

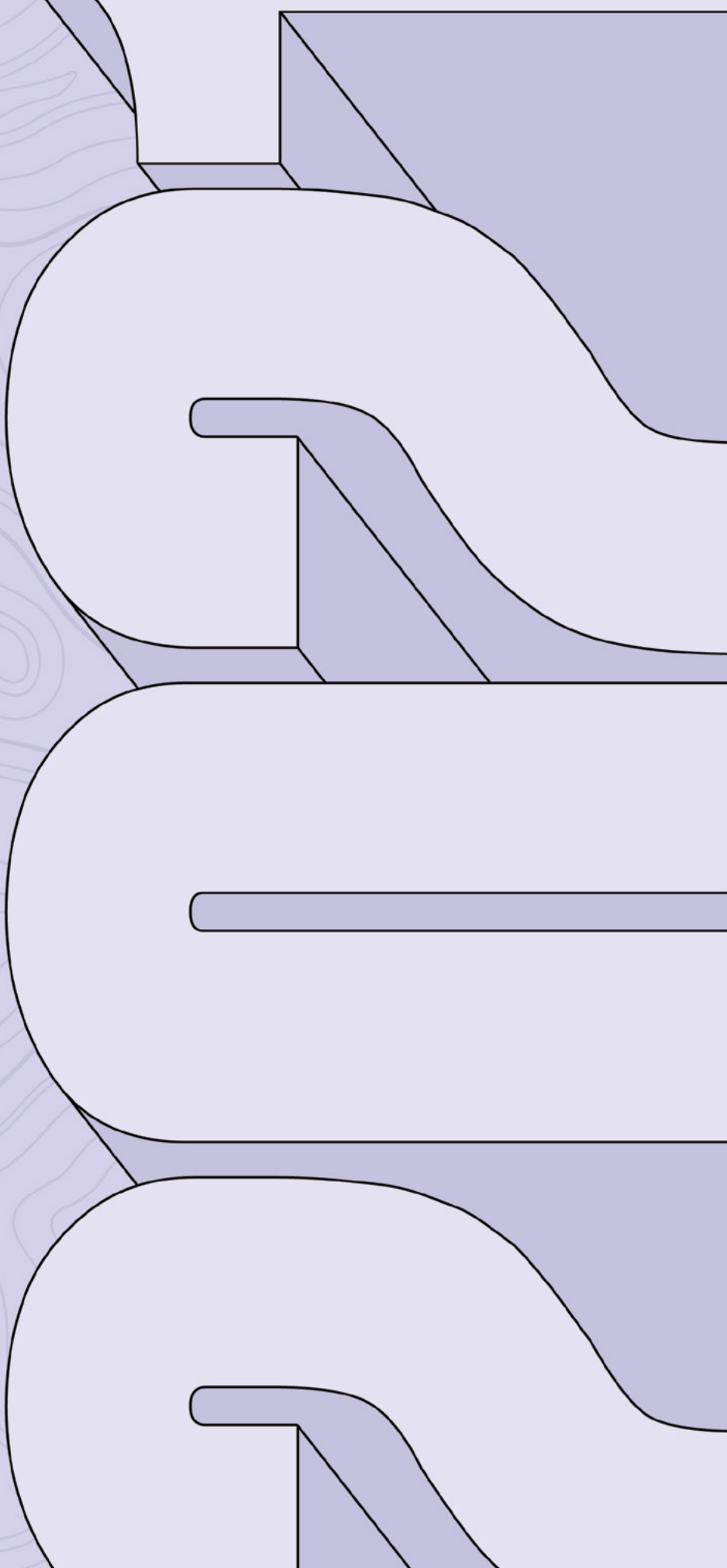


COME BACK

ALIVE

# ANNUAL REPORT

|  
2021



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***2021 should be considered a renaissance year for the Come Back Alive Foundation. It was a year of growth and scaling, new projects and ambitions.***

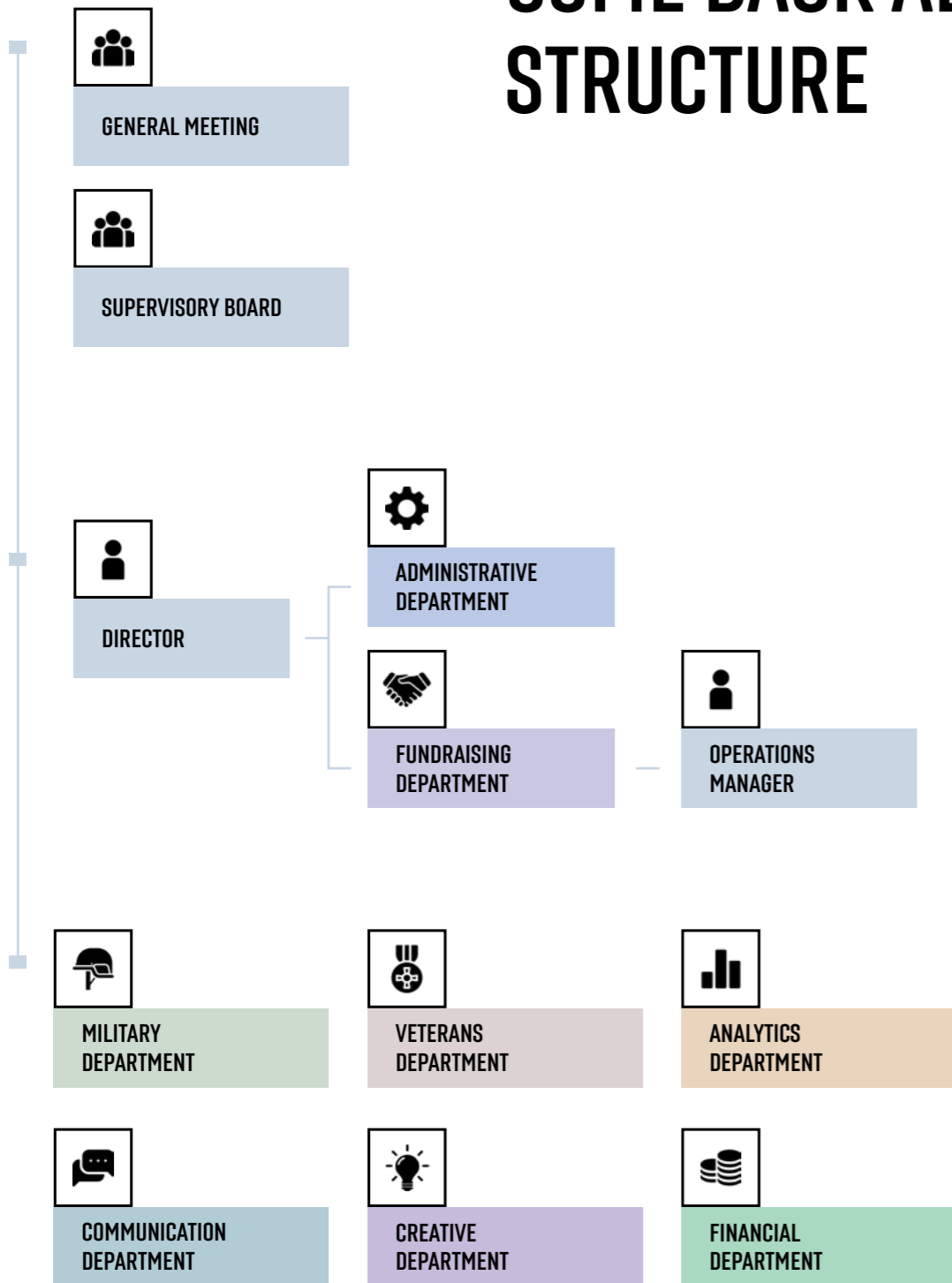
*During the year, we supported every Armed Forces brigade and regiment rotation in the East, trained thousands of sappers, snipers, infantry, and scouts. We continued to provide thermal imagers, optical sights, surveillance systems, drones, tablets, EOD bags, and hundreds of other items needed by the defenders of Ukraine. At the same time, we began to prepare for a possible war of the future modernizing the air defense, developing the Territorial Defense Forces, and making the army mobile and fast, because we have a competent approach to helping the army.*

*As an institution, we have grown and strengthened. We have become more systematic, transparent, efficient, and crisis resistant. We are entering the new year with great ambitions to develop the defense capabilities of Ukraine and our Armed Forces. The report you're holding in your hands provides this information in detail.*

*It's all thanks to you, the people who stay with us and move together into the future. We continue to make history together in 2022!*

**Taras Chmut**  
Director

# COME BACK ALIVE STRUCTURE



# FINANCES OF THE FOUNDATION

**//**  
**We are transparent and open in our activities.**

*This is evidenced by project expenditure monthly reports on our Facebook page and online reports on our website. Thanks to the public reporting format, everyone who has entrusted us with their donations can see where every penny goes. This increases trust in the organization and allows every caring person to join our common victory.*

*The activities of the Foundation fully comply with the law, we guarantee our philanthropists honest and stable work. For each individual order of goods or materials, we consider proposals from several suppliers and choose the one that meets the criteria of the optimal price / quality ratio.*

*Creating an effective system of using philanthropic donations is one of the main principles of our prudent monetary policy. Collection of charitable contributions designated for the army and charitable contributions designated for operational activities of the Foundation goes through separate current accounts, which prevents their misuse.*

**Lesia Melnyk**  
 Head of the Financial Department

# SUPERVISORY BOARD



**Yurii Fyliuk**  
CEO and Founder  
of the Prompylad.  
Renovation project



**Vadym Karpiak**  
Host of the Freedom  
of Speech political  
talk show on the  
ICTV TV channel



**Pavlo Klimkin**  
Minister of Foreign  
Affairs of Ukraine  
(2014-2019)



**Ihor Kravchenko**  
Russo-Ukrainian war veteran,  
co-Founder of a veteran  
business

# OUR TEAM

## MILITARY DEPARTMENT



**Taras Chmut**  
Director



**Andrii Rymaruk**  
Head of the Military  
Department



**Ruslan Shpakovych**  
Sniping Instructor



**Yevhenii Antypenko**  
Senior Instructor in Special  
Engineering Training



**Pavlo Herman**  
Instructor in Special  
Engineering Training



**Andrii Moruha**  
Closed positions  
artillery firing  
instructors



**Vadym Mordanov**  
Closed positions  
artillery firing  
instructors



**Oleksii Bezruchko**  
Military Manager



**Mykola Tersymonov**  
UAV Instructor

## VETERANS DEPARTMENT



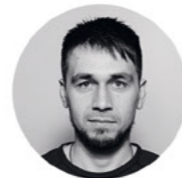
**Viktoriia Dvoretzka**  
Head of the Veterans  
Department



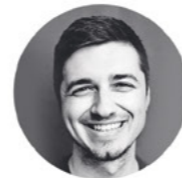
**Dmytro Lavrenchuk**  
Veterans Department  
Specialist



**Taras Shpuk**  
Veterans Department  
Specialist



**Ivan Naumenko**  
Head of the Analytics  
Department



**Anton Shevchenko**  
Senior Analyst



**Mariia Kucherenko**  
Analyst



**Taras Tarasiuk**  
Analyst



**Maksym Lymanskyi**  
Journalist



**Mykhailo Burkov**  
SMM Specialist

## ANALYTICS DEPARTMENT

## COMMUNICATION DEPARTMENT

## CREATIVE DEPARTMENT

## ADMINISTRATIVE DEPARTMENT

## FINANCIAL DEPARTMENT



**Oleksii Novikov**  
Creative Director



**Yuliia Traut**  
Manager of Creative  
Projects



**Anna Kolesnikova**  
Office Manager,  
Project Assistant



**Maksym Zinchuk**  
Operations Manager



**Oleh Karpenko**  
Fundraiser



**Lesia Melnyk**  
CFO



**Anastasiia Shvedska**  
Warehouse Manager



**Anastasiia Kropelnytska**  
Chief Accountant



## SOLIDARITY

We have common goals, so we willingly help each other if necessary. We do not slack off, we do not misuse the resources and time of our colleagues.

# MILITARY DEPARTMENT

*"* We came to the aid of the army at its most difficult moment, having survived the fiercest battles and the liberation of the occupied territories.

*"* We keep our finger on the pulse, improving everything in our reach, and at the same time working to anticipate problems. We've gradually moved from the regime of "101" to "103", so to speak. But the army is not just the frontline issues.

*"* We have also achieved significant results on the peaceful territory. Training, capacity building, new developments. All this is already yielding some positive results, and we will see more significant outcomes in the nearest future. Any hard work requires time and cold balance. Today, Come Back Alive helps the infantry on land and the navy at sea. And tomorrow we'll help the Air Force to dominate the sky. Wherever our army is, we are always by their side!

**Andrii Rymaruk**  
Head of the Military Department

*"*

*"* The Come Back Alive Foundation has been an important part of my life since 2015. Back then the Foundation helped my brothers-in-arms and me, and a few years later we've started helping them as sponsors.

*"* Come Back Alive is a unique combination of true patriotism, business management, ambition, and absolute transparency within a charity organization. The Foundation is one of the best examples of building an effective civil society institution. Not only it protects the citizens but also influences formation of the state, while establishing and maintaining true standards of service to Ukraine.

*"* To work on the Supervisory Board is an honor and a responsibility. It's an example of synergistic and collegial work, which can help the team see what's most important and maintain the focus in the process of achieving great goals. To work on the Supervisory Board is to protect the institutional capacity of the Foundation because its mission, values, and interests are more important than any of us.

*"* To work on the Supervisory Board is to understand looking back that nothing was done in vain.

**Ihor Kravchenko**  
War veteran, co-Founder of a veteran business,  
Head of the Supervisory Board





**1300**  
SERVICEMEN  
WERE TRAINED



## WHAT WE'VE DONE IN 2021

- **Launched a new UAV instruction direction.** This reconnaissance tool is the key source of intelligence for infantry units. The instruction covers the basic UAV control skills for different drone types (quadcopter, hexacopter, octocopter, flying wing), operation tactics, fire correction, and decoding.
- **Strengthened air defense of the Ground Forces.** Its maneuverability, survivability, decision-making and response efficiency were improved thanks to the design and creation of regiment and division mobile command and reconnaissance control posts, as well as the installation of computers on combat vehicles.
- **Installed 45 mobile surveillance systems.** They cover almost a quarter of the demarcation line, minimizing the loss of manpower from sniper fire.
- **Created tactical operational centers and mobile brigade and artillery command and control posts** for the 14th, 56th and 72nd brigades.
- **Provided support and audit for military units.** We've processed thousands of applications, checking current and emergency needs. Over 2,000 office equipment units were purchased and delivered (i.e. computers, monitors, TVs, printers, etc.).
- Provided brigades and battalions with **thermal imaging optics** during rotations. In 2021, 392 thermal imaging devices were delivered to the front and given into temporary use. Approximately the same amount was provided to service centers.
- **Trained 1,300 servicemen** on the following: indirect fire; UAV; mine safety; sniping; tactical medicine; mountain training.
- Provided the 30th Surface Combatant Division headquarters with **necessary equipment, surveillance tools, and object control systems** on Island-class patrol boats. Provided the press service of the Navy with equipment.

## KEY PLANS FOR 2022

- Supplying rotation: processing all orders, organizing procurement, delivering items, and transferring them to the balance of military units.
- Networking, development of new projects for the Ground Force and...



**WARRIOR GAMES:  
TEAM UKRAINE**



♡  
**VETERANS  
DEPARTMENT**

//

*The Foundation is the people who experience emotion and feeling of the mission. The emotion of going beyond possible. The mission of making the Armed Forces stronger and more resilient right now, in real time. This also applies to the people who support the Foundation. For me, the Foundation is a "planet of people" sharing the same values as me. The values we are ready to fight for. The feeling that we can do anything, even the impossible. The sense of community. No other Supervisory Board I've worked at has provided such sense of belonging to the community of those for whom Ukraine is above all.*

**Pavlo Klimkin**  
Minister of Foreign Affairs of Ukraine (2014-2019)

//

*Participation in the Supervisory Board is not a privilege or an obligation. It is work. It is voluntary, but it's work. Yes, it takes up some of my free time. But at the same time it brings a special satisfaction - the feeling that here, on the home front, you go extra step beyond just giving money to the army. My "extra step" has to do with my journalistic experience. And if the Foundation needs it in some shape or form for a certain purpose it would be an honor for me to share it.*

*Come Back Alive is a benchmark for effectively bringing people together. The idea is simple: to help our defenders return from the war alive. But to implement this idea, one needs to combine many different threads: private philanthropists, business, government agencies, the Armed Forces, veterans, instructors, analysts, journalists, experts, and many others who would otherwise had no chance of meeting and working together.*

*It is the Foundation that weaves all these individual threads into a strong rope ensuring backup for our army and helping defenders return from the war alive.*

**Vadym Karpiak**  
Host of the Freedom of Speech  
political talk show on ICTV

# WHAT WE'VE DONE IN 2021

- Implemented a number of initiatives within the Business Mentors - V-corp project:
  - Veterans Business Support Forum within the V-corp framework (April 27).
  - Veterans Business Forum 'Veterans. Business. New Opportunities' event together with the Ministry of Veterans Affairs of Ukraine and the Chamber of Commerce and Industry (July 22).
  - Pulse of Dignity Veterans Festival on Independence Day together with the Ministry of Veterans, where the veteran entrepreneurs fair format was successfully tested for the first time.
  - Veterans needs assessment (together with the analytical department), which became the basis for the Concept of State Support for Veterans Business submitted to the Ministry of Veterans. Subsequently, it became a part of efforts to develop the Entrepreneurial Initiatives Development Strategy document within a working group.
- Organized public consultations together with the Ministry of Veterans to inform people about the Entrepreneurial Initiatives Development Strategy in order to further develop the document.
- Developed a mentoring platform.
- Together with partners we organized regional Invictus Games events (Cherkasy and Kryvyi Rih), that welcomed almost 300 veterans.
- Implemented Invictus Games based Sports Ambassadors project supported by IREX. The purpose of the project is to have a positive impact on the psychological state of veterans, providing them with basic self-development and self-improvement skills. To date, 14 ambassadors have implemented their sports and mentorship projects continuing to work on the implementation of new ones.
- Organized the IV International Veterans and Volunteers Forum as a part of the 'Ukraine 30. Defenders' All-Ukrainian Forum. The Warriors Games team was involved in the sports panel of the forum.
- Organized the 'Veteran to Community: Potential Multiplied by Trust' forum in Kramatorsk, where our Veterans Department specialists had the opportunity to share their experience and achievements in working on veterans projects.
- Organized the March of the Defenders together with the organizing committee. It has strengthened the general reputation of the Foundation among the veteran community and co-organizers of the March.
- Participation in the work of the national team selection committee together with the Ministry of Veterans, Stratkom Ukraine and other agencies. Thanks to active communication with US sports ambassadors and the local Warriors Games team, an invitation to the International Warrior Games was received. The initial part of Warrior Games has been successfully completed: during the Warriors Games event 220+ participants have been evaluated in order to select the Ukraine national team and present it afterwards. Participation in these events has significantly strengthened the Foundation's reputation among the veteran community as one of the stakeholders in major international projects for the rehabilitation of veterans through sports.
- Restarted the work of the Association of ATO Veterans Entrepreneurs.
- Started the development of veterans sports movement in the regions of Ukraine. Organization of sports competitions helped increase accessibility to inclusive and adaptive sports for wounded veterans.
- Initiated the creation of the "For protection of rights of the defenders of Ukraine" inter-factional parliamentary association in the Verkhovna Rada.



## KEY PLANS FOR 2022

- Organization of Warrior Games Invictus Games training and provision of support at international competitions.
- Organization of the Forum for Defenders of Ukraine.

### IMPLEMENTATION OF VETERANS SPORTS REHABILITATION PROJECTS





COME BACK  
ALIVE



♡  
**MARCH OF THE  
DEFENDERS**



## RESPONSIBILITY

Joint success consists of individual results. Everyone does their own job efficiently and on time, sloppy work is unacceptable. If the work cannot be done on time, we report it before it becomes a problem. We keep in mind that every decision, action, and word of every person in the team affects the reputation of the Foundation and our colleagues.

# ♡ ANALYTICS DEPARTMENT

“

**The Analytics Department of the Foundation is also an analytical and advocacy center that develops draft decisions for the defense field and advocates their adoption.**

*It would seem that the defense field belongs entirely to the state. Is there any place for public initiatives? But the state in general and the defense and security sector in particular lack their own analytical capabilities. As a result, many decisions are being made with a superficial understanding of the problem instead of using in-depth analysis as a basis. This entails inefficient use of taxpayers' money to say the least. Besides, such decisions simply do not work.*

*That is why analysts are working to reform the defense and security sector in partnership with the leadership of the Armed Forces of Ukraine and the National Security and Defense Council of Ukraine.*

*It's a really striking feeling to realize that we, ordinary guys and girls from different parts of Ukraine, are intellectually contributing to the strengthening of the country's defense capabilities. What's also striking is that our work does not rest in a drawer but becomes the basis for political decision-making.*

**Ivan Naumenko**  
Head of the Analytics Department

“

*In my opinion, the Come Back Alive Foundation is an integral part of our country's security structure today. It is important to understand that the Foundation is no longer just a situational reaction of civil society to the military invasion of 2014. Nowadays it's a systemic institution, which proactively analyzes both current and future challenges. It regularly finds and implements solutions to those challenges uniting new partners and active citizens around it.*

*I strongly believe in the combined efforts of grassroots initiatives. Participation in the Supervisory Board of the Come Back Alive Foundation is a part of my personal responsibility for the country.*

**Yurii Fyliuk**  
CEO and Founder of the Promprylad.  
Renovation project



# WHAT WE'VE DONE IN 2021

## DURING 2021, WE CONTINUED TO RESEARCH THE PROBLEMS OF UKRAINE'S DEFENSE CAPABILITIES AND REHABILITATION OF VETERANS

- Today in Ukraine the **system of territorial defense** is practically being created anew. How to motivate people to actively participate in territorial defense? What experience do the world's leading countries have in training territorial defenders? The 'Territorial Defense of Ukraine: History, Current State, and Future' analytical study became the basis for cooperation in this area with the leadership of the Armed Forces and the Ministry of Defense. The Come Back Alive Foundation, in partnership with the Commander-in-Chief of the Armed Forces of Ukraine and the Command of the Territorial Defense Forces of the Armed Forces of Ukraine, actively works on the legal framework of territorial defense.
- The Analytics Department actively worked on **Foundation's recognition abroad**. They've participated in international forums and written for foreign publications.

- Analytics Department's conducted research on '**National and World Practices of Veterans Physical Training and Sports Rehabilitation**' and on '**Needs of Veterans in the Promotion of Entrepreneurial Activity**'. Its results formed the basis for the **War Veterans Entrepreneurial Initiative Development Strategy 2030** project by the Ministry of Veterans Affairs of Ukraine. The purpose of the project is to create favorable conditions for the start and development of veteran entrepreneurship, increase its competitiveness to solve the problems of war veterans reintegration into civilian life, and promote sustainable development of Ukraine until 2030.
- **We initiated another direction dedicated to researching the enemy - the Russian Federation**. To effectively resist a strong, systemic, and insidious enemy, it is necessary to understand specific features of hybrid influences formed by the Russian Federation. Those include the use of the regular army, irregular military formations, terrorism, as well as information, economic, social, energy, and cyber warfare. Our task is to study the peculiarities of Russia's military policy, Russia's armed forces main development directions and how they are being used. It will help us ensure the effective implementation of our own policy on state sovereignty protection and restoration of its territorial integrity.



## KEY PLANS FOR 2022

- Preparation of an analytical report on security and rehabilitation researches on...

## WE INITIATED ANOTHER DIRECTION DEDICATED TO RESEARCHING THE ENEMY - THE RUSSIAN FEDERATION



# FUNDRAISING DEPARTMENT

## WHAT WE'VE DONE IN 2021

- **Involved new sponsors.** The organization is going through scaling and institutionalization, which requires certain administrative expenses. Building a team and finding creative workers requires competitive wages and decent working conditions.
- **Restored lost sponsorship contacts.** Creating significant and systemic partnership helps increasing trust, loyalty, and positive attitude among the new partners towards the organization.
- **Introduced CRM-tables.** Information about partners and volunteers was systematized in a single program. It helped to visualize partnerships and perform more tasks in a more efficient way.
- **Found new locations for events.** The Foundation as an organization faces many challenges. Among those is the need to rent premises for various events (veterans forums, conferences, briefings). Involving partners, who can provide the opportunity to hold events free of charge, significantly reduces the administrative costs of the Foundation and allows for directing extra funds to higher priorities.



*The introduction of the fundraising direction within the Foundation made it possible to systematize interactions with partners and increase the number of partners actively cooperating with the organization.*

*The level of charity culture in Ukraine is no longer basic. Today, corporate social responsibility is a factor in increased profitability, company image, cost reduction, upholding employee morale, and customer loyalty. Responsible business contributes to the development of society in various fields. In a country, where the war has been going on for eight years, the army faces new challenges daily. And business cannot stay out. Responsibility begins with us, because strong army is key to security and development of the country.*

**Oleh Karpenko**  
Head of Partnerships



*For the most part of Uklon's existence there has been a war in Ukraine. And each one of the four co-founders of the company, remembers well how tragic 2014 was for the whole country. At that time we were building our company in Ukraine and for Ukrainians. Our loved ones lived and continue to live here. Fully aware of ourselves as a part of society, we could not stand aside the conflict that was brought to us from abroad.*

*In 2014, without a doubt, we backed the Come Back Alive Foundation to do everything in our power to thank the defenders of our independence. Business reflects the character and beliefs of those behind it. That is why we continue to work with foundations and civil society organizations that share our values.*

*Business that works in the country for its citizens cannot ignore the challenges of the state. I am convinced that every company can find opportunities to benefit the society for which it works. And people are ready to respond if you just address them properly. In October, on the eve of the Day of Defenders of Ukraine, Uklon invited its users to donate any amount to help the military. And we saw how positively people reacted to our call, joined en masse, and thanked Uklon for its 8 year long steadfast position.*

*Ukraine is still at war and the volunteer movement covers numerous military needs. To this day, we at Uklon, a company that unites more than 500 specialists, remain a loyal partner of the Come Back Alive Foundation. And we will continue helping our defenders until the end of the war.*

**Serhiy Smus**  
Chief Operating Officer, co-Founder of Uklon

## AUDACITY

*We examine every decision for a long time, as the responsibility of our job obliges us to do so: impact at the course of the war, shaping the consciousness of Ukrainians, preservation of our country. But when the decision is made, we act boldly and effectively, because the work of Come Back Alive has historical significance.*

## KEY PLANS FOR 2022

- Search for new partners for implementation.

♡ COME BACK  
ALIVE



♡  
**REAL SCALE  
CALENDAR**



## COME BACK ALIVE FILM CREW WORKED ON THE UKRAINIAN NAVY BOATS



♡

# COMMUNICATION DEPARTMENT

*Foundation's Communication Department is responsible for showcasing the work of each of its directions, media promotion, public reporting to donors and partners, information support of our organization's projects. To accomplish these tasks the Communication Department uses Come Back Alive's social media, our website, and media partnerships with specialized and all-Ukrainian publications.*

“

*In today's world, if you are not talked about, you don't exist. Our job is to tell the public that Come Back Alive is transforming and gaining momentum. That the war is still going on, and the army still needs the support of the people it protects.*

*We are the voice of the Foundation, sort of a bridge to the outside world. We are also a platform for everyone to learn the truth about what's happening at the battlefield and in the army.*

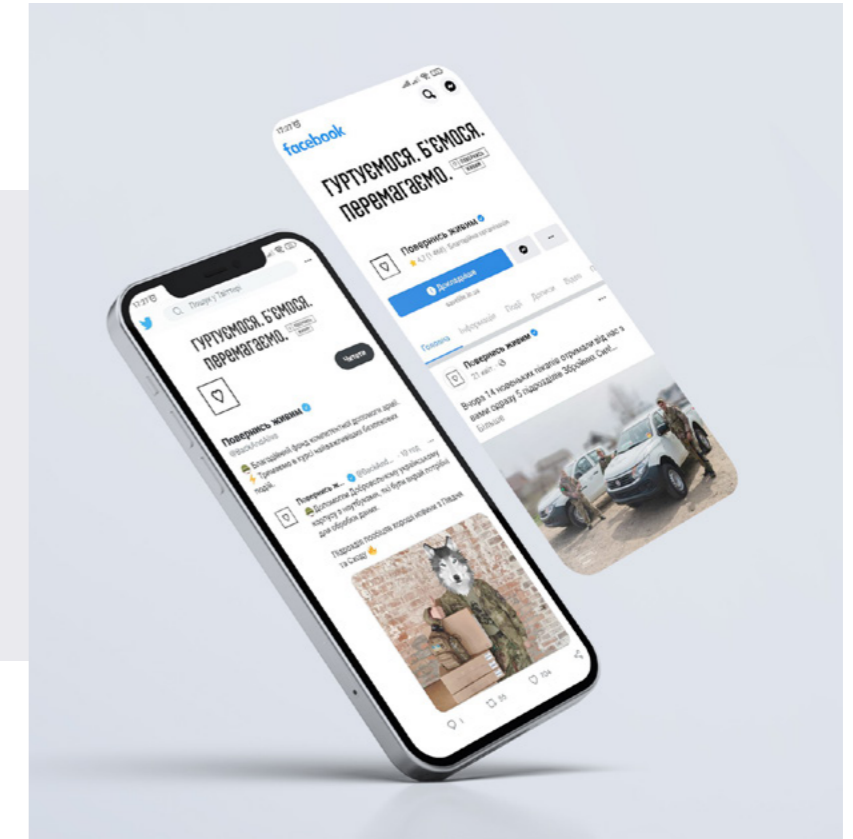
**Maksym Lymanskyi**  
Journalist of the Foundation

“

*I want our victory in this war. It is the key to the security of my family and the survival of my people.*

*And the Foundation is the best way to make this wish come true!*

**Anatolii Haievskyi**  
Journalist



## WHAT WE'VE DONE IN 2021

- In 2021, the **Foundation's Facebook community reached the 3 million follower mark**, remaining the largest page of the Ukrainian segment of the social network. It is followed by every 5th Lviv city resident, every 10th Kyiv city resident, and every 20th resident of Odesa and Dnipro. 12.5% employees of the TOP-50 Ukrainian companies have joined us on Facebook. It is the main communication platform to connect the organization with its philanthropists. During this year alone, our department made about 1,000 posts, which were seen by at least 14 million users. Among those posts are reports on the work trips to the frontline our employees took, the work of our instructors, equipment purchases for the army and its delivery.
- About 25% of our social media content are previously published at the Come Back Alive **website news, reports, digests, interviews, analyses of bills, procurement and security situation at the frontline**. In 10 months of 2021, the website was visited by almost 625 thousand users.
- The organization's activity on **Twitter** was restored - in 12 months our audience grew by 84.5% - to over 3.4 thousand followers. General reach of Come Back Alive **Instagram** posts was almost 2 million users. The number of followers has also increased by more than 5 thousand users - today it is almost 67 thousand people.
- The Communication Department interacted with journalists and provided media and technical support for the all-Ukrainian events in which the Come Back Alive Foundation was involved. Those included the March of the Defenders of Ukraine 2021, national tryouts for Ukraine's Warrior Games team, the IV 'Ukraine Is Where We Are' International Veteran-Volunteer Forum, two all-Ukrainian forums on veterans entrepreneurship development, and the first Modus Initiative conference on the organizational culture in the Armed Forces. As a result, in addition to live streams, we have published extra footage and photos on our website and social networks.
- For the first time since 2018, **Foundation's film crew worked on the boats of the Ukrainian Navy**. We were the only media that managed to capture the maritime component of the Joint Efforts-2021 exercise. Following the results of the work trip, the organization's website has published a series of materials about the exercise.

## KEY PLANS FOR 2022

- New Come Back Alive website launch. The efforts of the communications team will be aimed at relaunching its pages, as well as increasing follower and reach numbers on Instagram and Twitter, the most promising communication social media. We will keep our communication community

♡ COME BACK  
ALIVE



♡  
**CREATIVE  
DEPARTMENT**

*The Creative Department is a compact internal agency of the Come Back Alive Foundation. Our daily work includes creative campaigns, social projects and integrations, collaborations with brands, and any other communication that may help Ukrainians in making their own army stronger.*

//

*It is important to me that I can help the army not just with money, but also with my professional skills and knowledge. Each one of us, marketers, artists, IT specialists, engineers can volunteer with our own competencies.*

*And when the skills of people from different fields intersect with the needs of the Foundation, we get really cool products that help strengthen our army even more effectively.*

**Oleksii Marynych**  
Strategist

//

*From the very beginning of the war, TAVR Media's position was very clear – we must help the army. We got to know the Foundation in 2015 during the shelling of Avdiivka. The conversation was quite short, but former head of the Foundation Vitaliy Deynega and we understood each other clearly. He realized what kind of resource we have, we figured out what should be done. And all these years we stay together with the Foundation. Broadcasts of TAVR Media partner radio stations are open for all Foundation's communications. Together with the Foundation we ran many campaigns. We clearly understand what Come Back Alive does, so we have no doubt in their competence, and we know that not a single second of our broadcast would go to waste. Besides, the Foundation is transparent to the max and available as an open source. This is a highly professional and well organized team, so we keep standing side by side.*

*The Come Back Alive Foundation is a phenomenon. In fact, it's a new institute created by war, which managed to become a full-fledged powerful weapon in the arsenal of Ukrainian defense. The scale of the Foundation's activities and its influence on Ukraine's defense capability is truly respected and admired. Today it is the most robust volunteer organization in Ukraine, whose work for sure causes big problems for the enemy.*

**Oksana Shavel**  
Marketing Director of the Radio Group,  
Director of Radio Rocks

# REAL SCALE CALENDAR

## PASSION

The Foundation is hard work, but it's definitely not just another job. I love this.





# WHAT WE'VE DONE IN 2021

- **Real Scale Calendar.** 12 stories unfolding in Donbas landscapes, where the Russian-Ukrainian war events unravel. As the central objects we chose transformed 3D models of various devices that help our military save their lives, be more accurate in countering the enemy, and preserve our independence. On these images every small gadget turns into an unrealistically sized part of the landscape. This paradox showcases the real importance of high-precision technology in this war.
- **"Birds Defenders"** (art project). To spread the information on how to help the military together with the artist Oleksandr Komyakhov we created chevrons to mark equipment that the Foundation delivers to the frontline. Images of birds became a common theme, because those devices help our defenders observe the enemy unnoticed, see better, and react faster.
- **Team Ukraine identity design.** Warrior Games Ukraine national team got visual identity designed for them. In 2021, the first Ukrainian national Invictus team was formed out of 40 winners of the national tryouts. In 2022, the team will travel to the United States for international competitions.
- **Come Back Alive communication strategy.** Thanks to the introduction of this strategy, fundraising to support the army is even more effective now. To increase trust in the organization and support Ukrainian army we've analyzed the Foundation's audience to modernize and improve Come Back Alive's positioning.
- **14 days for defenders.** To celebrate the Day of Defenders of Ukraine together with the Uklon ride hailing service we ran a campaign to raise funds and purchase mobile surveillance systems for the Ukrainian military. For 14 days, everyone could join the campaign and support the Armed Forces by using QR-codes in the Uklon's cars. On October 14, the service organized a free delivery day for veterans businesses in eight cities of Ukraine.
- **'Buckle up!' radio ad.** The ads combined everyday life with military themes. The ads featured veterans recalling dangerous situations they have experienced during the war, emphasizing that such risk is justified, because it was driven by desire to save brothers-in-arms. But in peaceful life the reluctance to buckle up while driving is an unjustified risk on the part of drivers.

- **'Non-peaceful Poetry' radio ad.** We creatively reimagined classical literature realizing that war not only changes life but also gives new meanings to what seems to be ordinary things. The last lines of peaceful poetry by Taras Shevchenko, Lesia Ukrainka, and Mykola Vingranovsky were transformed into rhymes about the Russian-Ukrainian war.

- During the year we filmed and edited videos, organized flash mobs, implemented joint projects with Ukrainian illustrators, artists, and performers.



## KEY PLANS FOR 2022

- Further implementation of communication campaign aimed at the society to rethink of a 'veteran'
- Creation of end-of-the-year report to support strengthening of communication

♡ COME BACK  
ALIVE

# Україна 30



Ukraine  
30 

WE'VE SET UP  
IMPORTANT  
WORKFLOWS

## SELF DEVELOPMENT

The only way to change something in the world is to change yourself. We are constantly looking for new areas of personal growth and improvement.



## ADMINISTRATIVE DEPARTMENT

*We are inspired by our work, our Foundation, and the people who work here. They wholeheartedly dedicate themselves to the Foundation and the country, making an invaluable contribution to its development and the fight. Come Back Alive provides purposeful and thoughtful aid to the Ukrainian army with specific results in mind. Our corporate principles are to always be open and accountable to the society. The Administrative Department is a reliable home front for the Foundation's team in crisis situations.*



*Almost 8 years ago, when I felt like crying out of anger, I saw Come Back Alive's Facebook call to join the creative army. Doing what you know for a great cause is much better than crying. From that point forward, the Foundation remains in my life along with all the incredible people who have worked and are still working in it. I'm grateful for Come Back Alive's trust, the happiness it brings, and the honor of being involved. Together to victory!*

**Tetiana Popovych**  
Literary Editor



*Those who do not wish to feed their own army will feed someone else's. It's an overused phrase, but it's eminently pertinent. Everyone is in their own place doing what they can. History and actions of the Come Back Alive Foundation prove that they are in the right place. I'm glad to have the opportunity to help such a project.*

**Max Ischenko**  
DOU.UA. Founder

# WHAT WE'VE DONE IN 2021

- Ensured sustainable office work, administered technical issues, automated business processes by introducing G-Suit and corporate Slack.
- Organized internal and external communication of Foundation's departments with citizens, partners, and other stakeholders. Processed inquiries made by Ukrainian and foreign media, citizens, and partners through all possible channels of communication.
- Assisted departments in project implementation, team member selection, and their capacity building and development training.
- Established important work processes, organized a number of events.
- Developed environmental policy, received relevant training, introduced eco-office standards.
- Purchased fire extinguishing devices for each room.
- Expanded staff, officially registered every employee.
- Conducted variety of trainings for the team members.
- Introduced alternative solutions for the organization of events during quarantine restrictions.

*Our task is to think ahead predicting the needs of others. The effectiveness and efficiency of our work depends on proactivity and ability to determine needs before they reveal themselves. We know all the organizational processes from A to Z, and most of those are not apparent to the general public.*

## KEY PLANS FOR 2022

- Business process optimization
- Arranging to



SINCE 2014, WE'VE RECEIVED

\$ 8 677 976

IN DONATIONS

SIMPLICITY

There are no hidden meanings in our words and deeds, we do not manipulate, we do not lie to each other. We deliberate in a simple and timely manner, we express opinions directly and honestly. That's how we maintain a healthy relationship in the Foundation.

“

For our company, social responsibility is not just words. It is our duty to make our contribution to strengthening the well-being of the society we live and work in. The future of our country is impossible without strong economy, rule of law, and adherence to the true principles of democracy. But all of it has to be protected. That is why we support the Come Back Alive Foundation, as it does a great job of strengthening the defense capabilities of our army and rehabilitating soldiers who have served in the Armed Forces of Ukraine.

**Volodymyr Tsoi**  
President of the MIT Group of Companies

“

Helping the Ukrainian army is about values. It's not just about one's own national identity. It's about the world I want to live in and I wish for my descendants to live in. A world I'm comfortable in, however banal it might sound, but I'm just being honest. "Russian world" is definitely not about that. It is not my world.

Therefore, I help the Armed Forces in any way I can, in particular by cooperating with Come Back Alive.

**Volunteer of the Foundation**

♡ FINANCIAL DEPARTMENT

The Come Back Alive Charitable Foundation helps the Ukrainian army in the areas where the state lacks resources. For this purpose, the Foundation raises funds from millions of philanthropists - caring citizens who trust us and allow us to effectively help the Armed Forces of Ukraine on their behalf.

DONATIONS FROM PHILANTHROPISTS AND GRANTS

\$ 745 086

DONATIONS FROM PHILANTHROPISTS AND GRANTS

COMPARED TO 2020, WE'VE RECEIVED 25% MORE CONTRIBUTIONS

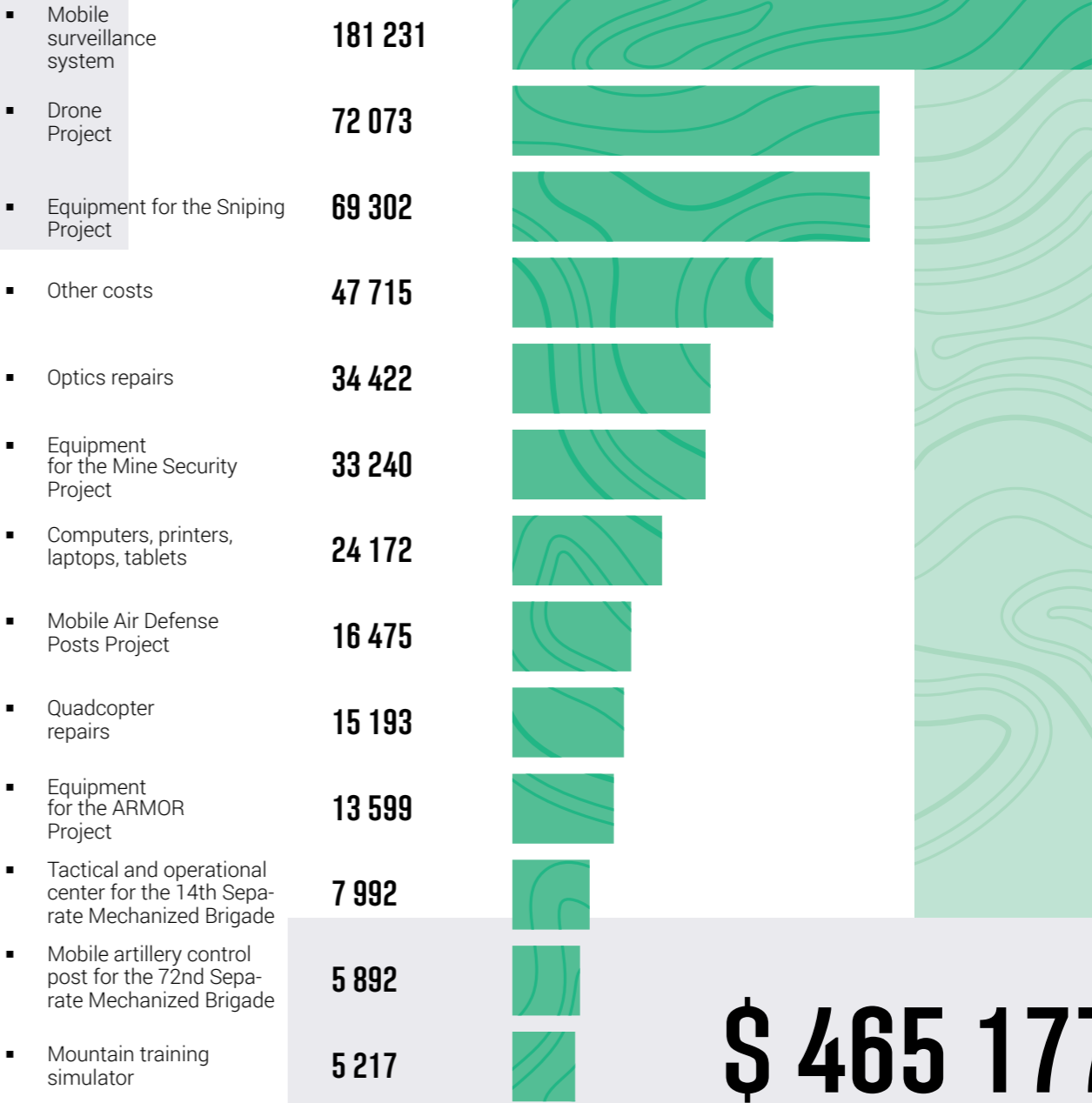
\$ 220 714

COME BACK ALIVE! NGO

# 2021 PROJECT EXPENDITURES (USD)



# MILITARY DEPARTMENT PROJECTS (USD)



**\$ 465 177**

# INSTRUCTIONAL PROGRAMS AND BUSINESS TRIPS

**\$ 112 196**

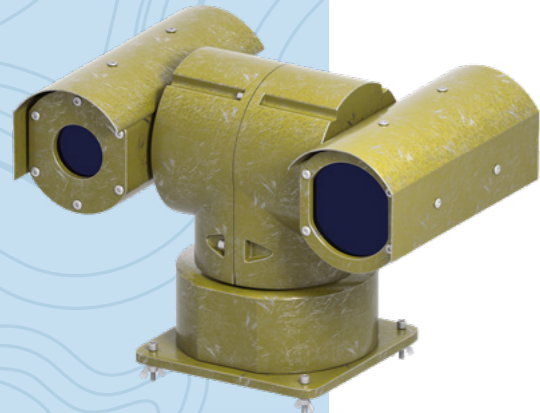
♡ COME BACK  
ALIVE



DEPARTMENT OF DEFENSE  
**WARRIOR  
GAMES**

concept  
concept 2

# DEVELOPMENTS OF THE FOUNDATION



## MOBILE SURVEILLANCE SYSTEM

- It's a device that allows our military to observe the enemy from cover, without endangering themselves. It consists of a mast and a moving camera. It can be unfolded in 10 minutes and easily moved if necessary.

It enables correction of fire at Russian occupants' bases, round-the-clock surveillance of the enemy, and recording the silence regime violations.

**Developers:** Head of the Come Back Alive Military Department **Andrii Rymaruk** and manufacturers of video surveillance systems from Mykolaiv.

## ARMOR GRAPHING CALCULATION COMPLEX FOR TABLETS

- ARMOR is a ballistic calculator. Tablet-based software calculates data for light infantry to fire from indirect positions. Calculation time is about 1 minute.

The program enables situational awareness via an electronic map. Each shot fired by the military using the ARMOR saves time and ammunition reducing the life threatening risk for combatants.

**Developers:** ARMOR Graphing Calculation Complex Team and Foundation's Instructor **Andrii Moruha**.



## DEMINING KITS (FOR INDIVIDUALS AND GROUPS)

- EOD bags are used to transport and store standard and special mine-field inspection devices and tools. These kits are used to search for explosives, as well as dispose of ammunition and improvised explosive devices.

**Developers:** Come Back Alive's Senior Instructor **Yevhenii Antypenko** and representatives of different troops.



## ARTILLERY WEAPON MODELS

- Full size inflatable model of the 2S3 Akatsiya self-propelled artillery system. It's used to mislead the enemy and expose their fire positions. The tool is also used for personnel instruction in training centers.

**Idea:** Head of the Come Back Alive Military Department **Andrii Rymaruk**.



## INCLINOMETER

- Electronic barrel tilt sensor (analogous to a tank side level). It helps combat vehicle gunners to faster calculate the coordinates of the target while aiming.

**Idea:** Come Back Alive Foundation's Instructor **Andrii Moruha**.





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UKRAINE  
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