



# LifeLine Ukraine Foundation

**INTRODUCTION**

June 2024



# LifeLine Ukraine Foundation

*We help citizens, veterans, NGOs, small businesses, and communal infrastructure organizations in Eastern-Ukraine, in their efforts to survive and thrive throughout and after the war.*

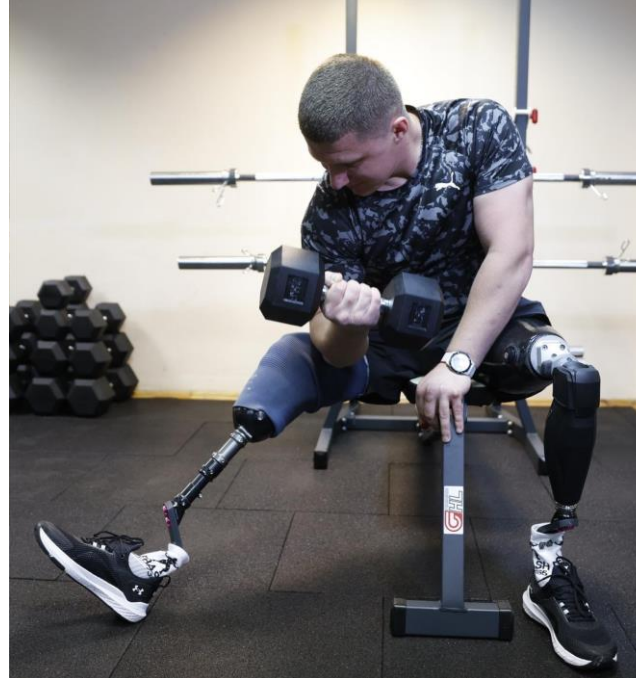
## FOCUS AREAS

Chernihiv, Sumy, Kharkiv, Zaporizhya, Kherson, Mykolaiv Oblasts

# Mission

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- Providing **demand-driven material humanitarian aid** to those Ukrainians who do not receive large scale support in those Ukrainian areas that border with Belarus, Russia, or the frontline.
- Helping **vulnerable small-sized women- and family-owned businesses** to overcome the challenges caused by the war.
- Supporting the **veteran community**, including families of veterans, in their transition to a meaningful, dignified, civilian participation in the Ukrainian labor market.
- Contributing to **early reconstruction efforts**, mainly with municipal infrastructure such as water companies and grid operators
- Providing a **practical platform in Ukraine** (including: office space, people, know how, network access, and practical solutions) for Dutch organizations in need of project support in UA.



# Purpose & Vision

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## Purpose

- Driven by empathy and compassion, LifeLine Ukraine exists to positively touch the lives of the most vulnerable Ukrainians in war-torn areas and in affected communities by giving personalized, demand-driven material and immaterial support.

## Vision

- LifeLine Ukraine envisions that all Ukrainians, affected by the war and its aftermath, maintain hope and a positive perspective for their future, through the attention, and support they receive from involved citizens of other European countries.



# Activities



Humanitarian  
Aid

Health & Dental  
care

Early  
reconstruction  
of municipal  
infrastructure

Project  
Implementation  
Unit (Kyiv) &  
Home base

Demand-driven aid  
to Ukraine's most  
vulnerable groups  
of citizens in the  
regions of  
Chernihiv, Sumy,  
Kharkiv,  
Zaporizhyya,  
Kherson, Mykolaiv

Medical solutions,  
with a focus on  
mobility, in remote  
areas

Rapid need  
assessments and  
implementation  
solutions such as:  
renovations,  
replacements and  
rebuilt.

Providing office  
space, people,  
know-how,  
network access,  
and practical  
solutions for Dutch  
organizations in  
need of project  
support in UA.

# Results since March 4<sup>th</sup>, 2022

As per 31/12/2023 - 9 million Euro in aid implemented.



- **80** Euroliner **trucks** (2600 europallets) with humanitarian aid delivered to Eastern Ukraine (Oblasts of Chernihiv, Sumy, Kharkiv, Zaporizhya, Kherson, Mykolaiv).
- **16** Ukrainian women- and family-owned **businesses** supported with microloans, equipment grants, EU-export support, and business mentorships.
  - 7 women owned businesses started exporting to The Netherlands. 80 jobs secured.
- A **web platform** for matching Ukrainian and Dutch women- and family-owned businesses launched. [www.wintrade.org.ua](http://www.wintrade.org.ua).
- **4 hospitals** supported with medicines, medical consumables, and medical equipment.
- **1 hospital roof repaired** (in cooperation with Open Door Ukraine).
- **1 mobile dental clinic** in operation in Kherson and Mykolaiv in cooperation with DHIN
  - A **second mobile dental clinic** and a **mobile medical crew** will be operational in Q1, 2024.
- **2 IDP** (Internally Displaced Person) **hostels (400 persons)** supported with food, furniture, and covering of operational expenses for meals, electricity, heat, internet, etc.
- 6 NGOs supported with funding and humanitarian supplies.
- **1300 wood-stoves and wood-boilers** ordered from Ukrainian producers and installed in Ukrainian homes and shelters.
- 500 Christmas Gift Baskets with Ukrainian products sold in The Netherlands.
- 60 generators in operation in Ukraine.
- **16 veterans** who successfully received their IT Software Tester certificate and 4 veterans who started home-based jobs.
- An established distribution network of 25 local Ukrainian partners in 22 cities and towns.
- **Project Implementation Unit in Kyiv** with own office, means of transport, 2 Ukrainian – English speaking – FTEs (+ per 2024, 1 Dutch FTE) - powered by Salesforce.
- **6 rapid needs assessments of water supply and sanitation organizations (Vodokanals)** completed and a rapid needs assessment tool under development.

# Projects 2024

2 million EUR in projects committed and budgeted to be completed by 31/12/2024



- **Ukrainian-Dutch Charity Foundation LifeLine Ukraine** registered and operational in Kyiv.
- **2 mobile dental clinics** in operation in Kherson and Mykolaiv in cooperation with DHIN.
- **1 mobile medical crew** in operation in Mykolaiv Oblast.
- **1 rehabilitation gym** for veterans in operation in the Kyiv Military Hub.
- **1 Roof rebuild** of the maternity ward in Kherson
- **1 Water well built** in Yahidne to provide 350 people with drinking water
- **6 rapid needs assessments of water supply and sanitation organizations (Vodokanals)** completed.
- **1 web-based Critical Infrastructure Rapid Needs Assessment Tool** online and functioning (In cooperation with the Agency for the Restoration of Ukraine).
- **1 energy efficient reconstruction** of the kitchen block of the Chernihiv Oblast Children's Hospital.
- **2 temporary Housing Solutions** for temporary shelter for families whose houses are destroyed in Krasnopilya (Sumy Oblast)
- **1 rebuild of the medical administration point** (FAP and TSNAP) in Kizomys, Kherson Oblast (when it is safe).
- **7 Shelters** (points of unbreakability, bombshelters, and an emergency administration point) in operation in the city of Kherson.
- **10 Euroliner trucks** with humanitarian aid delivered to Eastern Ukraine (Oblasts of Chernihiv, Sumy, Kharkiv, Zaporizhyya, Kherson, Mykolaiv).
- **5 Ukrainian women- and family-owned businesses** supported with microloans, equipment grants, EU-export support, and business mentorships.
- **1 business pitching competition** for Ukrainian women- and family-owned businesses.
- **1 LifeLine Ukrainian-Dutch Economic and Humanitarian Forum** held
- **1 excavator** donated to the Snihurivka municipality for renovating drinking water infrastructure.
- Support of Sumy Oblast firefighters with **firefighting suits** and **stoves**
- Continued support to **6 hospitals** with medicines, medical consumables, medical equipment, and clothing for treated veterans.
- Continued support of **2 IDP hostels (400 persons)** with food, furniture, and covering of operational expenses for meals, electricity, heat, internet, etc.
- Continued support of Ukrainian NGOs with funding and humanitarian supplies.
- **30 generators** in operation in Ukraine.

# Core principles of operation

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- We work **demand-driven**. This means that we first determine in Ukraine what the need is, where it is, and how we can get there with our help.
- We focus on those areas where **large-scale aid does not come** (largely the rural areas of the Oblasts of Chernihiv, Sumy, Kharkiv, Zaporizhyya, Kherson, Mykolaiv).
- We deliver the aid **through our own fully controlled supply chain**. We arrange the transport ourselves and control the distribution from the origin to the final recipient of the aid.
- We secure compliance by **documenting the distribution process** with photos, videos, and receipts.
- We **personally know and vetted** all our Ukrainian partners.
- We spend **substantial time in the field** in Ukraine to ensure compliance with the above principles.
- We work on a **pro-bono basis in The Netherlands**. Every euro donated ends up in Ukraine in the form of aid. LLU has no overhead cost in The Netherlands, such as: office costs, salary costs, administration costs and the like.



# How can you help?

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## Funding

- Financial donations are much needed.
- The LifeLine Ukraine Foundation is financially healthy, thanks to constant significant financial donations. In order to continue to fulfil our mission, we require financial support.
- Larger financial donations are regularly earmarked in consultation with the donors.

## Networking

- Networking is very effective and valuable.
- For every 1 euro donated, LifeLine Ukraine receives 5 euro worth in corporate in-kind donations, such as: new clothes, new mattresses, building materials, generators, long shelf-life foodstuffs, hygienic products, and so on. Your contacts with potential corporate donors are of crucial importance.
- LifeLine Ukraine is supported by a relatively small, high-quality network of engaged private and corporate donors and volunteers. You can help us by raising awareness about our unique organization inside your network and help us build the LifeLine community.
- Fundraising speeches are regularly organized at the initiative of donors and given by Jeroen Ketting – the founder of LifeLine Ukraine.



# Donations

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For donations by bank transfer

- BIC-code/swift: RABONL2U
- IBAN: NL11 RABO 0131 7892 95
- Stichting LifeLine Ukraine

Legal and financial details

- Stichting (foundation) LifeLine Ukraine has an ANBI status. An ANBI is a church, religious, charitable, cultural, scientific or other institution that serves the general interest of society. An ANBI does not have to pay any inheritance or gift tax on the income it receives through gifts or legacies.
- Company Register Number (KVK): 858 69562
- RSIN: 863775962
- Address: Uiterweg 377 ws2, 1431AL Aalsmeer



# Team

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## Founders

- Jeroen Ketting (NL)
- Olga Krasko (UA)

## Advisory Board

- Dagmar van Ravenswaay Claasen
- Jasper van Mens

## NL Director Kyiv

- Wouter Hollander

## Executive Board

- Wouter Hollander
- Sylvia van den Brink
- Patricia Vogels
- Jeroen Ketting

## Volunteers

- Frank Klaassen
- Ronald Kok
- Jürgen Sanders
- Diana Chavdar



# Founders' story

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- Jeroen Ketting lived and worked in Russia from 1994 until 2022.
- Together with his wife and business partner Svetlana, they are the founders and owners of [www.thelighthousegroup.com](http://www.thelighthousegroup.com) (website non-active since the outbreak of the full-scale war against Ukraine) – a group of companies that was active in Russia, Ukraine, Kazakhstan in capital equipment distribution, operational management services, and corporate trainings.
- At the start of the full-scale war of Russia against Ukraine, Jeroen and Svetlana made the decision to discontinue the Russian businesses, to start providing humanitarian aid to Eastern Ukraine, and move back to The Netherlands.
- [www.lifeline-Ukraine.org](http://www.lifeline-Ukraine.org) was established on the 4th of March 2022 and became one of the largest Dutch private humanitarian initiatives focused on helping Ukraine (over 8 million Euro in aid delivered).
- Jeroen and Svetlana are now back in The Netherlands where they are making a new start after having had to leave their private and business assets behind in Russia.





# LifeLine Ukraine

## CONTACT DETAILS:

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