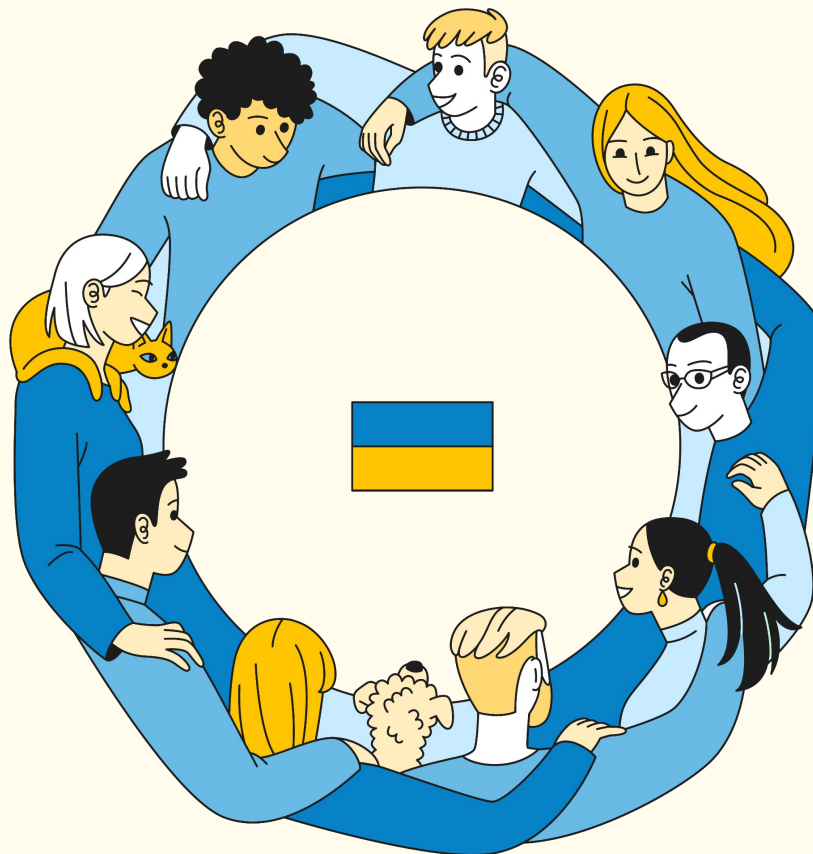




Aid for Ukraine

Beetroot Tech Relief Fund



Impact Report

2022-2023

Ukraine's courage, our commitment



After Russia started a war against Ukraine, millions of Ukrainian civilians were forced to flee for their lives.

Beetroot, which had nearly 400 team members in the country as of 2022, has partnered with the Swedish fundraising foundation loca Arma Nostra to support war-affected people and particularly vulnerable Ukrainian families with children.



Gustav
Co-founder, Beetroot

The fund engages Beetroot's extensive network of colleagues and peers in Ukraine to channel the donations into grassroots humanitarian aid, primarily focused on supporting impactful and tangible local community initiatives.

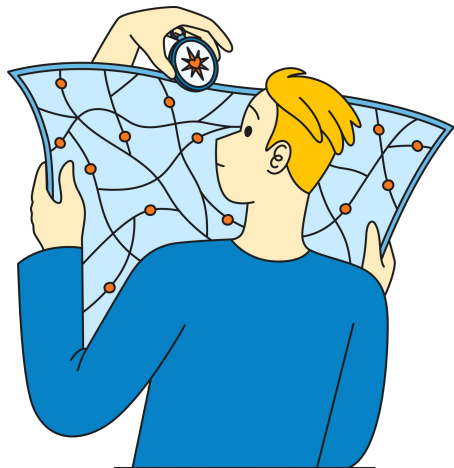
Collected donations are also distributed to other humanitarian (non-military) charities in Ukraine that Beetroot selects after careful background review.

2022

Russia started the full-scale war against Ukraine, bombing and shelling peaceful cities and killing thousands of innocent people, including children

2022

The Aid for Ukraine Fund unites Beetroot's network to raise funds for charitable projects and support the most vulnerable people.



2023

The Fund matures, shifting its focus from urgent aid to providing long-term support.

Our philosophy

Adhering to the saying, "Give a person a fish, you feed them for a day; teach a person to fish, you feed them for a lifetime," our philosophy emphasizes empowerment and sustainable impact.

We champion projects led by our associates, with a commitment to zero administrative costs—expenses are limited to taxes and transaction fees, maximizing impact per dollar on scalable and impactful endeavors.

2024

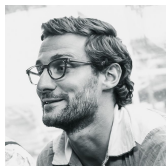
The Fund amplifies its impact in 3 focus areas - Education, Rehabilitation, Rebuilding

Our mission

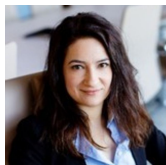
We strive to contribute to Ukraine's development and societal resilience.

During the war, our primary goal is to save and support Ukrainians who are displaced by the war or remain in the occupied territories. Our goal is also to provide humanitarian aid to people who stood up against the aggression (including Beetroot team members and their families), protecting Ukraine's independence and the democratic world's fundamental values daily.

Our team



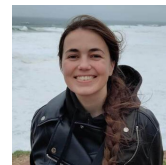
Gustav Henman
Beetroot Co-Founder and BoD Member;
Member of Fund Committee



Rana Ersgard
CO-CEO at Beetroot;
Member of Fund Committee



Hannusia Shevchenko
Fund & Sustainability Coordinator



Yulia Gritsai
Beetroot Ecosystem Synergy & Strategy Analyst, Member of Fund Committee



Since the war started, many people have been volunteering and helping in different ways. All Beets who work tirelessly on organizing and delivering different types of aid through the fund.

100+ grassroots organizations across Ukraine help manage the fund in these difficult times, allowing us to handle the huge number of requests we receive, and make sure that people get much-needed help right away.

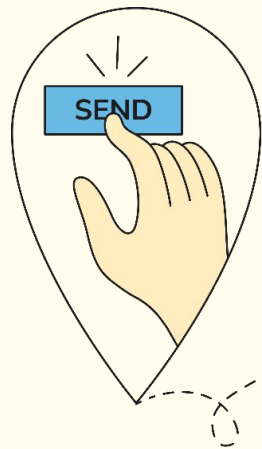
What are we focusing on now?

At Beetroot, people have always been our no.1 priority, a sentiment that holds for Ukraine. Education, rehabilitation, and rebuilding are now at the heart of our efforts to support the Ukrainian people, addressing immediate needs and laying the groundwork for a resilient future.

In partnership with a broad network of nonprofit organizations and local communities throughout Ukraine, we are dedicated to making a tangible difference in these key areas, helping to nurture and rebuild the nation.



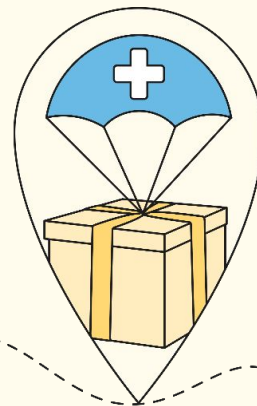
<p>7,231</p> <p>Packages of humanitarian aid (food, hygiene, diapers, medicine)</p>	<p>850</p> <p>Medicine packages (glucometers, catheters, medicine)</p>	<p>470+</p> <p>IT items (laptops, PCs, monitors, modems, Starlink satellite internet kits)</p>	<p>628</p> <p>Backpacks as a part of the MAYA and RescueNow charitable initiatives</p>	<p>4,195</p> <p>Child rehab spots covered (camps, psychological support, rehabilitation centers, physical rehabilitation, scholarships for education)</p>
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One click



One donation



Item of humanitarian aid



Another step towards Ukraine's victory!

Since the beginning of the war,
we have raised
\$464,000

**Data as of February 2024*

We strive to help as many people as we can, fast.

To help us cover a wide range of needs, we partner with trusted grassroots organizations, including NGOs working with various vulnerable communities, including children and adults with disabilities, children with autism, and Internally Displaced Persons (IDPs).



162

Projects supported in Ukraine
since 2022

♥ Local initiatives

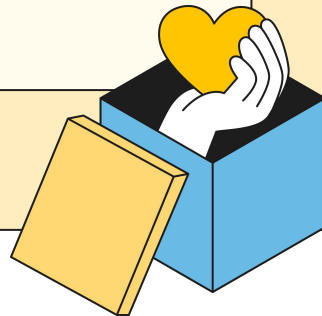
As a result of the war, millions of Ukrainians are in severe humanitarian crisis situations. People remaining in dangerous areas often have no access to basic supplies, sometimes living for weeks with no water and almost no food. Others have relocated to safer zones and left everything behind. Thousands need clothing, provisions, and other necessities to meet their basic needs.

Beetroot Fund cooperates with trusted charities and volunteer organizations such as Dobrodiy Cclub, Tak Shtab, RescueNOW, Divchata, Dzherelo, Kaizen, Edukoht, teachers for Mariupol, savED, Repair.together, Kinds, etc.

Together, we were able to help many people in dangerous areas, IDPs, people with disabilities, children, and hospital patients.

7,231

boxes of humanitarian support



As part of our humanitarian support, we work with the Dobrodiy Club, Tak Shtab, and RescueNOW, that provide special gift boxes containing items to match different people's personal needs., e.g. toys, hygiene kits, and clothes.

Activity description

The projects in this direction aim to help IDP children and their families have an opportunity to recover through sports activities and psychological and social support. Even though war mostly destroys, such tough period may become a growth point especially for kids. One of our initiatives is designed to inspire children to pursue personal growth, demonstrate resilience, and make positive contributions to their communities, all while bolstering their mental health and morale.



Results

4,195

Kids' rehab spots covered (camps, psychological support, rehabilitation centers, physical rehabilitation)

"I feel like I'm alive again!" — were the words of 16-year-old participant of I did it camp — Nastia on the last day.



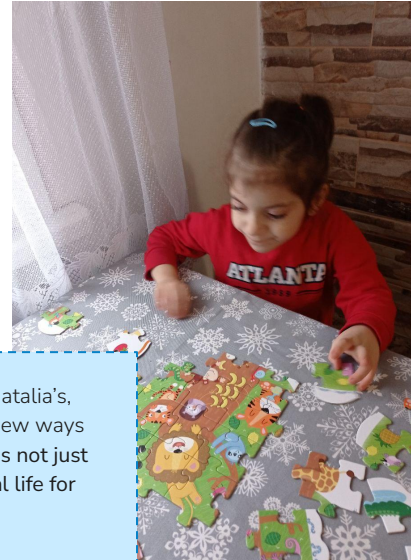
Activity description

Psychological support for IDP families with children with autism. The dedicated psychologists at KI(N)D's work closely with children on a spectrum and their parents, empowering families to engage positively with each other and society. \$1k (monthly) — 3 families will receive support with 4 sessions each with a psychotherapist and rehabilitation physician.



Results

- 28 IDP families with ASD whose lives were affected by the war;
- 4 transformative sessions with a psychologist monthly — 270 sessions overall ;
- A 3-month program;
- A team of 3 psychologists;
- 29 kids who have the opportunity for a better life experience (1 family has 2 kids).



This project is a lifeline for families like Natalia's, whose 3-year-old son Denys is finding new ways to connect with the world. "This project is not just assistance; it's our last hope for a normal life for my son," shares Natalia.

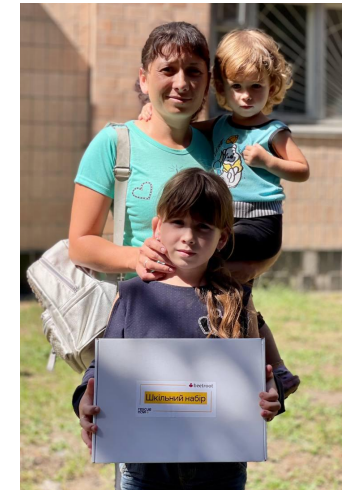
Activity description

With this focus area we support projects that provide school supplies for Ukrainian kids from IDP families in de-occupied territories who are unable to afford the basics for their education or all necessary supplies for online studying. This projects give Ukrainian kids an access to high-quality education that allows them to achieve their goals and contribute to the development of the country.

Its also includes projects with individual scholarships providing for studies in IT, private schools for IDP kids.

Results

- 240 kids received a backpacks with school supplies with RescueNOW
- 50 IDP children receive backpacks equipped with stationery and electronic tablets, enabling them to pursue their education online.
- 4 IDP kids received a 1,5 year scholarships for education in Kaizen microschoools



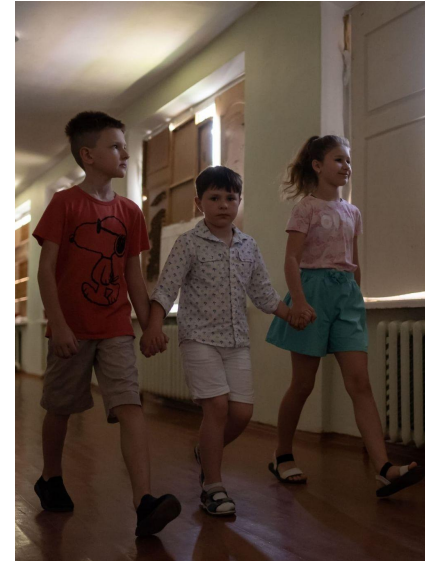
Activity description

We support projects that unite people to rebuild destroyed homes, community centers and restore educational infrastructure in regions affected by the war.

Additionally, we helping children restore access to quality education by creating accessible edu spaces.

Results

- Creating an educational room in Mykolaiv lyceum for 300 IDP kids with savED
- Restoring the natural sciences lab in a destroyed school in the Chernihiv region with savED
- Restoring 13 houses with Brave to rebuild
- Restoring a cultural center building in Kyiv region with Repair Together



Donate

We are from Ukraine and we know how to help. Donate to Beetroot Aid for Ukraine Fund, and positively touch lives of people affected by the war.

Swish

Bank account (SEB):
5203 10 914 76

Swish by phone number:
123 581 22 68

Message:
Your email address (to receive
fund updates)

Stripe

Proceeds go to help families
who, due to the war, are unable
to continue working and earn an

Donate

Bank

**International non-USD
donations**

IBAN (SEK):
SE8050000000052031091476

International USD donations

IBAN (USD):
SE9750000000050598263624

BIC:
ESSESESS

Thank you

We know for sure that kindness, help, and mutual assistance have no boundaries.

We thank all our partners and donors worldwide – we've come a long way. Let's keep helping Ukrainians stay resilient in the face of adversity and build a better tomorrow for the entire world.

