

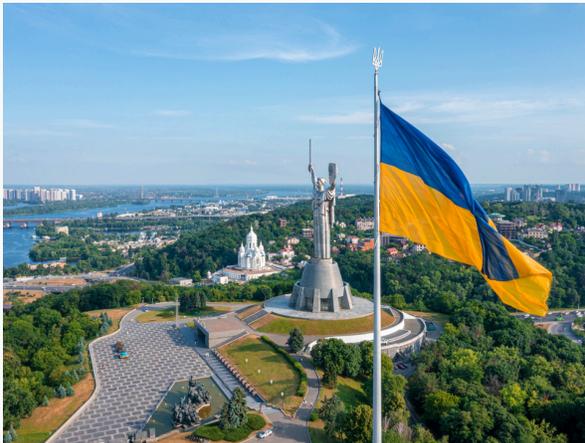


HEARTS FOR UKRAINE

Uniting caring hearts to save lives

501c(3) non-profit organization

EIN 88-3073309



2023

ANNUAL REPORT

LETTER FROM OUR CEO

Dear Friends,

It's incredible to reflect on the resilience of our team, marking the second year of our unwavering commitment to supporting the war-affected regions in Ukraine. Throughout this period, our collective strength has allowed us to consistently provide essential aid to those impacted.

Thanks to our valued partnerships with Vida Inc, UC San Francisco, and our local retail donors, we've been fortunate to receive continuous medical and humanitarian donations. These contributions, along with the regular shipment of aid containers, have made a meaningful difference in the lives of those affected by the conflict.

However, amidst our efforts, the world's political landscape instability has unfortunately diverted public attention from the daily horrors of war. These challenges, coupled with inflation and donor fatigue, have made our work more challenging, requiring an exceptional level of dedication and perseverance.

We extend our deepest gratitude to all our donors whose generosity and support have been instrumental in enabling us to drive our mission forward, offering hope and assistance where it's needed most.

Sincerely,

Eugene Tarasov, CEO of Hearts for Ukraine



The Archangel Michael medal awarded to Hearts for Ukraine in late 2023 for our service to the Ukrainian people.

MISSION



Hearts for Ukraine is a non-profit organization that is dedicated to providing disaster relief and assistance to those affected by ongoing conflict in Ukraine. Our primary focus is on delivering essential medical and humanitarian aid to those in need, with an unwavering commitment to improving the lives of those impacted by the war.



PROGRAM OVERVIEW

Heart for Ukraine is actively engaged in two impactful programs designed to provide essential support to those affected by the ongoing conflict in Ukraine: our Medical Aid Program and our Humanitarian Aid initiative.

The cornerstone of Hearts for Ukraine is our Medical Aid program, made possible through the generous support from UC San Francisco, Vida, Inc, and a dedicated team of local doctors. These partnerships furnish us with the necessary resources to deliver crucial medical aid to hospitals and medical organizations in Ukraine.

Our commitment extends beyond the provision of medical supplies. The funds from our general collection donations are specifically allocated to cover the logistics of shipping and distributing these supplies.

In addition to our Medical Aid program, through our Humanitarian Aid initiative we are delivering humanitarian supplies to the war affected regions in Ukraine.

This summer we collected donations to purchase water filters for the Kherson and Mykolaiv regions to help prevent a cholera outbreak due to the destruction of Kakhiva Dam. Throughout the year we supported an educational project organized by our partner Educational Initiatives Foundation, in Kyiv, Ukraine. In the winter months our organization focused on delivering warm clothes and hand warmers to Ukrainians left without power and resources in freezing temperatures.

At the heart of our mission is our unwavering dedication to providing timely and effective support to those in need, and we remain committed to navigating any challenges which stand in our way.

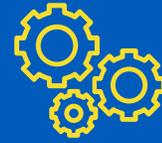
METRICS SINCE FEBRUARY 2022



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

operating expenses are at

includes legal and
consulting fees



2%



59 TONS

of life-saving
humanitarian aid
collected and
shipped

\$608K
in monetary
contributions



142+ organizations served

38 hospitals



7 first responder
organizations



mentioned in
local news

5x



2023 REVIEW

This year Hearts for Ukraine received **\$184K** in monetary contributions and **\$544K** in in-kind donations. These donations demonstrate continuous trust from our donors in our organization's ability to deliver aid to where it is needed most.

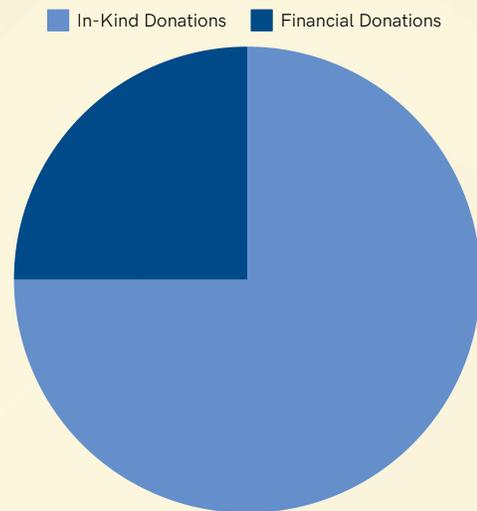
None of our American volunteers are on payroll. Outside of minor operational expenses, we commit **100% of all donations directly to Ukraine**. This year Hearts for Ukraine has helped over 142 organizations by shipping over 59 tons of life-saving aid.

FINANCIAL REPORT

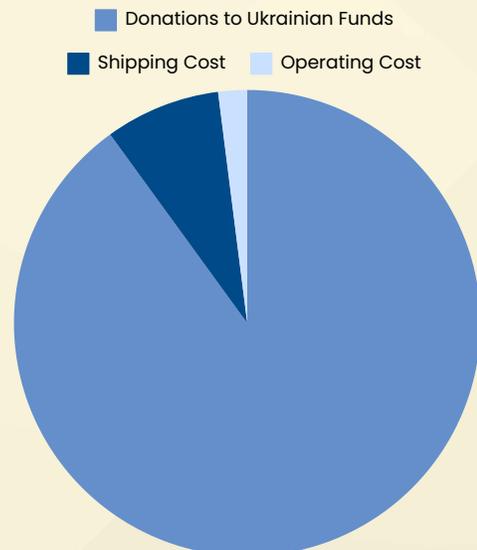
For a detailed understanding of the financial progress and performance achieved by Hearts for Ukraine during the fiscal year ending on December 31, 2023, please refer to our comprehensive financial report.

This report encapsulates our financial endeavors, showcasing our commitment to transparency and accountability in our mission to aid and assist those affected by the conflict.

Financial Donations	25%
In-Kind Donations	75%
<hr/>	
Total	100%



Donations to Ukrainian Funds	90%
Shipping Cost	8%
Operating Cost	2%
<hr/>	
Total	100%



FINANCIAL SUMMARY

Hearts for Ukraine	
Statement of Activity	
January - December 2023	
	Total (\$000)
Revenue	
Contributed income	
Financial Donations	184.3
In-Kind Donations	544.2
Total Contributed income	728.5
Total Revenue	728.5
Cost of Goods Sold	
Donations to Ukrainian Funds and Organizations	640.4
Shipping & Postage	59.7
Total Cost of Goods Sold	700.1
Gross Profit	28.4
Expenditures	
Advertising & Marketing	2.5
Contract & Professional fees	2.1
Total Office and Other Expenses	8.4
Total Expenditures	12.9
Net Operating Income	15.5

Hearts for Ukraine	
Statement of Financial Position	
As of December 31, 2023	
	Total (\$,000)
ASSETS	
Current Assets	
Cash	58.3
Total Bank Accounts	58.3
Other Current Assets	
Inventory Asset	44.9
Total Other Current Assets	44.9
Total Current Assets	103.1
TOTAL ASSETS	103.1
LIABILITIES AND EQUITY	
Liabilities	
Total Liabilities	0.0
Equity	
Retained Earnings	87.6
Net Revenue	15.5
Total Equity	103.1
TOTAL LIABILITIES AND EQUITY	103.1

IMPACT STORIES

THE KAKHOVKA DAM DISASTER

On June 6, 2023, Russia destroyed the Kakhovka Dam in the Kherson region. Tens of thousands of nearby residents found themselves without access to drinking water, facing the imminent risk of contracting waterborne disease, including a potential cholera outbreak.

In collaboration with the Educational Initiatives Foundation, we successfully raised funds to acquire 6,000 water filters and sent them to 21 cities and villages in Mykolaiv and Kherson regions. Our CEO, Eugene Tarasov arrived to personally coordinate with local authorities and oversee the distribution.

This was one of our most engaging donation drives. The donor support we received played a crucial role in providing immediate relief to those grappling with the devastating consequences of the dam explosion.



FIREFIGHTERS KEEP GIVING

Hearts for Ukraine frequently receives inquiries from US first responders. Thanks to the generous contribution of the Central Fire District of Santa Cruz County, in March 2023, Hearts for Ukraine was able to send two pallets (37 boxes) of essential firefighting gear to Ukraine. Firemen's pants, boots, and jackets made their way to the State Emergency Services of Ukraine in Nikolaiivskiy and Chernihivskiy Regions of Ukraine.

These donations have significantly enhanced the capacity of Ukrainian emergency responders, ensuring that they are better equipped to respond to critical situations.



SUPPORTING EDUCATION

Throughout the year we worked closely with our partner, the Educational Initiative Foundation, whose mission is to ensure access to education and develop the scientific potential of young Ukrainians despite the war.

Their model of setting up educational hubs throughout Ukraine gained a lot of momentum and received high praise from the Ukrainian Ministry of Education. They currently have twenty seven locations across Ukraine and continue expanding.

In 2023, we contributed to this initiative by facilitating the procurement of educational materials and laptops. An Ireland based technology company generously donated a batch of Lenovo laptops, marking one of the largest in-kind donations of the year.



SAVING LIVES AT HOME AND OVERSEAS

Our partners and friends from the Royal Ambulance company, along with their founder Steve Grau, have been making a significant contribution to our common cause for a long time. For over 2 years, they have kindly provided warehouse space for storing and sorting supplies to Ukraine.

At the end of this year they surpassed our expectations and donated a Rapid Response Vehicle (RRV), which we are sending to Ukraine. RRVs are critically needed in Ukraine, where they are used to rescue civilians and transport the injured from the front lines and areas affected by Russian shelling and bombings. Unfortunately, many of these vehicles become disabled and unusable in the line of duty. We are thrilled to be able to support the rescue efforts for civilians in Ukraine.



CONNECTING WITH THE UKRAINIAN COMMUNITY IN THE U.S



Our COO, Leon Kogan, met with Oksana Serhiyivna Markarova, the Ambassador of Ukraine to the United States. Alongside fellow activists, Leon represented the U.S. Ukrainian community at a meeting held in the Consulate General of Ukraine in San Francisco.

Ambassador Markarova acknowledged the vital role played by the U.S. Ukrainian community in confronting Russian aggression. She highlighted key areas crucial for Ukraine's well-being:

1. **De-mining:** There is a pressing need to intensify efforts, allowing private organizations to disarm and destroy Russian mines.
2. **Education:** Support for sustaining education during wartime is essential for Ukraine's future.
3. With ongoing combat operations and rocket strikes on civilians, **increased medical assistance is essential for Ukraine.**

We express our gratitude to Mrs. Markarova for facilitating such a meaningful discussion and outlining the most urgent needs of Ukrainians. The H4U team takes pride that we've been helping Ukraine since the very start of war!

We are dedicated to assisting Ukrainians and bolstering Ukraine's global image. Our commitment remains unwavering, and we are not slowing down.

LEADERSHIP



Eugene Tarasov
CEO

Eugene Tarasov is the driving force behind all of Hearts for Ukraine's humanitarian aid efforts. His leadership skills were honed in the US Marine Corps. Combined with his compassionate nature, he was able to foster a tight-knit team dedicated to the organization's mission. Eugene's infectious energy and kindness inspire all 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 financial experience to the team. 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 at Hearts for Ukraine, enabling the organization to scale operations and adapt to changing priorities.



Leon Kogan
COO

Leon Kogan has deep roots in Odessa, Ukraine and extensive experience in the tech industry of Silicon Valley. He leveraged his 20 years of professional experience to establish a highly effective operations team and optimize the organization's shipping and distribution processes.

As a spokesperson for Heart 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



Warehouse Operations – Edward Biba, Tetyana Ivchenko, George Mujikov, Nina Varnava, and Valentin Tarasov

Medical Professional Support – Mark Tarasov & Oleksandra Moseychuk

Distribution Operations – Natalia Rudenko

Volunteer Coordinator – Gelena Gorelik

Data Analytics and Website Support – Oksana Ushkalova

Social Media Marketing and Communications – Valeria Ryasna, Olha Yaroshyk, and Zhenya Leonov

Sales and Corporate Outreach – Maria Burdjalov

General Council – Svetlana Couture



LOOKING FORWARD



Throughout the past year, our organization has witnessed remarkable success, thanks to the unwavering dedication of our passionate volunteers who wholeheartedly embrace our mission. Their commitment has been pivotal in achieving our objectives and making a positive impact on the communities we serve. The strength of our accomplishments lies in our ability to not only respond swiftly to disasters but also to deliver aid directly to the locations where it is needed most.

Our volunteers, with their tireless efforts, have not only provided assistance but have also meticulously documented our activities, ensuring transparency and accountability. This, in turn, has allowed us to report back to our donors, showcasing the tangible outcomes of their generous contributions. The sense of pride our supporters feel in being associated with our cause is a testament to the effectiveness of our operations.

However, amidst our successes, we acknowledge the shifting dynamics of the global landscape. This year has seen the emergence of new conflicts that have captured the public's attention, diverting focus from the ongoing crisis in Ukraine. Concurrently, there is a discernible sense of donor fatigue, highlighting the need for innovative approaches to sustain and renew donor engagement.

Undeterred by these challenges, our primary objective is to actively connect with the public and strengthen our relationships with existing donors. We recognize the importance of not only maintaining but also improving these connections to ensure continued support for our mission. As we stand at the threshold of the next year, we acknowledge the unpredictability of the landscape. Nevertheless, we are well-prepared to confront the evolving challenges, demonstrating resilience and adaptability as we navigate the path ahead. Together with our dedicated volunteers and steadfast supporters, we remain committed to making a meaningful difference in the face of adversity.