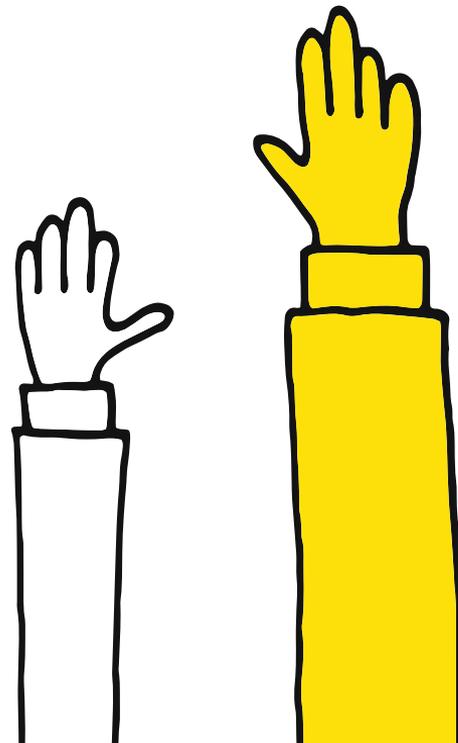




Children
of Heroes

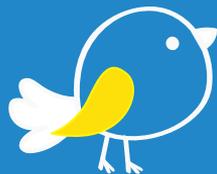
**A Fund providing support
to children who lost one
or both parents** due to
Russia's war in Ukraine

October 13, 2022



Ukrainian children who have lost a parent because of war are the second hidden frontline.

At Children of Heroes, we believe it is our mission to help these children and guide them through devastating tragedy and loss, so they can reach their potential — both personal and professional.



Our vision

We envision that the thousands of children in our care will eventually be able to live happy, healthy and successful lives, achieving academic excellence and career success.

Once reached adulthood, all children under our supervision (~5,000) will have higher than average levels of income, happiness, and education.

Our mission

Our mission is to support the children of heroes and enable them to be the best representatives of Ukraine as a nation in the global community.

At Children of Heroes, we take pride in our values and beliefs: Do Not Harm, Non-Singular Approach, Long-Term and Tangible Impact



As of the 14th of October 2022, 902 children are being supervised by the Fund

22% of children under our protection live outside Ukraine. Most refugees live in Germany or Poland

87% of children have lost their father
7% – have lost both parents
6% – lost their mother



From 10 to 20 children are added to the Fund everyday

The children and their loved ones are scattered all over Ukraine and Europe. **We help regardless of location**

Tailored Approach Based on Maslow's Hierarchy of Needs

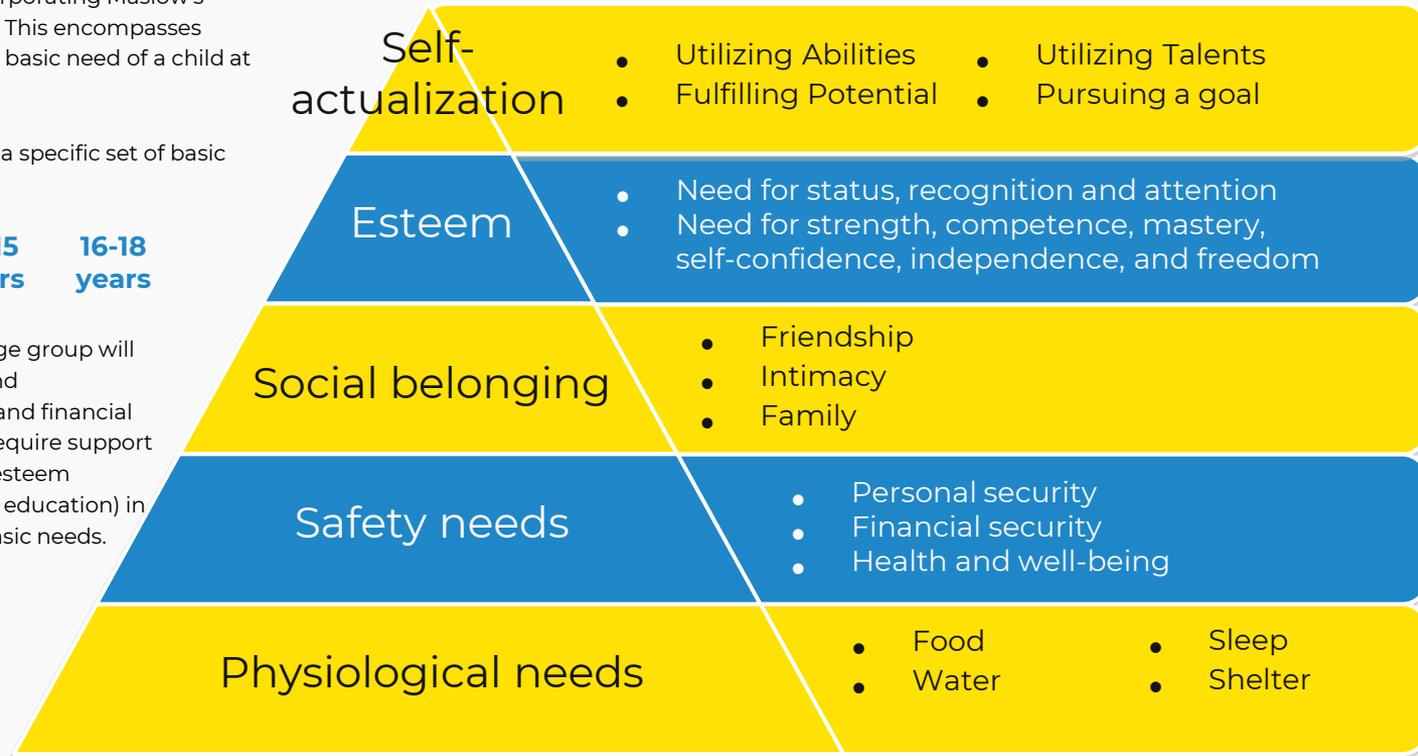
We suggest a unique approach of incorporating Maslow's hierarchy into **6 Programs of Support**. This encompasses seeking partnerships to fulfill a specific basic need of a child at each stage of their childhood.

We outline **5 age groups**, each having a specific set of basic needs to fulfill:

0-3 years **4-6 years** **7-11 years** **12-15 years** **16-18 years**

Thus, the resources for the youngest age group will be predominantly focused on safety and physiological needs (through medical and financial help), while the eldest age group will require support in fulfilling higher rank needs such as esteem (through recognition of achievements, education) in addition to a wider list of lower-rank basic needs.

This approach ensures systemic and efficient resource-seeking and fundraising.



Our vision is raising confident, well-educated and ambitious individuals. **We are here to help with our Programs:**



Emergency Support

Providing immediate financial, medical, mental, and humanitarian support as well as temporary shelter (in Ukraine & abroad)



Humanitarian support

Ensuring that basic needs are met as they grow up including food, housing, legal and other advice



Education and Development

Providing children with proper education including kindergartens, schools, colleges as well as other development opportunities



Healthcare Fund

Covering children's medical expenses, including psychiatric support



Socialization

Providing opportunities to join social groups, summer camps, travel in Ukraine & abroad



Mentorship and Career

Arranging mentorship sessions, webinars, internships dedicated to accelerating a child's career path

UAH
50,000,000+

Confirmed budget of the support to be provided by The Fund and our partners by the end of 2022

660+

Families received initial financial support

50+

Families received additional \$1,000 assistance

340+

Children received quality footwear and clothes

150+

Children are now learning foreign languages

100+

Families are receiving psychological support

180+

Families are receiving legal assistance

120+

Children received gadgets for online education

180+

Children received the stationery for school

The Fund proposes a uniquely-tailored approach of assistance delivery to the children and their families

To make sure that all eligible families are aware of the help we offer we rely on...

- Online and social media marketing
- Word of mouth
- Partner network (business, government, civil society orgs)



Applications are received via call center or online form



Each family is connected to a Family Helper



Eligibility criteria:

- Be under 18 years old
- Have one or both parents lost after February 24th due to the Russian war in Ukraine
- Have all the required documents provided

Our process:

Stage 1. Application is made on behalf of the child, which consists of copies of parent's or trustee's passport and ID, child's birth certificate, parent's death certificate (or eligible alternative), IBAN and consent for personal data processing

Stage 2. A thorough Due Diligence procedure starts, which includes documents completeness and validity check by Guardianship Department

Stage 3. The application is passed to the Fund's leadership for a final decision

Stage 4. In case the application is approved, we start providing assistance

Our philosophy is a **child-centered approach**. Dedicated Family Helpers play a crucial role here.

They deliver the right assistance, provide social and psychological support to families to help them **overcome loss and begin new lives**.

Our Family Helpers are crucial for helping children successfully and effectively!



Anna Khomenko, Co-Founder, Head of the Family Helpers Department

6+ years in the field of personnel management (Citrus, Farmak, Sellwin, Moneyveo)
2+ years in child psychology (private child development center); law degree



Family Helpers

They are the bridge, which connects the Fund and the children, and are true heroes too!

They are **responsible for**:

- 1) Constant communication with the affected families
- 2) Emotional support of the families
- 3) Identifying and finding ways to solve critical requests of the families
- 4) Solving everyday problems of the families
- 5) Collecting and implementing the children's needs with the tools of the Fund



Psychologists of the Fund

Highly qualified specialists with many years of experience of working with trauma

- They provide psychological support to affected children and their guardians
- They conduct interviews for family assistants

Unfortunately, we can't bring the children's parents back to life, but we can care for them as much as their parents would have

18 family helpers and 6 psychologists are full-time employees of the Fund, who provide individual support to each affected family

Illustrative Family Case

Andriy (16 years old) escaped an exploding car, with broken legs and a concussion, before realizing his mother had died instantly as a result of the blast



- **Family:** Father and son, Anatoliy and Andriy
- **Hometown:** Chernihiv
- **Current location:** Belgium
- **What happened:** During the evacuation of the city, Andriy's and his mother's car exploded on an anti-tank mine. His mother died instantly. Andriy escaped, with two broken legs, a broken arm and an acute concussion.



Yaroslav Prygara, Family Helper:

We helped Andriy find a temporary accommodation as well as receive treatment for his injuries, first in Sweden and then in a more specialized facility in Belgium, where Andriy's sister lives.

Thanks to our contacts with local businesses, namely members of the Young President's Organization, we organized a quick registration of the family in Belgium, first temporary housing and then permanent near the hospital. He received free surgery on his legs. Currently, Andriy is safe and well, and although he has a long rehabilitation ahead of him, has now been discharged from hospital.

Illustrative Family Case

A father of 12 was murdered during the Bucha Massacre in March 2022. His wife and children are now refugees in Germany



- **Family:** a mother and her 12 children (10 are under 18 years old)
- **Hometown:** Bucha
- **Current location:** Germany
- **What happened:** The father of the family was murdered in Bucha by Russian invaders. The family was evacuated to Germany.



Valeria Abdal, Family Helper:

The war brought a tragedy into the home of a large family from Bucha, where 12 children were left forever without a father.

He was in his car on his way home to his children and beloved wife when he was shot dead by the Russian armed forces.

It was not safe in the city, so the family was forced to evacuate from their home to Germany, where the children and their mother have received financial assistance as well as presents from the Fund. We provide regular mental support to the children and their mother.

Illustrative Family Case

Border guard of the Ukrainian Armed Forces and father to twins dies a day before they are born



- **Family:** a mother and her 2 twins (1< y.o.)
- **Hometown:** Chernihiv
- **Current location:** Ukraine (Western part)
- **What happened:** The father of the family was soldier in Ukrainian Armed Forces. He was killed in action during shelling.



Antonina Golovach, Family Helper

These twins are Matviy and Zakhar. They are just over two months old. Their father, a Chernihiv border guard, was killed three months ago, just a day before they were born.

Bogdan and Viktoria have wanted children for 8 years, and she became pregnant last autumn. In February, the war began.

Bogdan went to work as a border guard on the morning of the 24th. Just three weeks later he died defending Chernihiv, killed by a Russian sniper.

The next day Viktoria gave birth prematurely to twin boys. They moved to a safer place to live in a tiny apartment with their grandparents. Viktoria asked for nothing, but we helped them financially, sent humanitarian aid to the kids, supported them psychologically and will be on hand to support them further over the next 18 year

The Fund is managed by reputable founders comprising entrepreneurs and investment professionals and supported by dedicated specialists



Dan Pasko, Co-Founder, CEO

10+ years of Private Equity (Horizon Capital, Diligent Capital); 5+ years in NGO/Non-Profit (Prof. Gov't Association, EasyBusiness); Harvard MBA



Antonina Golovach, Co-Founder, Non-Financial Partnerships Lead

3+ years in Marketing & Communications (Miss Multiverse, Etalonium); social-media influencer (Instagram 50K+), Kyiv National Economic Uni



Sergey Semenyachenko, Co-Founder, Non-Executive Director

20+ years in Entrepreneurship and Agribusiness (Edinstvo Holding) and Investments/Philanthropy (various ventures and initiatives)



Dan Yakub, Co-Founder, Non-Executive Director

8+ years Investment Banking (UBS, Citi); 5+ years in Private Equity (Diligent Capital); Smurfit School, EMBA



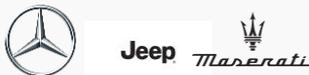
Andrew Shpakov, Co-Founder, Head of Fundraising & Partnerships

5+ years in Private Equity and Consulting (Diligent Capital, CIVITTA), 5+ years in NGO/Non-Profit (EasyBusiness); Atlas Network Think Tank MBA



Yaroslav Prygara, Co-Founder, Family Helper

20+ years in top management (Ducati, Maserati, Jeep, Mercedes-Benz), 5+ years in NGOs/non-profit organizations



Founding Organizations



- DCP is the leading Ukrainian private equity firm with investments in Agribusiness and Tech. Supported by blue-chip international development financial institutions
- Edinstvo Holding is one of the largest Ukrainian vertically integrated agricultural holdings, one of the market leaders in the egg and feed production segments

Key Advisory Partners



DARYL UPSALL

35+ years in Non-Profit (Green Peace; Daryl Upsall International); Cambridge graduate



DANI GONZALES

20+ years in Digital Marketing for Non-Profits (Change.org, Save the Children)



Highly qualified professionals with various background joined the Fund. As of October, 39 people, including family helpers, work full-time in the Fund.

Fundraising & Partnerships Department



Serge Honcharevich

Co-founder, a Head of Fundraising department



Antonina Golovach

Manager of non-financial partnerships



Lyubov Ziniuk

Foundations & Grants Manager



Kateryna Pozinenko

Donors Relations' & HNWI's Associate



Natalya Kornievskaya

Non-financial partnerships Associate

Digital Department



Vasyl Bogdanov

Head of Digital Department

Administrative Department



Anna Yermolayeva

HR-director



Iryna Novikova

Admin

Marketing Department



Dariya Dika

Head of Marketing Department



Niya Nickel

PR-manager



Tetyana Petrikiyeva

SMM-manager



Ihor Bazan

Copywriter



Valeriya Abdal

Marketing manager

Operational Department



Tetyana Novitska

Chief Operational Officer



Natalya Lazareva

Lawyer

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Children of Heroes

Charity fund

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