



# Hearts for Ukraine

*Uniting hearts to save lives*

501(c)(3) non-profit organization  
EIN 88-3073309



2022

# ANNUAL REPORT

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<https://www.heartsforukraine.us>

# LETTER FROM OUR CEO

*Dear Friends,*

*It has been a year since the devastating events in Ukraine unraveled, which called for immediate action. In response to the dire need for aid, our team of dedicated volunteers rallied together to establish Hearts for Ukraine, a humanitarian aid initiative.*

*Our first shipment of aid, which was dispatched to six refugee locations across Ukraine, marked the beginning of our mission and set the foundation for our future endeavors. This success story inspired us to further our efforts and broaden our reach, with the help of sponsors and increased media attention.*

*In just a month's time, we have witnessed an outpouring of support from committed volunteers who have joined forces with us to help the people of Ukraine during these challenging times. The tireless efforts of our team have resulted in the delivery of 38 tons\* of medical and humanitarian aid in 2022.*

*We are deeply grateful to our donors who placed their trust in us, and to the volunteers who made this monumental effort possible. As we look ahead to the next year, our goal is to expand our reach and maximize the impact of our humanitarian efforts.*

*Thank you for your continued support.*

*Sincerely,  
Eugene Tarasov, CEO of Hearts for Ukraine*



# LEADERSHIP



**Eugene Tarasov**  
CEO

Eugene Tarasov is the driving force behind Hearts for Ukraine's humanitarian aid efforts. His leadership skills honed in the US Marine Corps, combined with his compassionate nature, have fostered a tight-knit team dedicated to the organization's mission. Eugene's infectious energy and innate kindness inspire those around him to work together towards the common goal of saving lives.



**Valerie Vashchenko**  
CFO

Valerie, a native of Kyiv, brings a wealth of experience to the team at Hearts for Ukraine. She is a Finance Executive with over 20 years of experience in private and public companies in the San Francisco Bay Area. She is a swiss knife behind all legal and financial operations for Hearts for Ukraine, setting up processes to enable company operations to scale organization and be agile while adapting to changing priorities.



**Leon Kogan**  
COO

With his roots in Odesa, Ukraine, and extensive experience in the tech industry of Silicon Valley, Leon is a strong leader of our organization. He leverages 20 years of his successful professional experience in operations to establish a highly effective operations team and optimize the organization's shipping and distribution processes. As a spokesperson for Hearts for Ukraine, Leon is a passionate advocate for the cause, uniting and motivating those around him with his positive attitude and unwavering belief in the organization's mission.

# CORE TEAM



Our volunteers are the beating heart of our organization! They are skilled and devoted people representing diverse backgrounds from the Bay Area and beyond.

## **Social Media Marketing Communications:**

Olha Yaroshyk and Eugene Leonov

## **Fundraising and Partnerships:**

Alice Feldman and Maria Burdjalov

## **Warehouse Operation:**

Edward Biba, Tetyana Ivchenko,  
George Mujikov, Nina Varnava,  
Valentin Tarasov, and Andrey Libov

## **Data Analytics & Website Support:**

Oksana Ushkalova

**Medical Professional Support:** Mark Tarasov

**General Council:** Svetlana Couture

**Distribution Operations:** Natalia Rudenko

**Volunteer Coordinator:** Gelena Gorelik

# OUR MISSION

Hearts for Ukraine is a non-profit organization dedicated to providing disaster relief and assistance to those affected by the war in Ukraine. We focus on delivering essential medical and humanitarian aid to those in need.

## PROGRAM OVERVIEW

We operate two programs aimed at providing crucial support to those impacted by the ongoing war in Ukraine.

1

Our Medical Aid program is made possible with support from UC San Francisco, and Vida Inc., and a local network of doctors. These relationships provide the necessary resources for us to deliver medical aid to overstressed hospitals and medical organizations in Ukraine. Our general collection donations are allocated to cover the shipping and distribution costs of these essential supplies.

2

Our Humanitarian Aid program requires a high level of adaptability as the nature of the conflict continues to evolve. In response to the recent bombing of civilian cities, which left citizens without power and heat during a harsh winter, we swiftly redirected our focus to collecting warm clothing and raising funds for essential items such as generators and hand warmers. Our organization prides itself on its agility and efficiency in executing crucial aid efforts.

## METRICS AS A 501(C)(3)

Since its incorporation, Heart for Ukraine 503c(3) provided 5 tons of aid to 17 different organizations, including hospitals, orphanages, and refugee shelters. Our organization ended the year with \$76K in cash coming from our donations, reinvesting these funds into your early 2023 winter drive initiative.

# 2022 METRICS

\$1.4M

worth of in-kind donations of medical and life saving supplies

operating expenses are at includes legal and consulting fees

2%



38

TONS

of life-saving humanitarian aid collected and shipped

\$480K

in monetary contributions



77+ organizations helped

25 hospitals

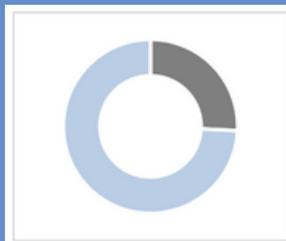


3 first responder organizations

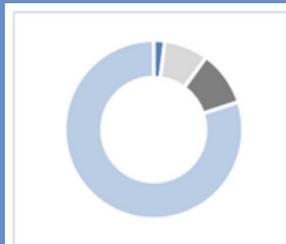


mentioned in local news

5x



Contributions	23%
Donated Goods	77%
<b>Total</b>	<b>100%</b>



Operating Cost	2%
Shipping Cost	8%
Monetary Donations	10%
Donated Goods	80%
<b>Total</b>	<b>100%</b>

# FINANCIAL REPORT

Hearts for Ukraine was officially incorporated on June 17th, 2022, and received its 501(c)(3) Non-Profit status on August 31st, 2022. Since this time, the organization has made significant progress in its efforts to provide crucial aid and support to those affected by the ongoing conflict in Ukraine. Please refer to our financial report for the fiscal year ending on December 31, 2022 for a comprehensive overview of our financial performance.

## Statement of Activity

January - December 2022

	<u>Total (in '000\$)</u>
<b>Revenue</b>	
Financial donations	144.45
In-kind donations	174.12
<b>Total Revenue</b>	<u>318.57</u>
<b>Cost of Goods Sold</b>	
Donations to funds and organizations	205.79
Shipping	28.07
<b>Total Cost of Goods Sold</b>	<u>\$ 233.86</u>
<b>Gross Profit</b>	<u>\$ 84.71</u>
<b>Expenses</b>	
Promotional Events	0.97
Professional Fees	3.56
Insurance	1.47
Office expenses	1.34
Processing Fees	0.99
<b>Total Expenses</b>	<u>\$ 8.33</u>
<b>Net Operating Income</b>	<u>\$ 76.39</u>

## Statement of Financial Position

As of December 31, 2022

	<u>Total (in '000\$)</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
Bank Accounts	
Cash	76.39
<b>Total Bank Accounts</b>	<u>\$ 76.39</u>
Other Current Assets	
Inventory Asset	0.00
Payments to deposit	0.00
<b>Total Other Current Assets</b>	<u>\$ 0.00</u>
<b>Total Current Assets</b>	<u>\$ 76.39</u>
<b>TOTAL ASSETS</b>	<u>\$ 76.39</u>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	\$ 0.00
<b>Total Liabilities</b>	<u>\$ 0.00</u>
Equity	
Retained Earnings	
Net Revenue	76.39
<b>Total Equity</b>	<u>\$ 76.39</u>
<b>TOTAL LIABILITIES AND EQUITY</b>	<u>\$ 76.39</u>

# IMPACT STORIES

## Happy Family Welcomes Internally Displaced Ukrainians

Because of Russia's relentless attacks on Ukrainian infrastructure, people are lacking basic necessities, drinking water, food, and medicines. Many Ukrainians had to flee occupied territories, often with little notice and few belongings. The **Happy Family humanitarian aid organization** in Kropyvnytskyi is run by a local pastor, Oleksii Pylypenko, and is helping distribute aid to civilians in need. Throughout the year we have sent them **clothes, hygiene supplies, medication, food, drinking water, and basic necessities**. With our help 'Happy Family' charitable organization is taking care of more than 700 internally displaced Ukrainians.



## Tetiiv Regional Hospital: A Ray of Hope

**Dmytro Potienko** is a physician in the Tetiiv Regional Hospital, in the Kyiv region, Ukraine. Once the war started, the hospital filled with patients urgently needing critical medical care he and his staff worked around the clock. Short on medical supplies and equipment it seemed like there was no light at the end of the tunnel. Dmytro remembers the day he got the call from Hearts for Ukraine telling him the medical supplies he requested arrived in Kyiv. He knew in days he would be able to distribute the supplies throughout his hospital and save more lives. The following week Hearts for Ukraine paid to **deliver all the supplies directly to the hospital**.



# IMPACT STORIES

## Misto Dobra: A Greater Cause

The International crisis center **Misto Dobra** (translated as “City of Good”) was established by philanthropist Marta Levchenko over six years ago, with a mission to shelter mothers and children from all walks of life. Part shelter, part resource center, Misto Dobra helps homeless families, children from orphanages, and mothers escaping domestic violence. They provide counseling, vocational training, and educational opportunities. When the war started Misto Dobra could not stand aside. The shelter now accepts women and children escaping the war. They provide housing and medical treatment. During the holiday season, Hearts for Ukraine sent Misto **warm clothes and toys for the children**. The kids were thrilled. We were so happy we could brighten their moods, even in this time of war. Misto Dobra sent us many photos of their smiling faces unwrapping gifts.



## Nobody is Left Behind

**Oleksandr Fedchenko** is a volunteer focusing on helping and evacuating civilians from war-impacted hot zones in Eastern Ukraine. At the start of the war he organized a **rescue team to evacuate civilians from the front lines**. To his surprise, despite the dangers of war, many people, especially the elderly, refused to leave their homes. Oleksandr realized he'd have to deliver supplies to the people who stayed behind in the cities and villages near the front lines. When Kherson region was liberated in September 2022, Oleksandr and his team weren't far behind. **Food, clothes, and hygiene items** provided by Hearts for Ukraine were packaged in individual grocery bags and distributed to people in cities and villages. The volunteers were met on the street with hugs and praise, people thanking them for **not forgetting them**.



# IMPACT STORIES

## Brother to Brother

In May of 2022, the Los Banos Fire Department reached out to Hearts for Ukraine with a large donation of firefighting gear. We shipped the cargo directly to the Chernihiv Fire Department. The Chernihiv firefighters were so touched they asked to arrange a zoom meeting to personally thank the Los Banos Fire Department. This firefighting gear was badly needed as first responders all over Ukraine try to rescue civilians after Russian assaults.



## LOOKING AHEAD

*As robust as the last year has been, our organization is working to **expand its operations and provide even more support to those affected by the war.** The partnerships with UC San Francisco and continuous support from Vida, Inc and local donors are key to **increasing the scale and impact of our medical and humanitarian purchase and shipment efforts.***

*We will continue raising awareness and attracting more support from donors and volunteers which is key to increasing your impact. We will leverage social media and other online platforms to spread the word about our mission and the difference we are making on the ground. We intend to reach out to corporations, local media outlets, and community organizations to help spread the word and engage more people in our cause.*

*By continuously adapting to the situation on the ground and raising funds to support our humanitarian initiatives, we will be able to make a lasting difference in the lives of those in need. Reaching out to help our fellow human beings in their time of need. The impact of humanitarian aid is not just felt in the immediate moment, but in the long-term recovery and resilience of those it touches.*

*With this in mind, we have a long-term goal that scratches beyond providing aid during the war. In the future, we plan on **investing in developmental and educational projects**, as well as helping rebuild civilian infrastructure, laying the foundation for a brighter future. This approach will have a lasting impact on the communities affected by the war and **help Ukrainians rebuild their lives and livelihoods** in a sustainable way.*

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