and even tried to work with ChatGPT.

Also, during the class, useful online services that can make everyday life easier were considered.

The second meeting was devoted to psycho-emotional relief and friendly communication for people without age restrictions. Participants joined the creative activity — created a spring work. Such joint work helped to distract from daily worries, improve mood, feel each other's support and get pleasant emotions.

Such meetings help participants not only to acquire new knowledge and skills, but also to maintain an emotional state, communicate and spend time in a friendly atmosphere.



HIGHLIGHT

INTERNALLY DISPLACED CHILDREN WITH DISABILITIES RECEIVED GIFTS AT THE ADRA KIDS EVENT IN KYIV

On April 26, the ADRA Ukraine team, in the framework of [the ADRA Kids project](#), held an event for 30 children of vulnerable categories: with disabilities, internally displaced, as well as children from low-income and large families at the Kyiv Career Guidance Center for Children with Disabilities. The «Simia» club (EN: Family), whose participants specially came from the city of Vinnytsia to support children and conduct a creative program for them. As part of their activities, the children got acquainted with musical instruments and tried themselves in the game, feeling the joy of joint creativity.

The event was held in a warm, friendly atmosphere. Children were happy to participate in activities, interact with each other, discover new hobbies and receive positive emotions.

A special moment was the presentation of gifts at the end of the event. The sincere smiles of children and their joyful emotions became the best confirmation of the importance of such meetings.

The ADRA Ukraine team sincerely thanks the partners and all caring people who support the ADRA Kids project. It is thanks to your participation that we can create a space of care, development and joy for children.

You can join the fundraising for the ADRA Kids project [at the link](#).



The story of Alyona Marchenko from the city of Izium, Kharkiv region

«AT HOME IS STILL BETTER THAN ELSEWHERE»

Returning to her native Izium, Alona found her apartment destroyed: without windows and doors, among the ruins, which until recently were a cozy home. Despite the fact that the city is gradually recovering, everyday life here remains a test. Today, Alona herself raises her son in conditions of constant blackouts and air-raid alerts, where every household trifle, such as cooking dinner, requires extra effort.

«The apartment was completely broken... But home is still better than elsewhere. I don't want to leave at all, so we stay here and believe in better» - shares the woman.

Cash assistance from the UN World Food Programme became an opportunity for Alona to regain control over her family's diet. It was critical for her not just to receive the kit, but to be able to independently choose the foods that her son loves and eats. The opportunity to buy fresh products that the child needs, or sometimes necessary medicines instead of a universal food kits, enables Alona to provide her son with a complete diet, which is the basis of his health and development.

«It is more profitable to go and buy exactly what you will eat, what the child needs. Meat, medicine — it's much better. This allows us to stay in this difficult time» - says the woman.

This support is essential for family stability. When the son's basic needs for quality food are closed, Alona has a psychological space to focus on raising him and overcoming his daily difficulties. Such help does not just feed today — it gives mom confidence in the future, allowing the family to stay at home despite all the challenges of living in a front-line city.

In partnership with [the UN World Food Programme \(WFP\)](#), ADRA Ukraine, with the support of [ADRA Switzerland](#), provides financial assistance to the residents of the front-line territories. For people like Alona, it's primarily the freedom to choose what their children really need.

Targeted support enables parents to set their own priorities by purchasing fresh foods and medicines to suit family needs. This creates a foundation for stability: instead of forced adjustment to circumstances, people receive a resource to maintain health and life in their own homes.

The story of Olena Zhezhyra from the city of Kharkiv

«CONNECTED TO THE WORLD, DESPITE DISTANCE AND SIRENS»

At the age of 56, Olena Zhezhyra from Kharkiv learns to live anew — in a city where sirens have become a background noise, and children are hundreds of kilometers away due to the war. For Olena, the biggest challenge was sudden loneliness. She admits: even though it's impossible to get used to the shelling, the hardest thing is to feel the world around you rapidly digitize while you're alone with your questions and smartphone in hand.

«The children left abroad, but we stayed here. We hold on and continue our active life» - shares Olena.

The decision to take digital literacy courses was a step for Olena to regain control over her life. What used to seem difficult: banking, finding information or setting up messengers has now become a clear tool. These classes gave her not just knowledge, but the opportunity to be in touch with her relatives again.

In addition to studying, Olena found a real circle of communication and a warm atmosphere here, where peers support each other, and specialists patiently help overcome any barriers.

«It's like we know how to, but still can't do it completely. Now we have learned everything perfectly. We have such a good team formed, so we even help each other» - says the woman.

Such positive changes in the lives of Kharkiv residents become possible thanks to the support of [the Government of Canada](#) and [ADRA Canada](#), whose initiative within the framework of the "MHWP" project is implemented by the ADRA Ukraine team. For Olena, the support received is not only mastered technologies, but also the confidence that remains with her forever. Now she independently solves life issues, feels independent and modern, maintaining a connection with the world despite all the challenges of life in the front-line city.





MORE NEWS

[Four generators from Slovakia are already operating in Odesa: support for critical infrastructure continues](#)

Published On: 02.04.2026

[ADRA Ukraine and ADRA Canada visited Chernihiv region after getting acquainted with humanitarian work on the ground](#)

Published On: 06.04.2026

[Cash for animal feed: ADRA Ukraine visited the Barvinkivska community to assess the impact of the project](#)

Published On: 09.04.2026

[Verification of cash assistance beneficiaries from the UN WFP continues in Izium](#)

Published On: 10.04.2026

[ADRA Ukraine continues to deliver products from the UN WFP to Sloviansk and nearby communities](#)

Published On: 17.04.2026

[People of the older generation received psychological support at a meeting in Kharkiv](#)

Published On: 20.04.2026

[Almost a thousand food kits from the UN WFP were issued in front-line Novovorontsovka](#)

Published On: 24.04.2026

[ADRA Ukraine and the Coordination Humanitarian Center of Zaporizhzhia region outlined directions for cooperation within the JPF7 project](#)

Published On: 27.04.2026

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