



**COME BACK**

**ALIVE**



**R E P O R T**  
**A N N U A L**  
**2 0 2 2**

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# OPENING REMARKS BY THE DIRECTOR

2022 was the most difficult year in our modern history. You can never be 100% ready for such things, but we were not afraid. We faced the struggle, and we are still standing.

We will continue to stand on our own, and for our own.

2022 was the most difficult year in the history of the Come Back Alive Foundation. A huge challenge for both the team and the entire institution. Our priorities were intensely and simultaneously influenced by the high expectations of society and the daily needs of the military. At the same time, we felt incredible support from ordinary people and big businesses!

The year 2022 changed everything, including the Foundation itself. We have grown from a «small family» of 30 employees to a full-scale corporation. While you are reading this, more than 100 professionals are operating with hundreds of millions of hryvnias in monthly turnover, conducting foreign economic activity, purchasing dual-use and military goods, and most importantly, finding and buying weapons for our defenders.

2022 showed us what is really important. I believe it's to preserve our reputation and build your trust. We continue to rely on our values and adhere to our mission; to save soldier's lives and make a difference, together with you and hundreds of thousands of those who support the Defence Forces through the Come Back Alive Foundation for professional assistance to the army. Thank you! Let's keep working, as we have an even more challenging year of this huge war ahead, which we must win!



# HOW WE WORK

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Effective work of any organisation is impossible without clear priorities, plans, and clear «rules of the game». Since the creation of the Come Back Alive Foundation, we have been adhering to these principles that make our Foundation the one you know.

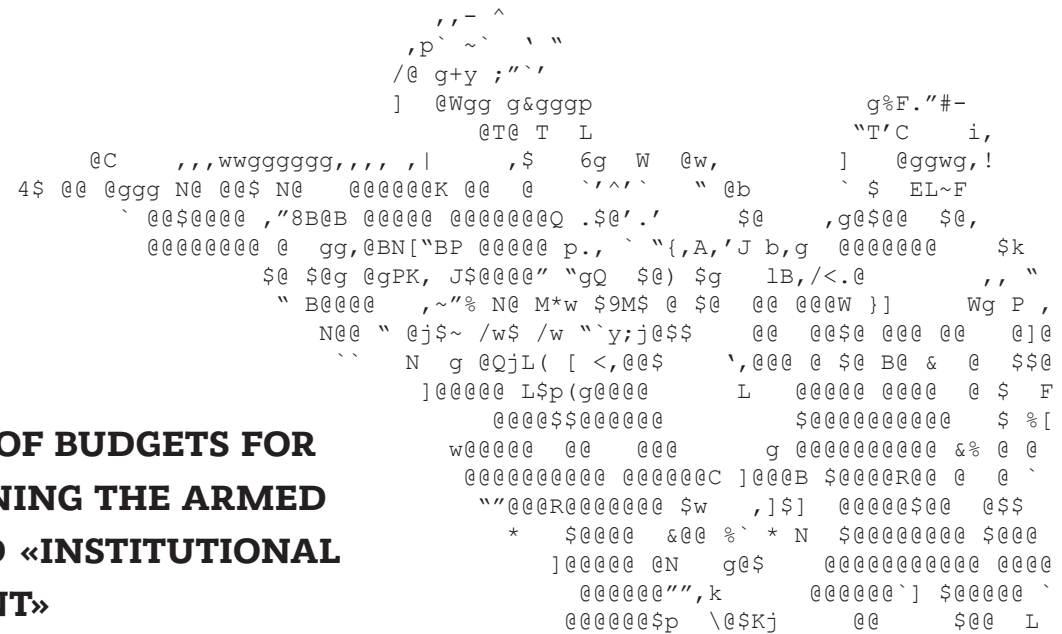
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## TRANSPARENT AND OPEN REPORTING

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The Foundation's reporting shows every donation and expenditure in detail in real time.

Every benefactor, whether an individual or a business, can track our expenses from any corner of the world where there is an internet connection. We systematically report about our activities to all donors and regulatory authorities.



## SEPARATION OF BUDGETS FOR «STRENGTHENING THE ARMED FORCES» AND «INSTITUTIONAL DEVELOPMENT»

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Fundraising for the needs of the Armed Forces of Ukraine is always separate from raising charitable contributions for the Foundation's operational activities.

The Foundation raises funds for administrative expenses among the organization's supporters, such as responsible businesses and concerned citizens.

## APOLITICAL APPROACH

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The Foundation's employees and members of the Supervisory Board may not be members of parties, hold public office, or engage in any political campaigning. They can express their own opinions and interact with politicians, provided that this does not involve the use of the Foundation's resources in favour of political groups.

## COMPETENCE

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We communicate with the commanders of individual units and the higher military command, which means we have the opportunity to interact with the Armed Forces of Ukraine more effectively and gain in-depth knowledge of the needs and development strategy of the army. Before any purchase, we weigh our own capabilities, and check the objective need for the purchase and the cost of the purchase. We look for weaknesses in defence and try to respond to them quickly.

Come Back Alive works with complex requests from unit commanders and does not provide targeted assistance.

Donations, just like investments, have their own return on investment. In our case, this indicator is measured by the effectiveness of the soldiers on the battlefield. We work to convert the funds we receive into the most effective results.

# HOW WE WORK

## SYSTEMATIC APPROACH

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Since 2014, the Foundation has been responding promptly to the needs of the Armed Forces that cannot be met by the state. We transfer machinery and equipment with the relevant documents directly to military units, which put the obtained equipment on their balance sheets.

In 2022, the priority was technologically sophisticated military equipment: thermal imagers, night vision devices, quadcopters, vehicles, scopes, radio stations, tablets for artillerymen, and engineering equipment.

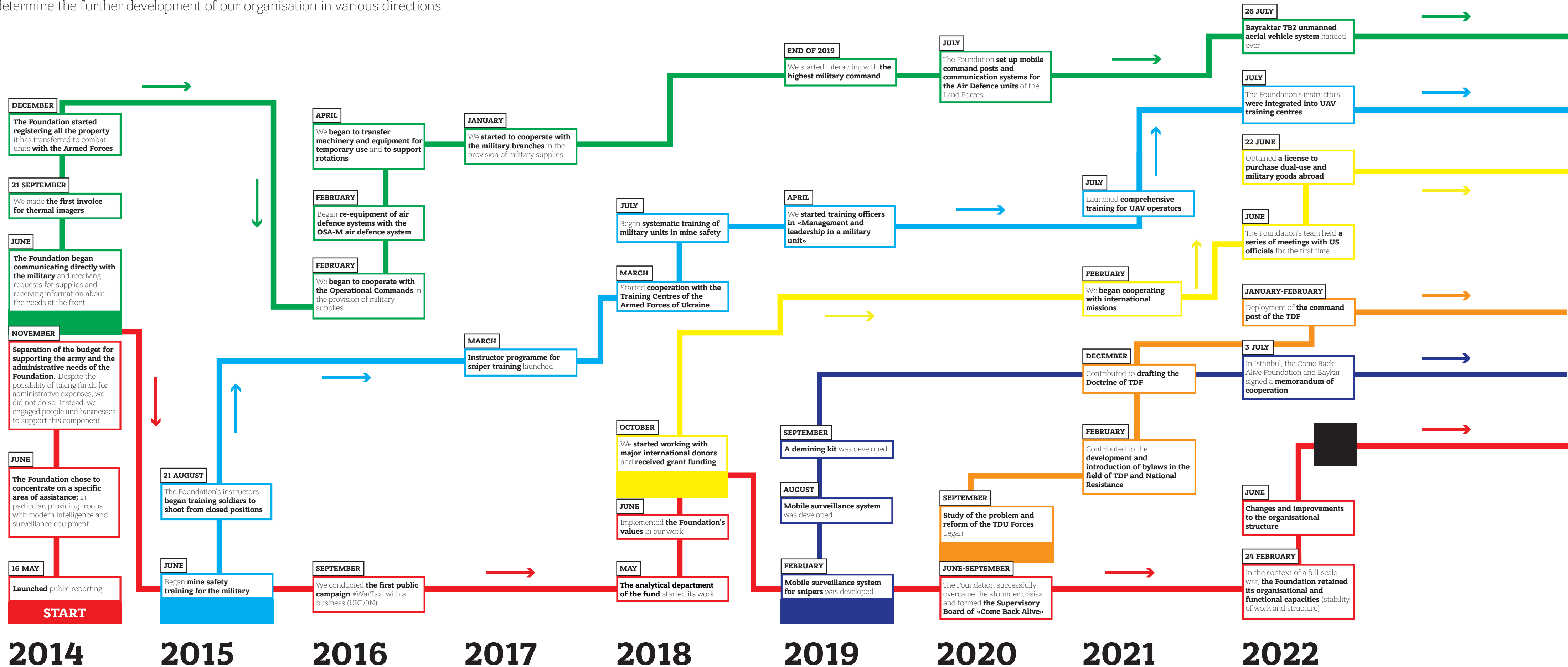
Our consistency and systematic approach help the army understand that they can turn to the Foundation for help 24/7.



# ORGANISATIONAL DEVELOPMENT TIMELINE

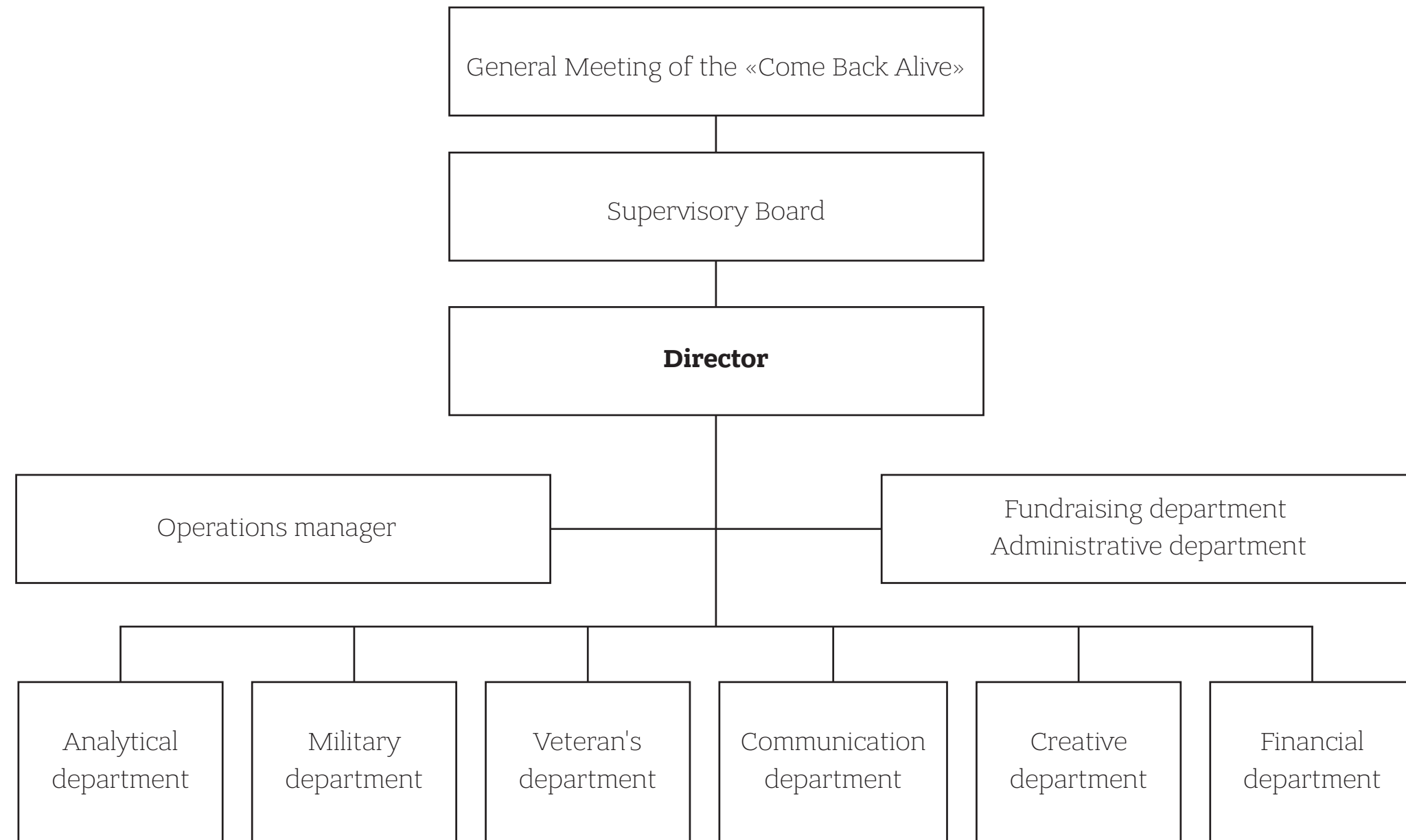
■ MAIN EVENTS
 ■ SUPPLYING THE MILITARY
 ■ MILITARY TRAINING
 ■ R&D
 ■ INTERNATIONAL ACTIVITIES
 ■ BUILDING THE STRENGTH OF TDU

This timeline includes only those events in the life of Come Back Alive that we consider to be qualitative transitions that determine the further development of our organisation in various directions



## STRUCTURE OF THE ORGANISATION

### «COME BACK ALIVE» STRUCTURE (JANUARY 2022)



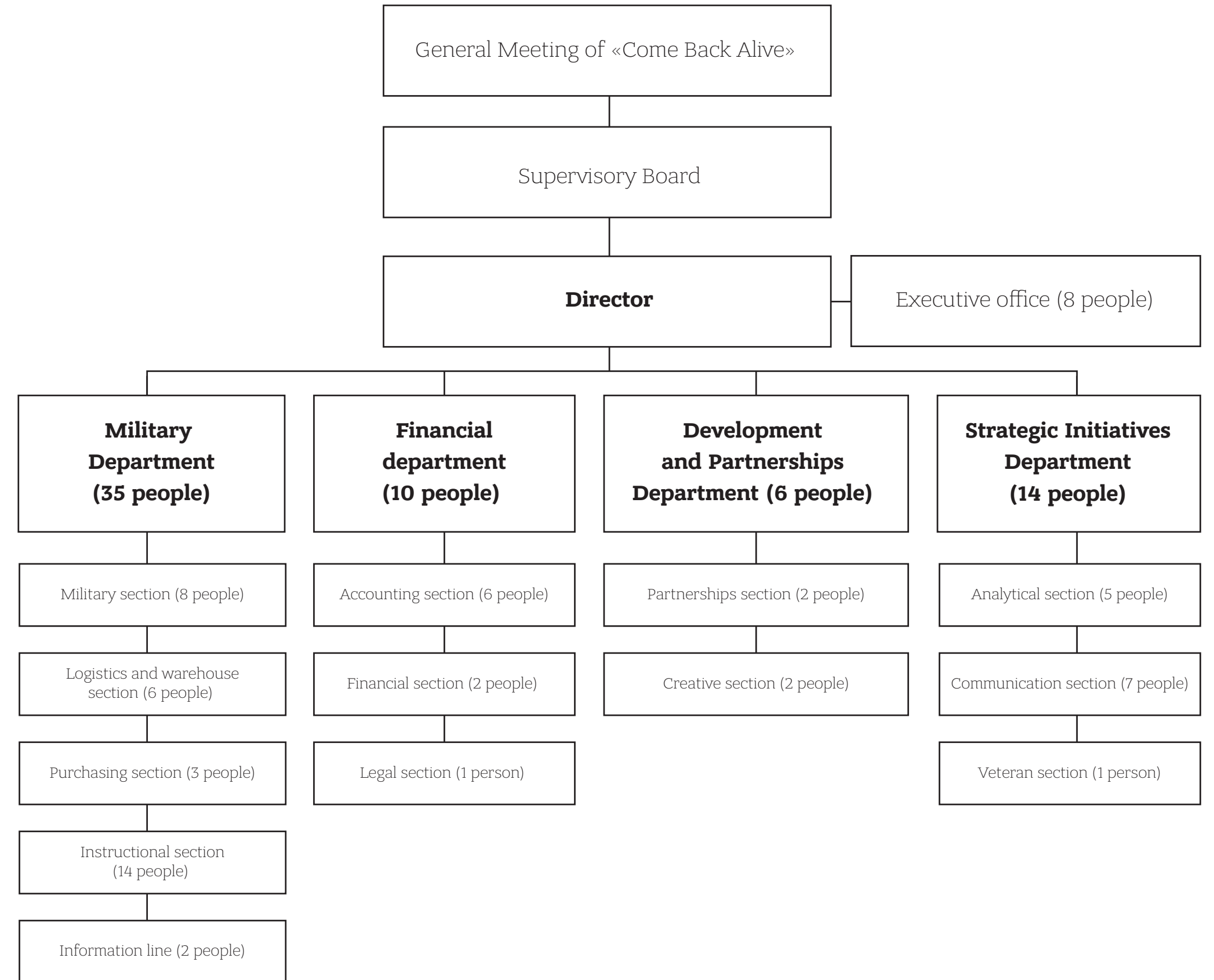
In June 2022, the structure of the organisation was changed, and in December it was as follows:

December 2022, number of employees – 74 people.

The team has grown by almost 2.8 times.

## STRUCTURE OF THE ORGANISATION

### «COME BACK ALIVE» STRUCTURE (DECEMBER 2022)





# FIGURES OF CBA: SCALE OF CHARITY IN 2022

## SCALE OF CHARITY IN 2022

In 2022, the Foundation planned to raise \$772 358, but philanthropists entrusted us with **\$176,920,245**.

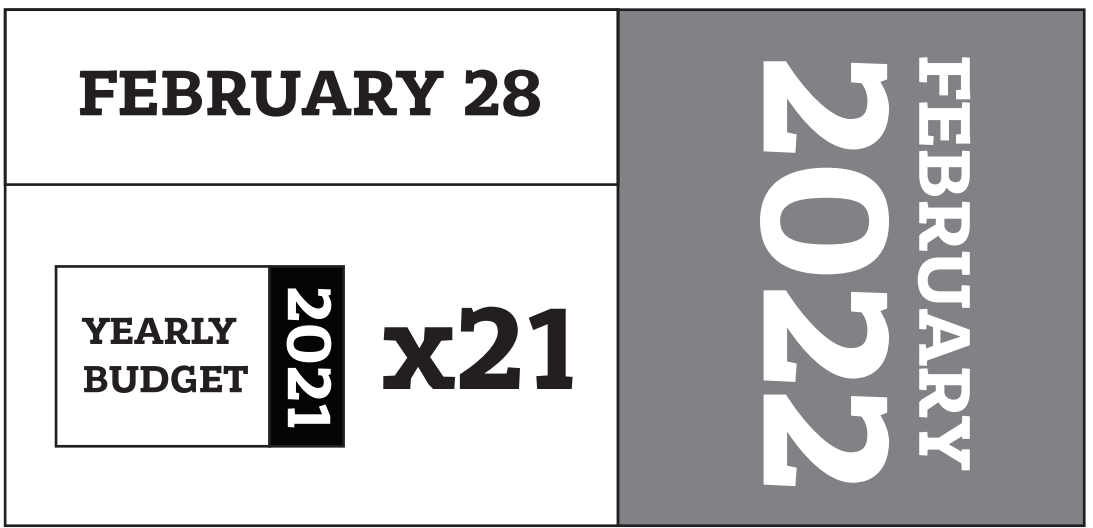
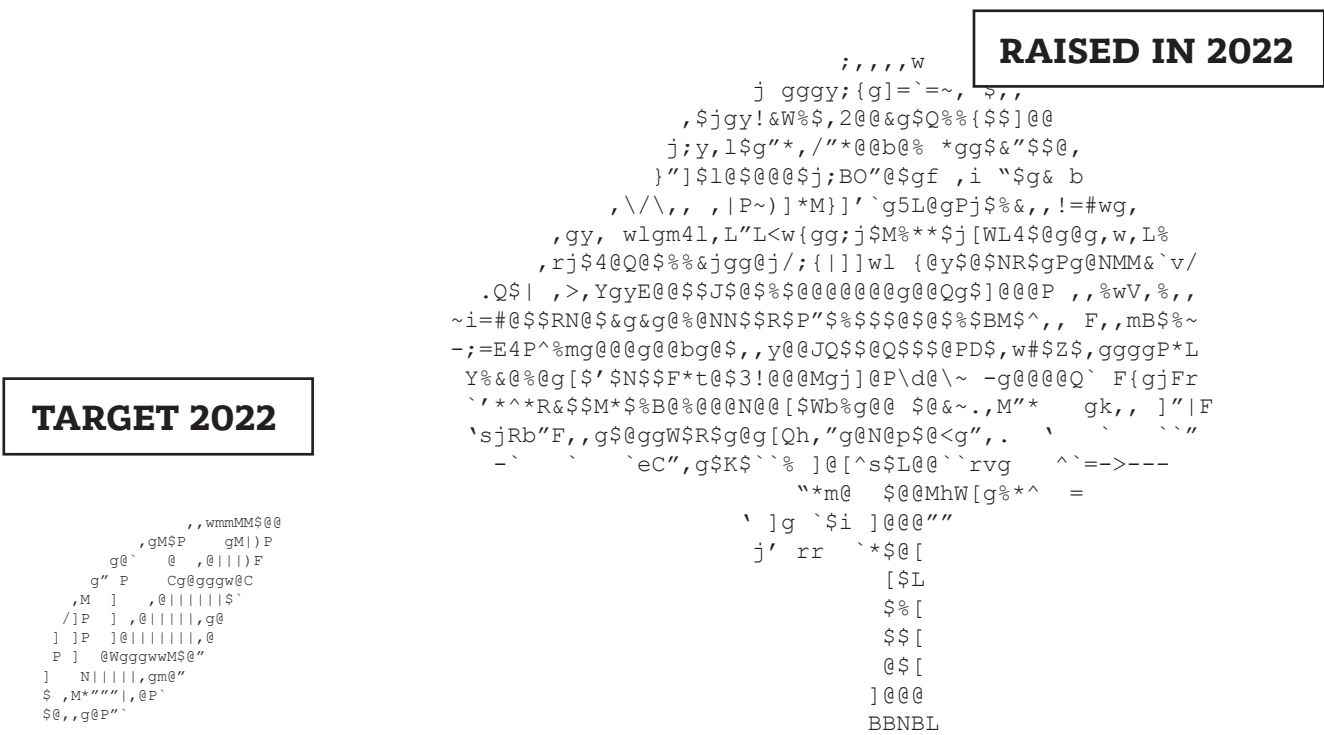
The target was exceeded by **\$176,147,887**, or **229 times**.

## THE DAY OF THE LARGEST RECEIPTS

On February 28, 2022, the Come Back Alive initiative's revenues amounted to **\$12,730,710**.

This amount is equal to the **21st budget of 2021** (it amounted to **\$603,321**).

The largest one-time donation was **\$772,358**. These funds were transferred by **Kyivstar**.

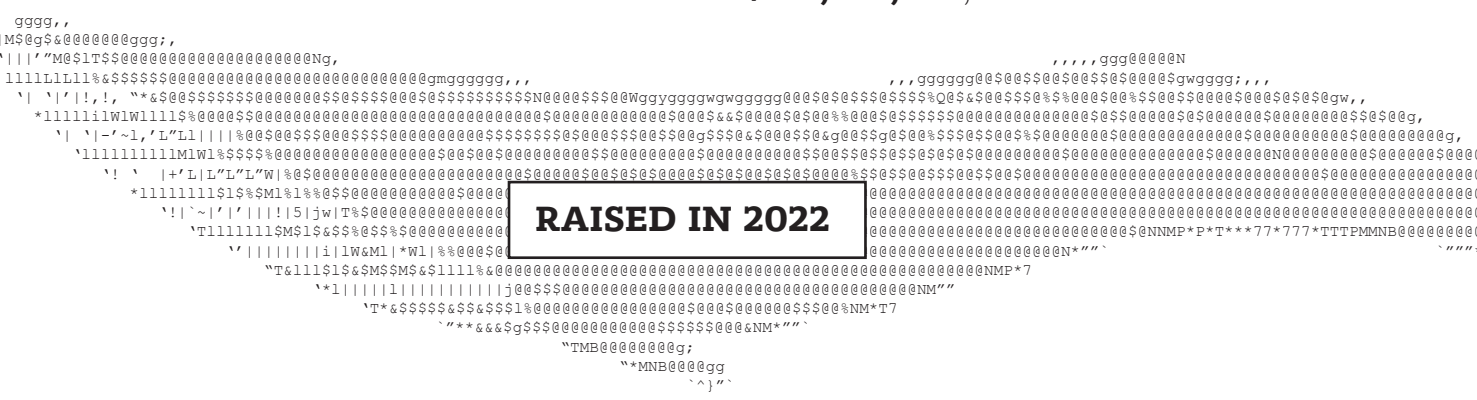


# FIGURES OF CBA: SCALE OF CHARITY IN 2022

Fundraising of 2021 – **\$603,322**

Fundraising of 2022 – **\$176,920,245**

Revenues increased by **\$176,361,923**, or **292 times**.

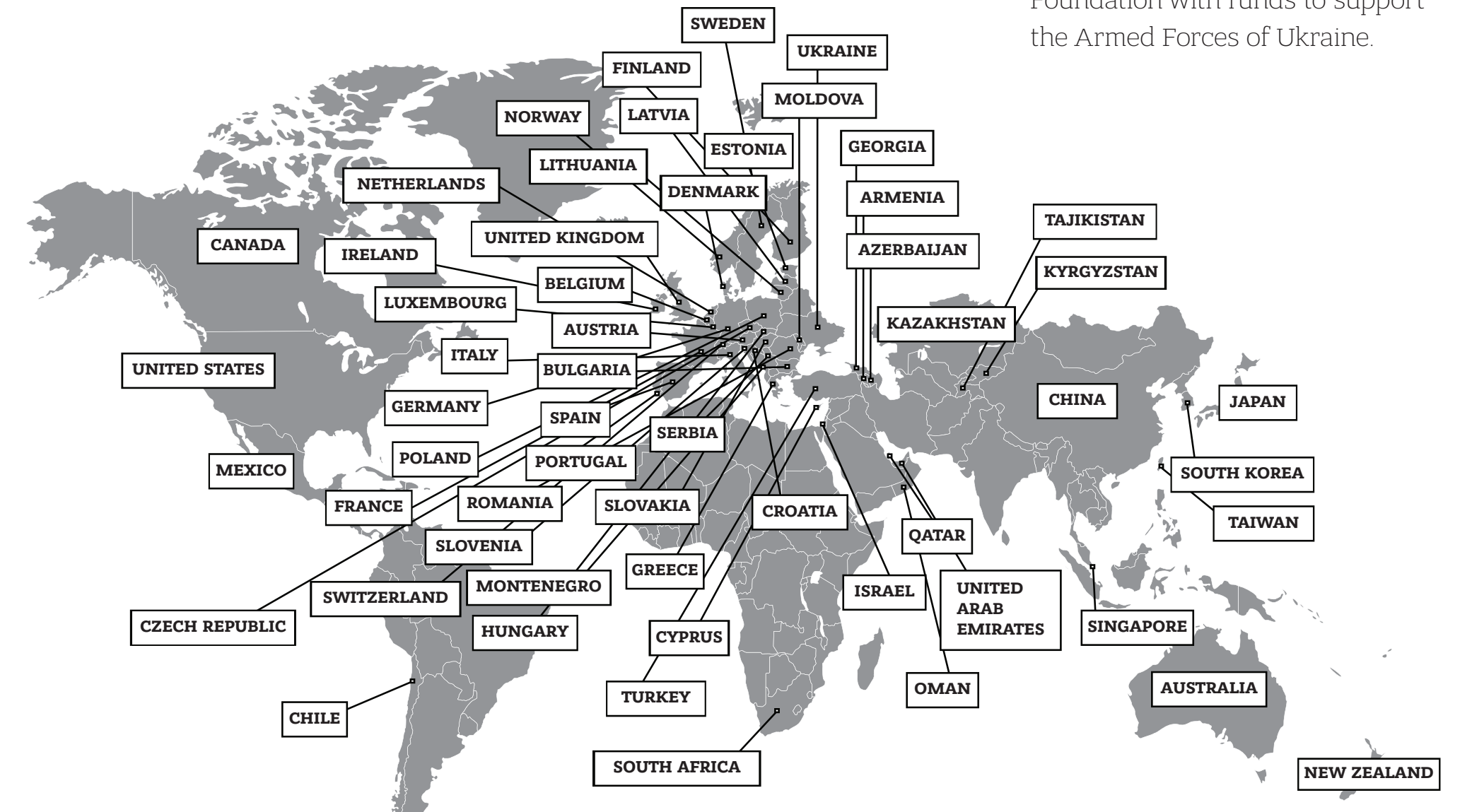


The number of donations amounted to **\$51,683**.

The average donation is **\$106**.

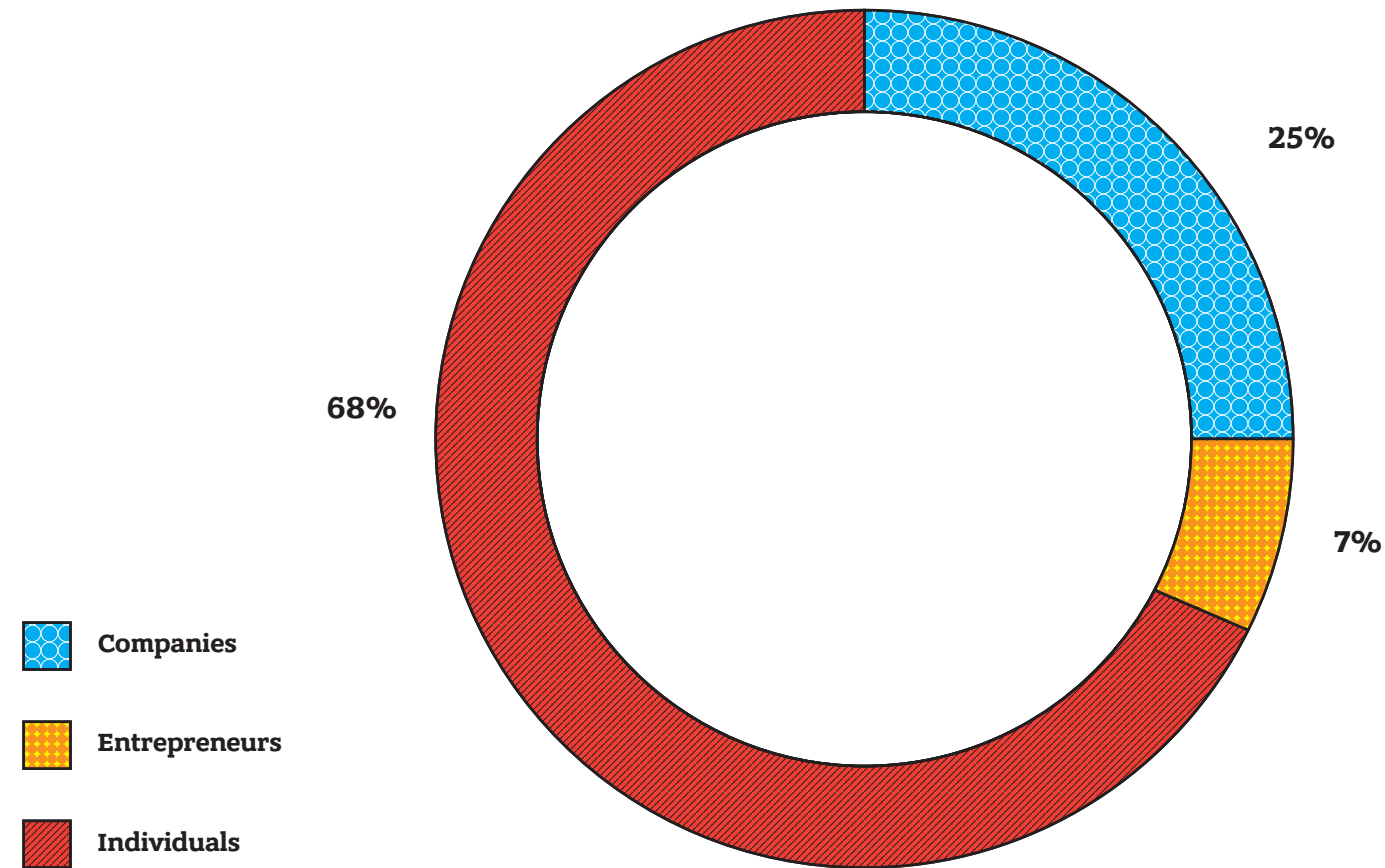
The largest amount of funds raised for the needs of the Armed Forces of Ukraine was in **March 2022** (**\$49,023,405**).

Philanthropists from **56 countries of the world** entrust the Foundation with funds to support the Armed Forces of Ukraine.



## FIGURES OF CBA: SCALE OF CHARITY IN 2022

The main donors are individuals. This is true for both Ukraine and foreign audiences.



### FUNDRAISING IN CRYPTOCURRENCIES

The total amount of funds is **\$29,040,096.00**.

**Bitcoin (BTC):** a total of **588.3335 BTC**, or **\$21,790,514.44**, was received, the fund balance at the time of the report publication is 179.55 BTC, or \$3,722,998.28.

**Ethereum (ETH):** a total of **2,548.93 ETH**, or **\$6,537,431.20**, was received, the balance of funds at the time of the report publication is 1,043.83 ETH, or \$1,588,531.81.

**Stablecoins: \$71,151** received. Fund balance at the time of report publication is \$2,407,319.17

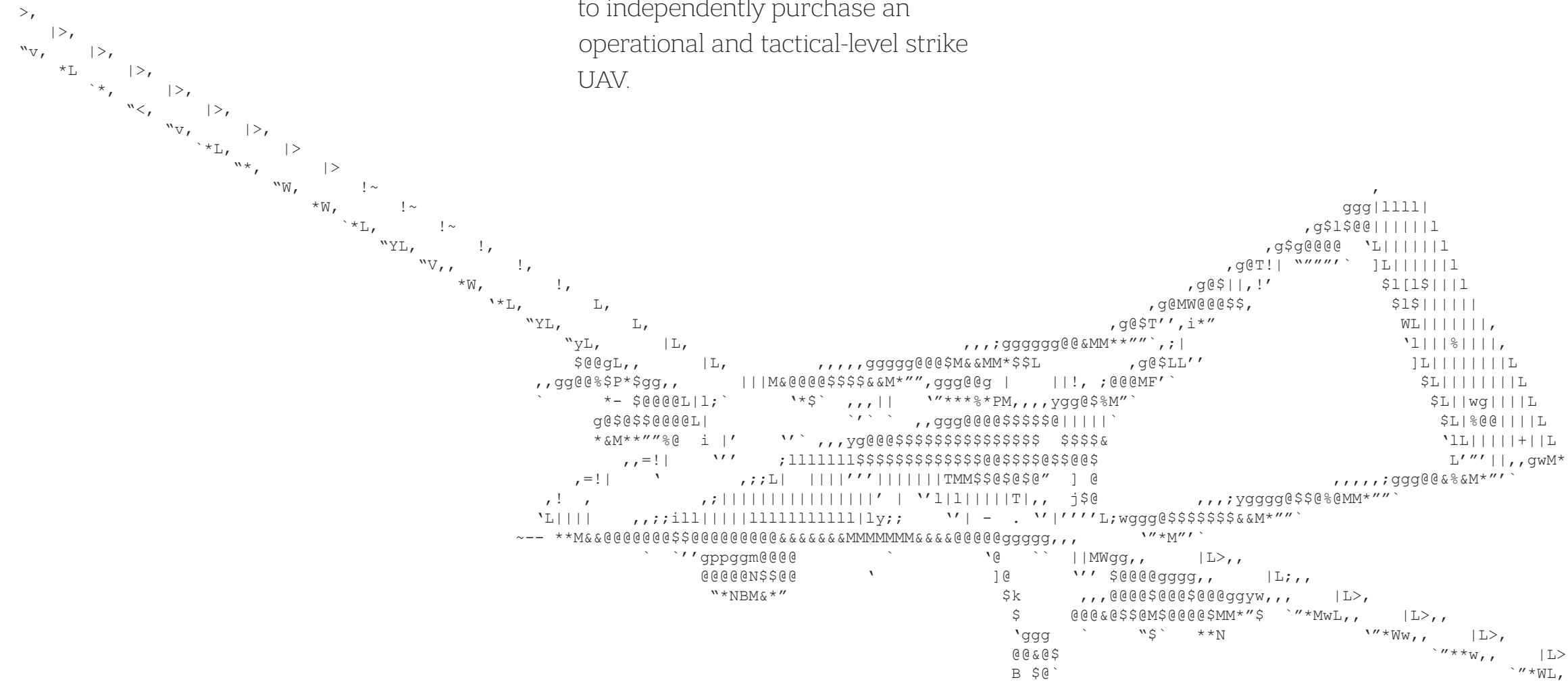
**THE LARGEST DONATION —** is **\$4 million** from the **Ukraine DAO** community.

## OWN MILITARY PROJECTS

### PROCUREMENT AND DELIVERY OF BAYRAKTAR TB2

At the beginning of 2022, Bayraktar TB2 unmanned aerial drones became one of the main «technological» heroes of Ukraine's information space.

And in the summer of 2022, we became the first in Ukraine to transfer such a unit to the army. Moreover, with this project, Come Back Alive became the first charitable foundation in the world to independently purchase an operational and tactical-level strike UAV.





# OWN MILITARY PROJECTS

## WHAT IS THIS PROJECT?

The Bayraktar TB2 is a tactical, multi-purpose unmanned aerial vehicle that can conduct reconnaissance at a considerable distance from the control station, and track and destroy targets independently.

The cost of the UAV is **\$16,502,450**, and it includes:

- Three Bayraktar attack drones;
- Airborne communication system;
- Mobile ground control system;
- A ground-based data transmission terminal;
- A friend-or-foe recognition system;
- Several dozen guided aerial munitions;
- Other necessary ground equipment and spare parts.

During the Russian-Ukrainian war, Bayraktar has been performing several functions at once:

- Obtaining intelligence and targeting weapons, including artillery;
- Conducting reconnaissance at any time of the day (equipped with an optical station with zoom, thermal imager and laser rangefinder);
- Destroying enemy tanks, convoys of vehicles, and air defence systems.

The Foundation transferred the Bayraktar system to the Defence Intelligence of Ukraine.

After the transfer, the drones operated in Kherson and Zaporizhzhia regions and were used in other operations of the department.

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On August 3, 2022, Come Back Alive and the Turkish company Baykar officially announced their cooperation. The relevant memorandum of further partnership

was signed in Istanbul by the directors of the organisations Haluk Bayraktar and Taras Chmut.

## LICENSE FOR «COME BACK ALIVE»

Come Back Alive is the first charitable organisation in Ukraine to receive a licence to purchase military and dual-use goods, including lethal weapons. This licence allows the Foundation to purchase goods directly from manufacturers, without intermediaries. This approach not only reduces the cost of purchases, but also protects against low-quality goods and unscrupulous sellers.

Since the end of March, the Foundation has been registered as an entity for international transfers of goods, including military goods, with the State Export Control of Ukraine.



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# OWN MILITARY PROJECTS

## UNMANNED AERIAL VEHICLES PURCHASED BY THE FOUNDATION IN 2022

The current war clearly demonstrates the importance of using UAVs on the battlefield. These are the eyes and weapons of our defenders, and we need a lot of them. In 2022, among other things, we focused on supporting Ukrainian manufacturers of unmanned aerial systems. Why them? Because Ukrainian devices are more adapted to the realities of our war, are much cheaper than their foreign counterparts, and are in no way inferior in terms of tactical and technical characteristics. Today, the Foundation supplies several models of UAVs to the Ukrainian Defence Forces.

### «LELEKA-100»

This is a brigade-level reconnaissance UAV that can also effectively perform artillery fire adjustment tasks at a depth of more than 25-30 km behind the contact line. This UAV proved itself well before the full-scale invasion and in 2022 was further improved by the manufacturers: the communication system, software, and payload (gimbal and camera) were improved.

Before issuing the UAVs, the Foundation's instructors certify the recipient crew, and if necessary advise it and provide support in the combat zone.

In 2022, 25 Leleka-100 unmanned aerial systems consisting of 50 UAVs were purchased for **\$1,112,196**.

### THE MAIN ADVANTAGE OF THE UAV

is that it has been in service for a long time, and Ukraine already has a significant number of experienced pilots who can use it at the front without additional training.







## SHARK

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This is a new brigade-level UAV capable of performing aerial reconnaissance and fire control tasks at a depth of more than 30-40 km behind the contact line. The «Come Back Alive» team was actively involved in the development of this UAV. The manufacturer took into account suggestions related to the practical aspects of using the UAV in combat conditions, i.e. the quality of signal transmission, resistance to enemy electronic warfare, etc.

## THE UNIQUENESS OF THE UAV

lies in the use of a domestic video module, which is not inferior in quality of data transmission to foreign models, but costs much less. Another advantage is maximum automation. Thanks to this, crew training takes much less time than with existing systems of the same class.

In addition to the aircraft and ground remote control stations, the Shark systems donated by the Foundation include vehicles. The terms of reference for the vehicles were also developed jointly with the Foundation's staff. It is a minibus on an all-wheel drive wheelbase with additional engine protection, autonomous power supply, and air conditioning system. The vehicle is equipped with separate workplaces for the crew, a special system of fasteners for cargo transportation, communication equipment, etc.

## OWN MILITARY PROJECTS

The Foundation's instructors oversee the process of training crews before release of the equipment and provide support in the combat zone if necessary.

In 2022, 25 Shark unmanned aerial systems consisting of **75 UAVs** were purchased.





# OWN MILITARY PROJECTS

## PD-2

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This is an operational and tactical level unit. One PD-2 is capable of simultaneously meeting the needs of several brigades, as it operates deep behind enemy lines at a distance of more than 150 km from the front line. It can stay in the air 3-5 times longer than brigade-level systems (Leleka, Furia, etc.).

Unlike the previous PD-1 model, these boards are equipped with a vertical takeoff and landing system, which greatly expands the possibilities of its use. Now, takeoff and landing can be performed not from the runway, but from an unprepared area of any terrain. In addition, the solution makes it possible to greatly simplify the operation of the aircraft for crews with little experience in using aircraft-type UAVs.

As with the Shark, the PD-2 systems are supplied by the Foundation together with minibuses on an all-wheel drive wheelbase with increased cross-country ability, additional engine protection, autonomous power supply and

air conditioning. The vehicles are equipped with workplaces for the crew, a special system of fasteners for cargo transportation, communication equipment, etc. This solution allows the military to provide the most comfortable working conditions in the field at any time of the year.

In addition, the PD-2 and Shark systems can work together, which improves the quality of reconnaissance and correction at the tactical level.

The Foundation's instructors oversee the training of crews before they receive the UAVs, and provide support in the combat zone if necessary

In 2022, 11 PD-2E unmanned aerial systems (22 UAVs) and 10 PD-2E unmanned aerial vehicles were purchased for a total of **\$8,572,566**.

### OTHER UAVS PURCHASED BY THE FOUNDATION:

- ACS-3u unmanned aerial vehicle system consisting of 2 UAVs for a total amount of **\$574,634**.
- 1 Furia unmanned aerial vehicle system consisting of 3 UAVs for a total amount of **\$148,537**





# OWN MILITARY PROJECTS

## SUPPLYING THE 19TH MISSILE BRIGADE

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The 19th Saint Barbara Missile Brigade of the Ukrainian Armed Forces is the only unit of the Army that possesses Ukraine's most powerful ground attack weapon, the Tochka-U tactical missile systems.

Interaction with this unit made it possible to increase the effectiveness of missiles against ground targets and deter the enemy's offensive against Kyiv and east Ukraine, and made it impossible for the Russians to advance to Mykolaiv. After February 24, it was the «Tochky» that delivered precision fire on large concentrations of Russian equipment.

From the very first days of the full-scale war, the Come Back Alive Foundation has been helping the 19th Brigade with all the necessary consumables to keep its combat vehicles combat-ready. We also fully met the brigade's need for communications and

reconnaissance equipment (radios, pickup trucks, UAVs). The result: a significant increase in the effectiveness of the use of weapons.

In addition, the Foundation has fully covered the brigade's request for pickup trucks for reconnaissance and escort of combat vehicles.

In total, we have supported the 19th Missile Brigade to the tune of several tens of millions of hryvnias.

## \*\* THE TOCHKA-U MISSILE SYSTEM

can hit targets at a distance of 15 to 120 kilometres. It provides high accuracy over the entire missile range. This weapon is used to enhance the firepower of the enemy's operational tactical depth, to destroy enemy concentrations, command posts, radio sources and enemy convoys



# OWN MILITARY PROJECTS





## OWN MILITARY PROJECTS

### STRENGTHENING AIR DEFENCE

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Even before the start of the full-scale invasion in 2022, the Foundation's team completed one of the largest projects to modernise command posts and unify communication sources for the air defence of the Armed Forces of Ukraine. They are the first line of defence of Ukraine's airspace.

Our goal was to create mobile command posts for anti-aircraft missile regiments and divisions, including the light modernization of Osa-AKM combat vehicles by installing objective control systems and modern secure computers on them.

The results exceeded expectations, for example, the quality of communication and information exchange increased by 10 times. At the same time, the crews of combat vehicles were able to monitor the entire air situation and see targets, working in a passive mode and not giving themselves away to the enemy.

### THIS IS A STORY ABOUT HOW A FEW MILLION HRYVNIAS SAVED THOUSANDS OF LIVES.

Throughout 2022, the Foundation continued to support the survivability of the anti-aircraft missile regiments of the Ukrainian Armed Forces. We provided them with all the necessary communications equipment and new vehicles for mobile firing teams, including pickup trucks with air defence systems. The project itself prompted us to launch an initiative to strengthen the air defence of the Ukrainian Air Force, which we will soon implement.

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In the first two months of the full-scale invasion alone, four anti-aircraft missile regiments, on which we implemented the project, destroyed the following:

- More than 350 Orlan-10 UAVs
- 8 KA-52 helicopters;
- 6 cruise missiles.

This Russian weaponry could have destroyed thousands of lives of military and civilians, but thanks to you, this was prevented

## OWN MILITARY PROJECTS



BEFORE

The mobile command post of the anti-aircraft missile regiment before and after modernization by the «Come Back Alive» fund.



AFTER



# OWN MILITARY PROJECTS

## MAN-PORTABLE AIR DEFENCE SYSTEM SIMULATORS FOR TRAINING CENTRES

Better weapon proficiency means better results. This is an axiom, which is why man-portable air defence systems simulators are currently one of the most effective tools for training new specialists. Unlike the outdated approach wherein only theoretical knowledge was studied during training, the simulators allow the military to practise tasks of various types and complexity.

The simulators replicate the appearance of man-portable air defence systems and their characteristics. They can be used to study malfunctions to know how to respond to them on the battlefield.

### EACH SYSTEM OPERATES ON THE PRINCIPLE OF AUGMENTED REALITY,

and during training, the operator has a unique opportunity to make more than 300 virtual shots with the same number of simulated combat missions. So, in a few days of work, the soldiers acquire the skills necessary to become professional operators of this equipment.

In 2022, Come Back Alive provided 5 training centres and one mechanised brigade with such simulators. This made it possible to train more than 1500 MANPADS operators who are already protecting our skies by shooting down enemy air targets.

### FACT:

a few weeks after training on the first simulator, the air defence unit of the 72nd Brigade named after the Black Zaporizhzhia downed an enemy SU-35. Its estimated cost is over \$85 million, and the cost of one simulator is \$37,073.



# OWN MILITARY PROJECTS





# OWN MILITARY PROJECTS

## MOBILE SERVICE STATIONS

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Equipment breaks down. Equipment wears out. Equipment is destroyed by the enemy. Equipment needs to be repaired. That is why in 2022 we began building a unique ecosystem for the rapid repair of international military wheeled vehicles, as well as existing Ukrainian and trophy Russian vehicles.

This is a ready-made integrated technical solution that allows the repair and maintenance of American military off-road vehicles near the front in a matter of hours, covering the needs of several units at once.

Mobile service stations from Come Back Alive make it possible:

- Quickly and efficiently repair wheeled vehicles in the field, directly on the contact line;
- Evacuate vehicles from the battlefield;
- Carry out major repairs in any conditions thanks to the available functionality and wide range of tools;

- Operate autonomously in any conditions.

### TO DATE, THE FOUNDATION HAS PROVIDED THE ARMED FORCES WITH SIX STATIONS.

**These service stations have reduced the logistical and financial costs of the state (Logistics Forces Command) for the repair of international wheeled vehicles by 45%.** This has a direct impact on the course of combat operations, as the equipment after repair returns to the battlefield in a few days, not weeks or months, as is usually the case.

In just a few months of work, the repair stations have restored and repaired more than 100 Humvees and 30 MRAPs. By the beginning of 2023, all service stations will be repairing more than 50 vehicles every week.

The price of the mobile service station is \$341 328. The total amount of the project is **\$2,047,967.**

The mobile service stations contain everything necessary for this work: tools, equipment, and a comfortable workplace for the crew.

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\*\*\* In 2022, the United States transferred several hundred HMMWVs to Ukraine as part of the MTC: armoured and tented versions are used by the Special Operations Forces, Airborne Assault Forces, and Marines.

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# OWN MILITARY PROJECTS



## ARMoured VEHICLES FOR THE ARMY

The full-scale invasion has actualized the need for special armoured vehicles. Typically, these fast and protected vehicles are used to transport mobile fire and assault teams and related weapons (ATGMs, MANPADS, etc.).

In September 2022, thanks to donations from Ukrainians, the Foundation purchased and handed over 11 armoured vehicles to the 36th Separate Marine Brigade named after Rear Admiral Mykhailo Bilynskyi.

The total amount of the transaction is **2 million 321 thousand euros**.

The vehicle model is LC79 APC-SH Fighter2, based on the Toyota Land Cruiser 79 SUV, and all vehicles were purchased abroad.

# OWN MILITARY PROJECTS

## HOW ARE ARMoured VEHICLES USED BY THE MILITARY?

- During assault operations and clearing the area.
- Thanks to the vehicles, mobile fire teams can move safely and quickly influence the situation at the front.
- The design of the vehicles provides basic protection for the crew from bullets, mines, and debris, saving more lives.
- Armoured vehicles expand the possibility of tactical and operational use of available forces and equipment.
- Armoured vehicles can also be used as evacuation vehicles.

The armoured vehicles donated by the Foundation were used by the military during the liberation of Kherson. Now they are performing combat missions in the Donetsk region.





# OWN MILITARY PROJECTS

## TRANSPORTATION FOR AVIATION

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The effectiveness of army aviation directly depends on the correct targeting. This work is performed by advanced aviation gunners. Their task is to quickly identify targets and transmit the coordinates for firepower. In addition, forward air gunners punch and plot the flight route of helicopters. That is, they drive pickup trucks across fields and landings to determine the best route.

In 2022, our Foundation provided vehicles to the army aviation, meeting the need for cars and quadcopters by 100%.

The total cost of the project is **\$1,455,597** including:

- 40 new pickup trucks (35 Peugeot Landtrek vehicles and 5 Mitsubishi L200 vehicles), costing **\$1,188,795**.
- 40 different modifications of Autel EVO II quadcopters, costing **\$266,801**.





# OWN MILITARY PROJECTS

## MOBILE FIRE ADJUSTMENT CREWS

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Modern warfare is predominantly a war of artillery. Infantry cannot advance without artillery training and counter-battery combat, so the success of the entire operation often depends on the effectiveness of artillery crews and the quality of fire adjustment.

At the same time, when the Armed Forces see the enemy at a great depth, they are able to destroy logistics hubs, ammunition depots, crossings, personnel, and equipment of the enemy before it reorganises into combat order. This is the advantage of unmanned aircraft, which artillery brigades were not sufficiently equipped with in early 2022.

In 2022, Come Back Alive began to transfer **UAV reconnaissance and correction systems** to artillery divisions. The purpose of the UAV is to constantly monitor and adjust artillery fire in real time, which minimises losses of UAVs at close range.

Each system includes:

- A pickup truck that ensures the mobility of the unit;
- DJI Matrice 300 (corrective copter);
- Starlink;
- additional equipment: tablet, laptop, battery, generator, etc.

This configuration allows the UAV to adjust fire to a depth of up to 20 km under favourable weather conditions with minimal risk to the UAV.

The Foundation not only donated the relevant equipment, but also trained the military together with instructors from the Armed Forces Training Center to improve the

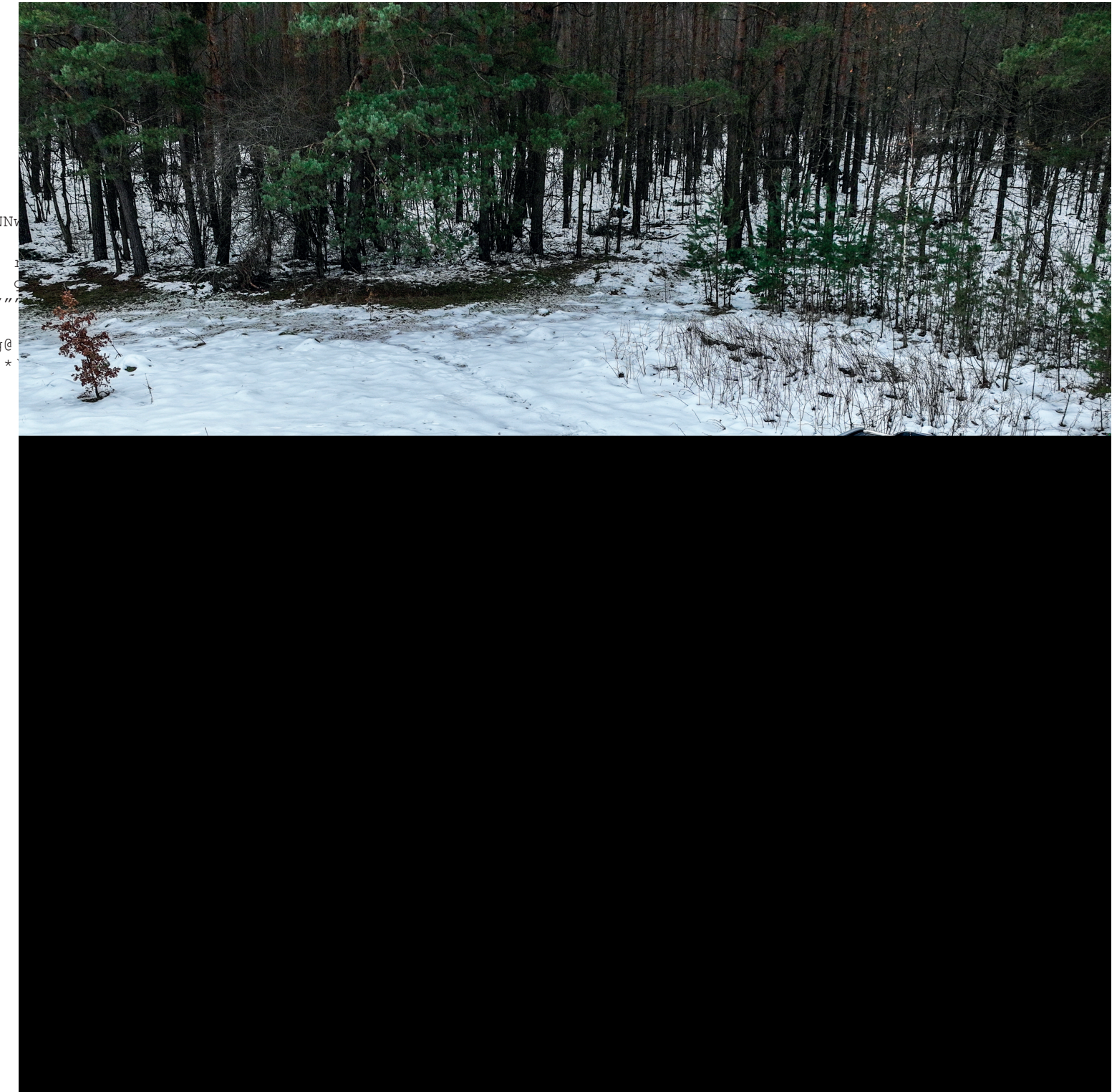
efficiency of combat missions. As a result, mobile fire adjustment crews have significantly improved the response time of our artillery when opening counter-battery fire.



### IN 2022, THE FUND FULLY COVERED THE NEEDS OF ALL ARTILLERY DIVISIONS.

This made it possible to cover the entire combat line, as well as the state border in the likely areas of the offensive, in real time. The use of the first systems effectively proved itself on the battlefield, destroying a large number of enemies and armoured vehicles.

# OWN MILITARY PROJECTS





# OWN MILITARY PROJECTS

## STRENGTHENING THE TERRITORIAL DEFENCE FORCES OF THE ARMED FORCES OF UKRAINE

On January 17, 2022, the President signed the doctrine of the Territorial Defence of Ukraine. The Foundation's analysts joined its preparation and actively assisted the Territorial Defence Forces in 2022.

In January, the Foundation launched the work of the Situation Center of the TDF Command and fully provided it with the necessary equipment for its full functioning in accordance with the assigned combat tasks.

The Situation Center of the TDF Command promptly collected up-to-date information from all territorial defence units and subunits to make the most important decisions in a timely manner.

The Foundation provided the centre with computers, network equipment, large monitors, uninterruptible power supplies, etc.

This allowed us to successfully organise the creation of four regional offices and 31 combat units in all regions of Ukraine. At the same time, the Foundation set up a modern call centre at the TDF Command, which could handle more than 1,000 calls a day.

After the full-scale invasion, the call centre allowed for coordination and provided full advice on the mechanics of recruiting people to join the TDF.

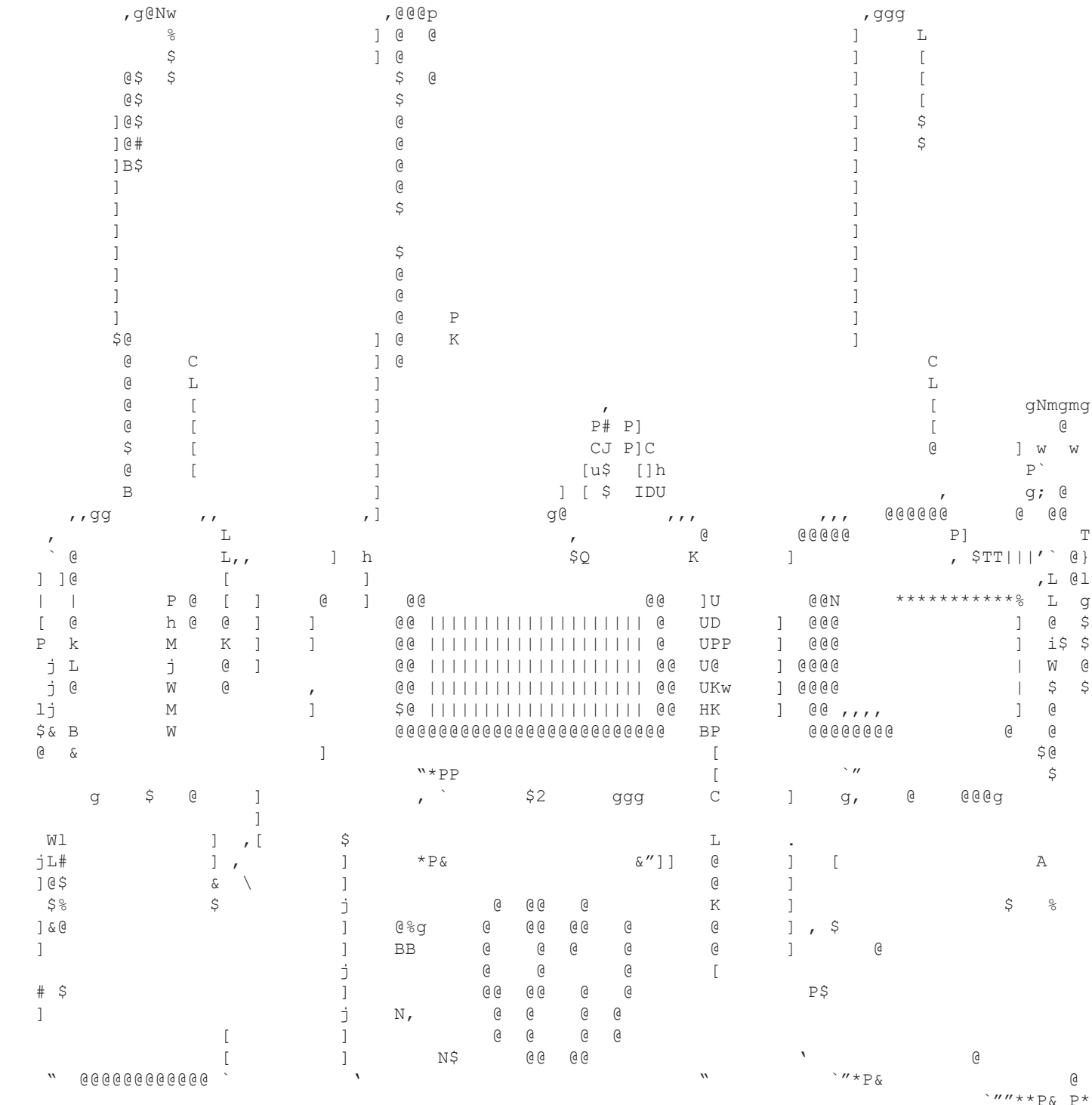
### AFTER FEBRUARY 24, 2022, THE FOUNDATION HANDED OVER TO THE TDF:

- Brigade sets of personal protective equipment;
- Brigade communication kits;
- 10 vehicles for Kyiv defence units.

The Foundation provided equipment for the command posts, battalions of all brigades of the TDF.

In 2022, the Foundation's instructors trained more than 5,000 troops of the TDF.

# OWN MILITARY PROJECTS





# STRENGTHENING THE SECURITY AND DEFENCE FORCES IN 2022:

## PROVISION OF THE ARMY IN NUMBERS

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**5,000 thermal imagers.** This is equipment for 64 battalions, or one hundred percent of 980 platoons. On average, one thermal imager allows us to see 500 metres of the front, so our assistance equals 1906 thousand kilometres of the frontline. This is four times more than the Foundation has purchased over the entire history of its existence, when every third thermal imager at the front came from the Come Back Alive initiative.

**596 units of day, night and thermal imaging sniper optics and other related equipment** (tripods, rangefinders, observation tubes, weather stations, etc.) This is to provide 25% of the total number of the best active professional snipers and marksmen of the Defence Forces units in the hottest areas.

**More than 4,000 drones.** If all of these drones took off simultaneously, they could control the entire Moscow region, and if they released their full ordnance in two runs, they could inflict maximum destruction

**Personal protective equipment.** On March 5, 2022, the Foundation contracted the first 5,000 bulletproof vests from a Ukrainian manufacturer, and by June it had handed over more than

20,000 bulletproof vests and more than 3,000 helmets to the Defence Forces.

**More than 1500 uninterruptible power supplies.** This is a guaranteed constant power supply for communications equipment and Starlink for 1.5 thousand mobile groups (branches), communication centres, firing platoons, and tactical command posts.

**About 3 thousand generators** This amount is enough to simultaneously charge 1 million radios/smartphones/tablets. This is a full supply for 154 battalions (15 each), or electricity supply for a city like Bucha.

**More than 18 thousand radios** were provided to 13 complete brigade sets. This is half of the portable radios in the Armed Forces that were available before February 24, 2022. Communication is the nerve system of the army.

**More than 400 satellite phones** covered the needs of the 25 staff brigades that were the first to enter the battle on February 24. This is a stable backup communication that cannot be suppressed by the enemy's electronic warfare.

**More than 4 thousand tablets** with ARMOR handhelds. The same number of servicemen, sergeants and officers who have a thorough knowledge of the situation at the front and have installed software for mapping intelligence and artillery and infantry fire.

**More than 4 thousand laptops.** At the front and in the rear, there is not a single battalion/brigade headquarters without a laptop with the «Come Back Alive» logo. Full support for the activities of the command units is one of the priorities of the Foundation's team, as all actions at the front of any unit depend on the survivability of this body.

**More than 1,000 monitors** and TVs provide situational awareness at at least 255 battalion/brigade command posts.

**4,000 IP telephones and gateways** provide fixed secure communications, mainly via satellite channels. This amount of equipment allows approximately 3,000 senior officers involved in the management of troops/groups/sectors/brigades/battalions to perform their duties.

**392.155 km of sapper cable** enabled engineering units to prepare for a possible offensive by mining the entire length of the state border with the Republic of Belarus.

**The 294.526 km of network cable** allowed us to connect more than 1,000 command posts, which significantly improved communications and information exchange within the brigades.

**More than 400 cameras** have fully taken over the provision of video surveillance cameras to the Central Intelligence Directorate unit, which has

allowed it to monitor the entire line of contact and the state border in the likely areas of the offensive 24/7.

**155 mobile surveillance systems.** This is one of the Foundation's products that has been working effectively at the front since 2019 and helps the military monitor the front line from a closed position without endangering themselves. In parallel with this project, the Foundation's team developed a new technical means of surveillance. It is a scout's video tube, which the Foundation supplied to the front in the amount of 150 units and continues to increase the production of the life-saving device.

### Engineering property:

- Blasting machines – more than 1000 pcs;
- Metal detectors – more than 2 thousand units;
- Individual, belted, group demining kits – 6.7 thousand pcs;
- Probes, ohmmeter devices, tapes, etc;
- «Yarovit» (sapper suits) – 100 pcs.

Thanks to the equipment, all the brigades of the Ukrainian Armed Forces can make engineering passages during the offensive. If necessary, this amount of engineering equipment will allow them to clear several square kilometres of territory per day. 80% of the brigades are fully equipped with engineering equipment.

# STRENGTHENING THE SECURITY AND DEFENCE FORCES IN 2022:

**More than 700 vehicles.** The purchase of vehicles is a story of mobility and manoeuvrability that the enemy did not expect from us. We have provided mobile firing groups with ATGMs and man-portable air defence systems, which allowed us to destroy dozens of armored vehicles, enemy reconnaissance UAVs and attack aircraft, cruise missiles and helicopters. We have completely covered the need for advanced army aviation gunners and correctors (UAV groups) of all artillery brigade batteries. Some mobile reconnaissance groups that carry out fire damage on the territory of Russia are moving in new unpainted pickup trucks from the Foundation.

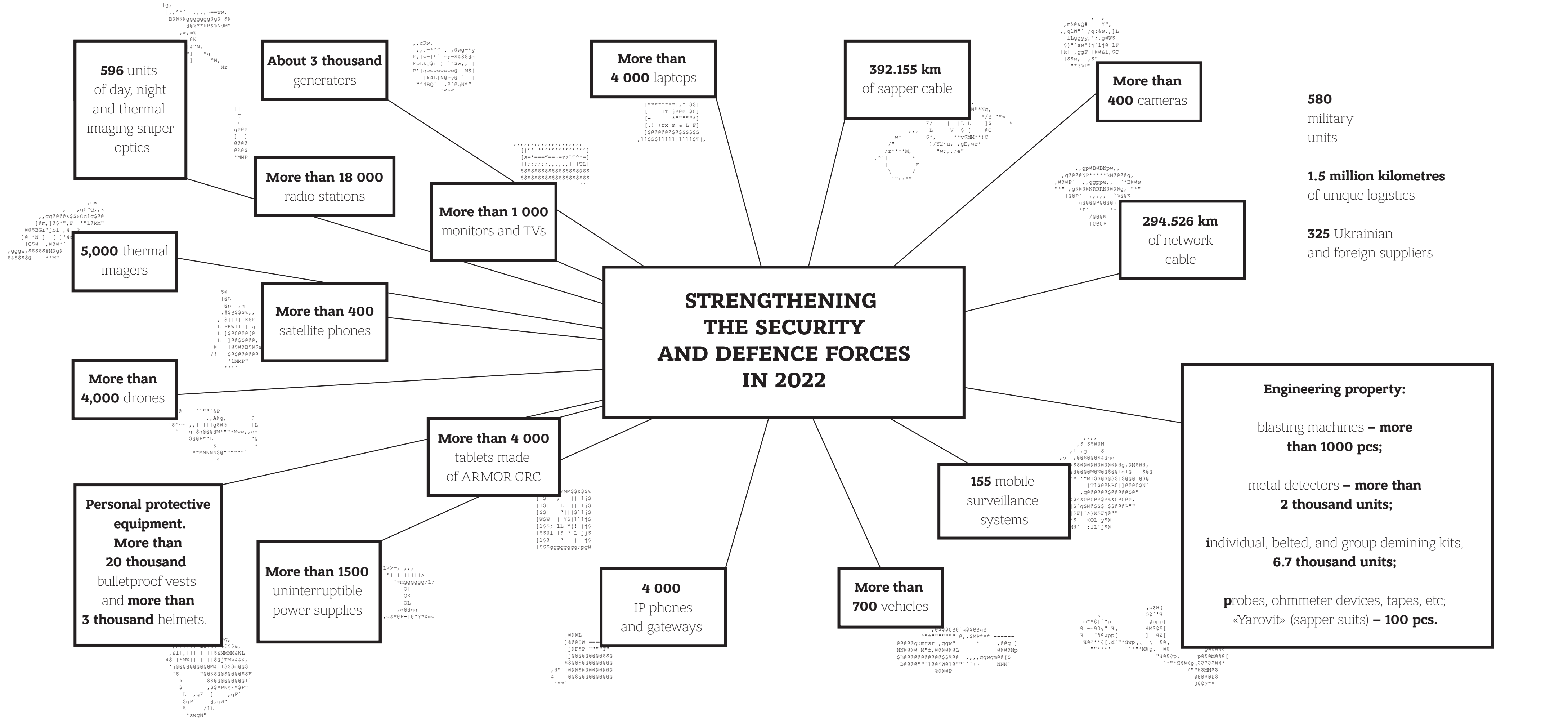
**580 military units** received assistance from the Foundation in 2022. On average, one military manager of the Foundation communicates with six officers of a military unit. That is, the Foundation's military department communicates and maintains contact with more than 3,000 senior officers and unit commanders. And each of the instructional areas on average communicates with ten military units. 24/7 we are in touch with almost 30,000 commanders of combat units of the Defence Forces.

**325 Ukrainian and foreign suppliers** are in contact and interact with the Foundation's procurement department. Over 1000 contracts have been concluded with them and over 650 thousand units of various equipment have been

purchased. This is the number of goods accepted and accounted for by the Foundation's logistics and warehouse department.

**1.5 million kilometres** of unique logistics. That's about how far we traveled to buy the necessary goods, hold negotiations and deliver the property to the front.

In the first days of the war, the Foundation purchased a huge amount of consumables for DeViRo worth over \$70,000. This made it possible to repair the main reconnaissance aircraft of the Ukrainian Armed Forces, Leleka-100, and immediately return the UAVs to the battlefield.



«AN EYE FOR AN EYE»

On November 1, 2022, Come Back Alive and OKKO launched a joint initiative called An Eye For An Eye. Its goal is to purchase 25 SHARK reconnaissance unmanned aerial vehicles.

The total cost of the project is **\$10 040 657**.

The initiative's peculiarity lies in its mechanics. For every litre of PULLS 95 or PULLS Diesel fuel that Ukrainian drivers fill up at OKKO petrol stations, 1 hryvnia will be automatically transferred to SHARK unmanned aerial vehicles. A special account is used for additional donations.

As part of the project, we will purchase not just reconnaissance drones, but a unique development created by the specialists of our Foundation, UAV manufacturers Ukrspesystems and Pulsar Expo, which provides the project with special vehicles (they will be turned into ground-based flight control stations).

Each of the 25 UAVs of the An Eye For An Eye project consists of

- ground station with a control centre based on a comfortable passenger minibus;
- 2 SHARK UAVs, resistant to electronic warfare and adverse weather conditions;
- catapults.

The price of one unit is **\$401,626**. The total cost of the project (\$10 040 657) also includes 25 additional UAVs that will be kept in reserve for the prompt replacement of lost ones.

A ground control station in the form of a fully equipped four-wheel drive vehicle will help pilots choose the best takeoff points, and the latest algorithms for the SHARK UAV software will ensure the unit's better performance in the EW environment.

The fund will distribute the systems purchased at the expense of Ukrainians based on the current situation at the front and recommendations of the General Staff of the Armed Forces of Ukraine. Since the systems are high-end speciality equipment, they will be used by separate reconnaissance battalions, special forces and units that adjust long-range artillery as part of infantry brigades.



By December 31, 2022, funds have been raised for 10 of the 25 systems.





# JOINT PROJECTS

## «THE LONG ARMS OF THE TERRITORIAL DEFENSE FORCES»

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Most of the TDF brigades have been involved in combat operations against the Russian invaders to varying degrees, but the regular weapons of these units do not always allow them to perform all their tasks with maximum efficiency. That's why on December 24, 2022, we launched the «The Long Arms of the Territorial Defense Forces». The goal is to equip each of the thirty-one Territorial Defence Brigades with RSSs containing 120 mm mortars.

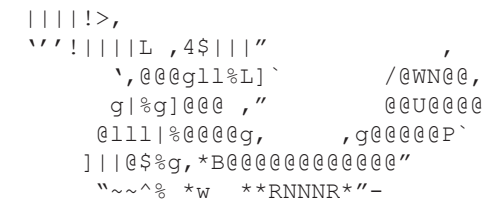
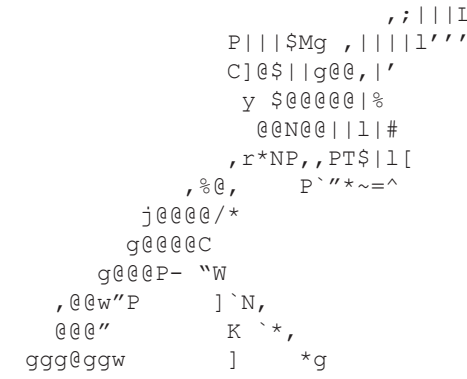
### THE RSSs

are reconnaissance and strike systems with a unified system for providing reconnaissance, firepower, communications, mobility, and specialised training by Come Back Alive instructors.

In contrast to the existing 60 mm and 82 mm mortars, the 120 mm mortars armed with the RSSs will increase the range of fire of each brigade from 4 to 7.1 km.

### IN TOTAL, EACH RSS INCLUDES:

- 120 mm mortars - 6 pcs;
- pickup trucks - 3 pcs;
- Motorola radio stations - 14 pcs;
- night vision devices (NVD) - 9 pcs;
- DJI Mavic 3 p quadcopters + additional batteries - 3 pcs;
- starlink - 3 pcs;
- tablets with «Armor» grips + memory cards and covers - 8 pcs;
- binoculars with reticle and compass - 3 pcs;
- uninterruptible power supplies (1 kV) - 3 pcs;
- inverter generators (1.6 kV) - 3 pcs.



Depending on the number of teams in the region, Come Back Alive raises between \$333,658 and \$1,000,976 for each region (Kyiv and Dnipro – \$1,000,976 each, Lviv, Odesa, Kharkiv - \$667,317 each, Luhansk, Donetsk, Kherson, Odesa and other regions - \$333,658 each).

The collection goal is \$10,287,811.

As of December 31, 2022, a total of \$2,274,632 was raised for the «The Long Arms of the Territorial Defense Forces». The project continues in 2023.





## BLACK BOX

Usually, we aim to report to you in detail about all the Come Back Alive initiatives and share the components of procurement or assistance to the military. However, not this time.

The Black Box is a special classified project of the Come Back Alive initiative and the Defence Intelligence of Ukraine (DIU). All we can say is that it is a collection of \$7,105,695 to reduce Russia's offensive potential.

The total cost of the project is \$7,414,638 (\$7,105,695 was raised, and \$308,943 was added from the organisation's general accounts)

The Black Box is an organic continuation and scaling of a non-public pilot project of the Foundation and the DIU, which totalled \$1,235,773 (including the one implemented in the fall of 2022). According to the head of the DIU, Major General Kyrylo Budanov, in October 2022 alone, this initiative caused millions of dollars in losses to Russia.

Thus, the collection for the Black Box continued in November-December 2022. The main platform for communications was the Foundation's Twitter and the social networks of blogger and volunteer Ihor Lachenkov, who was the project's ambassador and our partner. The uniqueness of the whole idea was that the philanthropists literally got the Black Box, relying only on the Foundation's words and reputation. We are grateful for their trust.



### THE MAIN DONATIONS CAME FROM THE FOLLOWING COMPANIES:

- \$414,000 from a partner of the Foundation who decided to remain anonymous.
- \$228,568 – from PLVision.
- \$123,577 – from ARX.
- \$46,627 – from EVA clients and another \$30 894 from the company's CEO network.
- \$30,894 – from Intellias.
- \$40,162 – from Comfy.
- \$38,617 – from Sky Trade.
- \$23,943 – from Sobra.
- \$22,595 – from Uptech.
- \$17,884 – from the band «Hatespeech».
- \$15,447 – from MIT.
- \$15,447 – from Uklon.
- \$7,043 – from ELEKS.





## TRAINING OF CAPTAINS

The first leadership courses for the military were launched by the Come Back Alive Foundation back in 2019. After the full-scale invasion, this training area has become more important than ever, so we have dedicated a separate section to this project.

In 2022, the Territorial Defence Forces of the Armed Forces of Ukraine, with the support of Come Back Alive, launched «The Captains' School», a unique course for company, platoon and battalion staff officers.

### WHAT IS THIS COURSE?

«The Captains' School» is based on NATO standards for planning combat missions and takes into account the latest experience of the Russian-Ukrainian war. The instructors are military officers with combat experience and training in the UK.

The training of the first graduating class lasted for six weeks, during which company, platoon and battalion staff officers from all regions of Ukraine studied military decision-making procedures, shared combat experience and developed their leadership skills.

In December 2022, 56 officers became the first graduates of the course. After completing the course, they returned to their units and are already applying the skills they have acquired in practice.

In 2023, about 600 military officers are expected to complete the Captain's School.

In the future, we plan to create a modern, full-fledged training centre for officers who want to become company commanders and battalion headquarters combat management officers.

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# INSTRUCTOR PROGRAMME

## COME BACK ALIVE INSTRUCTOR PROGRAMME

Contrary to the conventional wisdom about the work of charitable foundations, Come Back Alive does not focus exclusively on material assistance to the military. Experience, practice, skills and unique knowledge save the lives of servicemen as well as, and sometimes better than, any modern equipment. In this section, we would like to tell you about Come Back Alive's training initiatives.

### INSTRUCTOR TRAINING IN ENGINEERING AND MINE SAFETY

Over the past year, the Foundation's mine safety instructors have trained and upgraded the skills of about 3,500 military personnel. Since the beginning of the full-scale war in Ukraine, the specialists have been constantly studying new types of equipment needed to support the engineering units of the Armed Forces of Ukraine, developing and testing new models and establishing uninterrupted supply of the units.

У перші дні інструктори долучилися до порятунку цивільних з ліній фронту та також виконали розминувальні роботи в будівлях житлових будинків. Крім того, ми не забули про технічний компонент.

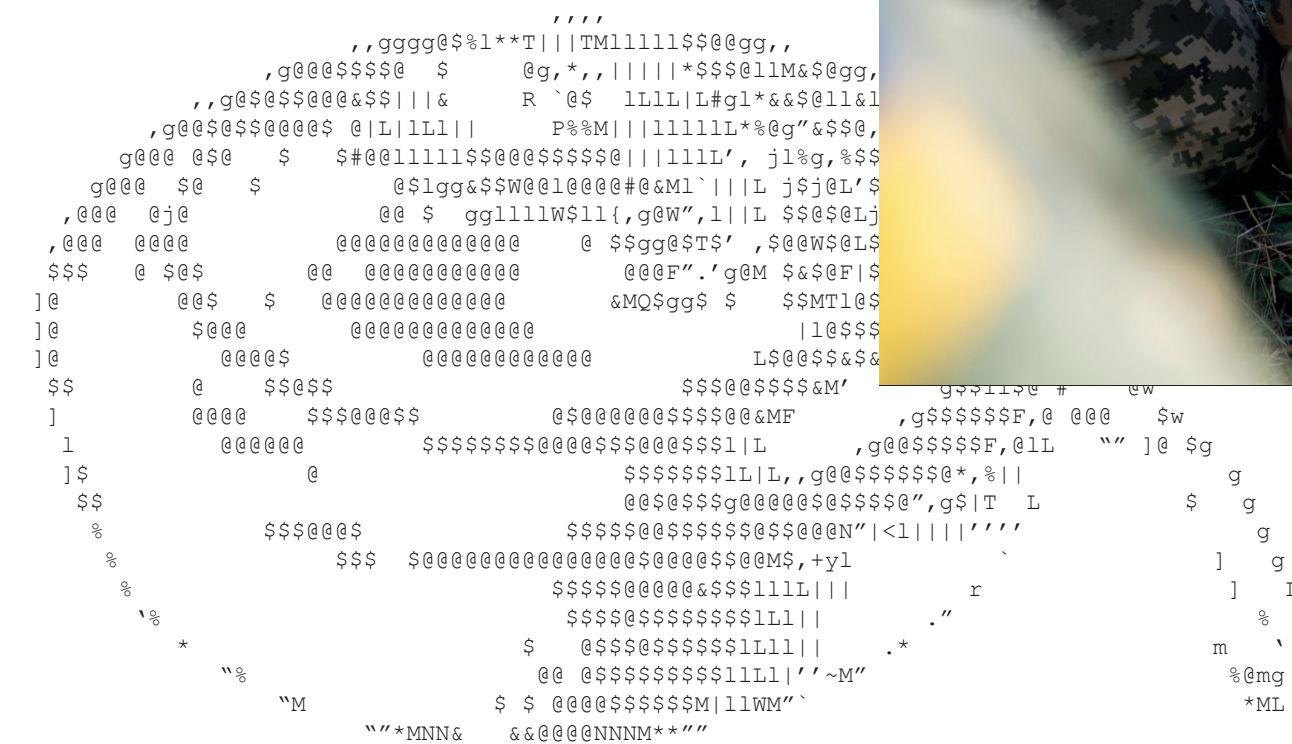
civilians from frontline cities and also carried out mine clearance of residential buildings. In addition, we did not forget about the technical component.

In 2022, the Foundation transferred the following engineering equipment to the units of the Armed Forces of Ukraine:

- blasting machines – more than 1000 pcs;
- metal detectors – more than 2000 pcs;
- individual, belted, and group demining kits – 6.7 thousand pcs;
- explosive protective suits for sappers – 45 pcs.

Thanks to training and the provision of engineering equipment, more than 60% of the Defence Forces units are able to clear contaminated areas of explosive ordnance.

# INSTRUCTOR PROGRAMME





# INSTRUCTOR PROGRAMME

## INSTRUCTIONAL COURSE ON «FIRING FROM CLOSED POSITIONS»

During the year, the Foundation's instructors trained more than 6,000 soldiers in the speciality of «Firing from Closed Firing Positions with the ARMOR graphical and calculation unit».

The Foundation's instructors taught all the brigades of the TDF and new reserve corps units how to use infantry and artillery weapons, including new weapons from international partners. In addition, the Foundation's experts have calculated the ballistics of all new foreign ammunition, which has made it possible to inflict fire damage on the enemy more efficiently and accurately.

As of December 2022, 50% of infantry and artillery units use tablets with the ARMOR programme.

### \*\* ARMOR

is a ballistic calculator that allows you to quickly determine coordinates and approximate directions, and calculate data for firing grenade launchers, mortars and tanks from closed firing positions.





INSTRUCTOR PROGRAMME

SNIPING INSTRUCTOR PROGRAMME

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The instructors are directly involved in the distribution of equipment necessary for the work of snipers of all structures of the Defence Forces. They study the needs and requirements of the military and provide basic training in the use of various equipment. They cooperate on a regular basis with the Sniper School of the Armed Forces of Ukraine.

The Foundation has equipped 70% of the new sniper rifles issued by the state with all the necessary technical equipment (rangefinder, bipods, weather stations, etc.).



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INSTRUCTOR PROGRAMME



INSTRUCTOR TRAINING ON UAV TACTICS

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The Foundation's instructors have launched an online intensive course for UAV operators on the Prometheus platform. About 700 people took the course in the first month alone.

The instructors developed new command posts for the SHARK and PD-2 UAVs, which will become the basis for all other UAVs of the Armed Forces of Ukraine in the future. The experts work directly

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INSTRUCTOR TRAINING IN FIRST AID

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This area resumed its work in October 2022. Currently, the instructors are initiating measures that will help change the system of training military personnel in tactical medicine and first aid.

The Come Back Alive team has proposed and approved a programme for a unified multi-level training system, including retraining and certification of existing instructors. At the same time, the Foundation is involved in the creation of training centres at the level of operational commands, which will be fully provided with training materials and equipment.



# COME BACK ALIVE ANALYTICS

In 2022, the Analytical Department continued to work on strategic research in the field of security and defence. The General Staff of the Armed Forces of Ukraine, the Ministry of Defence of Ukraine, the National Security and Defence Council, and other representatives of the military and political leadership, the Security Forces and the Defence Forces of Ukraine use the department's work. However, the new phase of Russia's armed aggression against Ukraine has radically changed the essence and direction of the department's activities for some time.

Long-term conceptual projects have been replaced by tasks that had to be completed «here and now». Unfortunately, some of the results of the Analytical Department's work in 2022 are not yet subject to disclosure, so we can only outline the department's work in general terms. In February-March 2022, a number of projects were implemented to strengthen the defence of the garrisons in Kyiv, Chernihiv, Sumy, and the entire front line from Kharkiv to Odesa. Come Back Alive analysts provided the Security Forces and the Defence Forces with up-to-date

information on the course of hostilities and enemy locations in the country.

After the start of the full-scale Russian invasion, it was critical to maintain and strengthen Ukraine's position in the international arena. That is why analysts systematically conveyed the position of the Ukrainian government on the need to support the Defence Forces in the international arena, communicated with representatives of embassies and think tanks of different countries, and increased public communications in post-conflict regions. Meetings in the U.S. Congress with the participation of representatives of the analytical department helped strengthen Ukraine's position in a number of international processes. Over the course of the year, the department developed more than 20 analytical materials with relevant recommendations for the relevant agencies, including those on «red lines» in various types of negotiations. In addition, the analytical department became an intermediary between civil society and the Defence Forces. In particular, the analysts

coordinated the activities of IT specialists in countering Russian aggression in the information sphere.

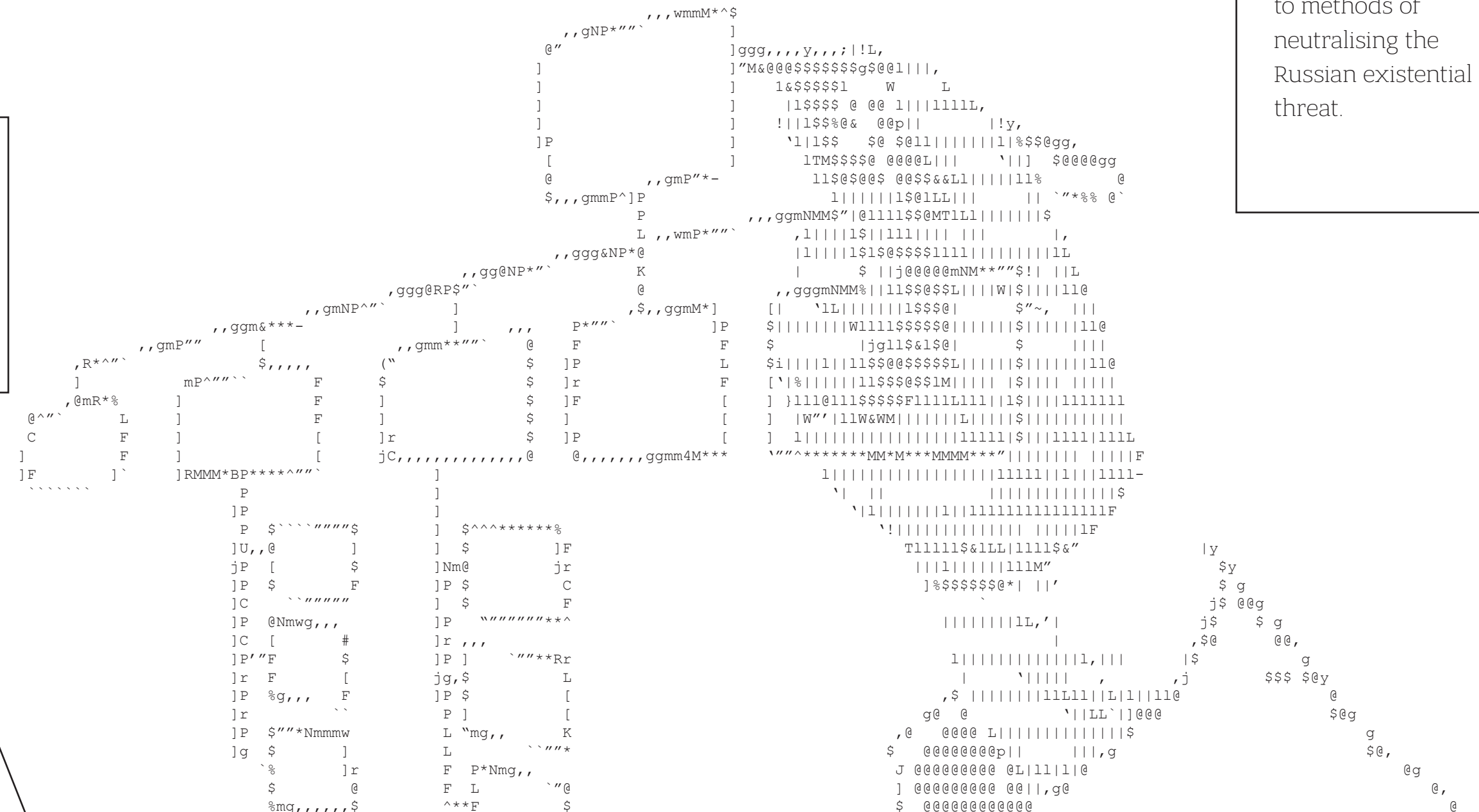
Since the beginning of summer 2022, the department has returned to work on strategic projects, including a study on the transformation of Russian statehood and the need to neutralise the Russian existential threat.

In February-March, the average number of reports received by each analyst reached 500-600 per day.

Work also continued on summarising the experience and reforming the Ukrainian Defence Forces, in particular the system of territorial defence and national resistance.

The analytical department systematically provides internal expertise for the Foundation's team, including assessing military and media projects that it can potentially implement. In addition, the department informs the Foundation's team about the current situation on the front line and predicts potential enemy actions.

The study contains more than 420 thousand characters and is devoted to methods of neutralising the Russian existential threat.





## WORKING WITH VETERANS

The main focus of the Come Back Alive Veteran's Department is sports rehabilitation projects for veterans of the Russian-Ukrainian war. We help veterans adapt to life outside the battlefield and find new outlets for personal recovery and growth.

Despite the full-scale invasion and the return of many veterans to the ranks of the Ukrainian army, this area of activity was still relevant in 2022. Thus, at the beginning of the year, the Come Back Alive team contributed to financing, providing the necessary equipment, planning and conducting training camps for the national Invictus Games team. In March-April, the Foundation's specialists helped the Invictus Games team prepare for the competition in The Hague by managing and coaching them, and accompanying the veterans' team to the event. Representatives of the Veteran's Department also took part in four international events in The Hague, raising awareness among foreigners about the Russian invasion.

The team of wounded servicemen and veterans of the Russian-Ukrainian war won 5 gold, 5 silver and 6 bronze medals.

Since April, specialists and volunteers of the veterans' division of the Invictus Games project have been visiting wounded soldiers in hospitals. They talk about the importance of sports rehabilitation and inform about further opportunities after injuries and wounds.

Another project for 2022 was launched by the Veteran's Department together with the Analytical Department. Together, these teams are working on rethinking policy and legislation in the field of social protection of veterans. We believe that after the victory, such implementations will help to solve the problems of soldiers returning from war faster and more effectively.





## THE FUND'S LARGEST PARTNERSHIPS IN 2022

Since 2014, we have been building strong relationships with a wide variety of companies, organisations and individuals, each and every one of whom not only helps with the Foundation's core activities, but also authors and initiates unique projects to strengthen our army. In this section, we share the names and achievements of the Foundation's largest and most dedicated partners in 2022. Without them, our work would have been reduced to the usual «received and purchased».

### DOU

DOU is the largest developer community in Ukraine.

It has been systematically supporting CBA since 2014. It was the first partner to support not only the purchase of equipment and machinery for defenders, but also to become a patron of our team's institutional development. In 2014, DOU donated \$27,272, in 2015-2016 – \$27,472 each. And from 2017 to 2021, DOU transferred \$31,578 annually for the administrative activities of the Foundation.

On 22 February 2022, DOU founder Maksym Ishchenko donated \$178 571. Until 24 February 2022, this was the largest single donation in the history of the Come Back Alive initiative. And in 2022, the DOU, Djinni.co and Max Ishchenko communities donated \$2,833,010 for the needs of the Armed Forces and the development of the Foundation.

In 2022, together we implemented two large-scale projects that raised funds for two PD-2 units (\$1,004,065 and \$957 724 were raised).

### uklon

Uklon is a Ukrainian software development company, the developer of a leading ridesharing service.

We have been cooperating since 2014.

In 2022, Uklon and its funders donated \$232,634 for the needs of the Armed Forces and the institutional development of the Foundation.

Uklon consistently supports the institutional development of Come

Back Alive, which allows the team to expand and develop, and regularly donates funds for the purchase of equipment for the Armed Forces.

In 2016, we held our first joint public advertising campaign, the #WAR-TAXI campaign, where service users could call a taxi with veteran drivers and volunteers and donate the cost of the trip to the needs of the Armed Forces of Ukraine. The result: about \$7,436 was raised, which was used to purchase 4 vehicles for the Armed Forces.

In 2022, on the occasion of the Day of Defenders of Ukraine, Uklon and Come Back Alive held a joint campaign to raise funds for mobile surveillance systems for the Ukrainian military. For 14 days, anyone could help the military using QR codes in the service's cars, and on 14 October, the service organised a free delivery day for veteran businesses in eight cities.

### mti

MTI Group is a diversified business that unites three core areas: information and communication technol-

ogies (MTI, Technogard, MTI-Service), retail (INTERTOP, Protoria, Amadeo) and logistics (Denka Logistics).

MTI Group's businesses have been supporting CBA since 2020. In 2022, they transferred \$552,668 to the Come Back Alive Foundation for the needs of the Armed Forces and the development of the Foundation itself.

Thanks to the sustainable cooperation with MTI Group, Come Back Alive is able to purchase equipment that saves the lives of our military, to be more effective in countering the enemy and protecting our independence.



OKKO is a network of petrol stations in Ukraine.

It has been cooperating with CBA since 2022.

In March 2022, OKKO and «Come Back Alive» launched a joint project to help volunteer and public organi-

## THE FUND'S LARGEST PARTNERSHIPS IN 2022

sations that evacuated people from the war zone and transported humanitarian aid. The company provided petroleum products worth a total of \$123,577 for these needs. In addition, the business donated 50,000 litres of fuel to the Foundation for the needs of the Ukrainian army.

In the autumn of 2022, the network and the Foundation launched a joint initiative «An Eye for An Eye», which aims to purchase 25 reconnaissance unmanned aerial systems «SHARK» for the needs of the Armed Forces of Ukraine. The total cost of the project is \$10,040,657. Therefore, starting from 1 November last year, OKKO has been donating UAH 1 from each litre of PULLS 95/DIESEL fuel sold to purchase the ShARK reconnaissance systems. For additional donations, a special account of the fund can also be used. As of the end of December 2022, the money has already been collected for 10 reconnaissance systems.

In addition, more than \$449,309 was raised and transferred to the fund for the needs of the Armed Forces of Ukraine in 2022 through the Fishka loyalty programme,

namely the Fishka Charity platform, in which OKKO is a partner



Dodo Socks is a Ukrainian socks brand founded in 2015.

It has been supporting the PJ since 2021. Our cooperation is a sustainable and creative collaboration that helps to strengthen the Armed Forces of Ukraine, even though in March 2022, Russian occupation forces destroyed the production facility in Rubizhne, where 95% of Dodo Socks products were knitted. In 2022, Dodo Socks donated \$286,034 to the needs of the Armed Forces of Ukraine and held a number of charity events, all of which were transferred to the Foundation. The brand's initiatives include engaging famous Ukrainians to help the Armed Forces, launching limited edition sock collections «To Victory» and «Yushchenko, YES!» to build the TRU, charity auctions, etc.

In addition, Dodo Socks is a co-author of branded gifts from the Foundation. In particular, during

## THE FUND'S LARGEST PARTNERSHIPS IN 2022

the Foundation's visits, socks with the «Come Back Alive» design were given to US Senators, Congressmen, officials and public figures who support Ukraine.



Kyivstar is the largest Ukrainian telecommunications operator.

It has been supporting CBA since 2022. In 2022, it donated \$1 390 244 for the humanitarian needs of the military.

In July 2022, a joint project of Kyivstar, Come Back Alive and Okean Elzy was implemented «Roads of Victory». Its goal is to raise funds for new pick-up trucks for the Armed Forces of Ukraine. As part of this initiative, Kyivstar premiered a video for the song «Flowers of Minefields» by Okean Elzy, which calls for remembering those who defend our freedom every day and fight for Ukraine's victory on the battlefield.

Kyivstar also launched the Super Power tariff «Help for the Armed Forces» in LOVE UA tariffs. By activating it, the operator's prepaid sub-

scribers regularly transfer up to \$1,5 of the cost of the service package to the fund.

And through charity SMS, the mobile operator's subscribers can transfer UAH 10 from their mobile phones to the needs of the military. In 2022, Kyivstar subscribers transferred more than \$463,414 from their mobile accounts to the fund. In December 2022, on the occasion of the 25th anniversary of the company, Kyivstar, together with Come Back Alive, launched the #DobroP-eremozhje project to raise funds for new pickup trucks for the Armed Forces of Ukraine.



N-iX is an international IT company founded in Lviv in 2002, uniting more than 2000 specialists and providing software development services and expertise in cloud solutions, data engineering, embedded systems, the Internet of Things, machine learning and other advanced technologies.

It has been a partner of PJ since 2022. Last year, N-iX donated more than \$494,309 to the needs of the Armed Forces and the institutional

development of the Foundation. Even before the full-scale invasion, N-iX supported a project to improve the combat capability of the Army's air defence system. During the IT Arena 2022 (one of the largest tech conferences in Eastern Europe), the company and the Foundation implemented joint activities aimed at promoting a culture of charity. With the beginning of the full-scale invasion, the company replaced the usual corporate events with online events aimed at raising funds for the needs of the Armed Forces of Ukraine.

To celebrate its 20th anniversary, N-iX, together with IT blogger Dmitry Maleev, held a charity stream «What's wrong with IT?». During the stream, the Foundation received over \$370,732, including \$169,919 in donations from the broadcast viewers and \$200,813 from N-iX. In December, N-iX, together with Come Back Alive and the DOU community, organised another online charity event, Typical Corporate, which raised \$293,496 to purchase power supplies for Ukraine's defenders.



monobank is a Ukrainian virtual bank serving almost 7 million customers.

Since 24 February 2022, 1,104,818 customers have used the bank's services to transfer \$43,272,906 for the needs of the Armed Forces of Ukraine.

monobank is the first bank to add «Come Back Alive» to the Charity section, and the Bank's service has become a benchmark of convenience for benefactors. The company also made it possible to transfer money directly from e-Payments to Come Back Alive.

In December 2022, the first interactive charity campaign for the Come Back Alive project was launched in the mono app. For every 20 seconds of shaking the phone, the user could transfer a certain amount of money to «The Long Arms of the Territorial Defense Forces». Through interactive and donation campaigns, the Bank raised \$1,699,188 for the purchase of RKS.

## THE FUND'S LARGEST PARTNERSHIPS IN 2022



PrivatBank is the largest bank in Ukraine, with more than 18 million customers.

The bank has been supporting the Armed Forces since 2022.

Since 24 February 2022, almost \$33,983,762 has been raised for the needs of the Armed Forces of Ukraine through the collection channels provided by Privatbank.

On 22 February 2022, Privatbank joined the project to strengthen the TRO forces, and in April 2022, «Come Back Alive» was added to the fundraising programme in the Privatbank's Dobro menu.



ELEKS is an IT company with Ukrainian origins. It provides software development, consulting, and quality control services.

The company has been supporting the CBA since 2021. In 2022, they donated \$688,764 to the needs of

the Armed Forces.

In 2021, ELEKS joined the project to strengthen Ukraine's air defence. Thanks to the funds transferred by the company, 4 mobile control points of the anti-aircraft missile regiments of the Armed Forces of Ukraine were equipped.

In addition, ELEKS has purchased and donated 40 special secure laptops for use in combat vehicles.

Every day, ELEKS transfers \$3,089 for the needs of the Armed Forces of Ukraine.

### PLVISION

PLVision is a specialised IT company with 100% Ukrainian capital that develops software products for computer networks and embedded systems to provide people with better access to network communications.

During 2022, the PLVision community donated over \$477,000 to the Come Back Alive projects to finance the most urgent needs of the Armed Forces of Ukraine. In particular,

## THE FUND'S LARGEST PARTNERSHIPS IN 2022

PLVision's contribution to the Black box project amounted to about \$228,618.

The community raised funds using the following system: the company tripled the monthly donations of specialists

### MacPaw

MacPaw is a Ukrainian product company that creates and distributes applications for macOS and iOS. MacPaw's products include CleanMyMac X, Setapp, ClearVPN, SpyBuster, The Unarchiver, and others. Today, more than 30 million people use MacPaw apps. MacPaw applications are installed on every fifth Mac computer in the world.

The company has been supporting the software since 2021.

In 2022, MacPaw donated \$61,788 for the needs of the Armed Forces and \$90,000 for the institutional development of the Foundation. This is the first company to allocate funds to support the engineering troops (sappers) even before the full-scale invasion began.

Since November 2022, MacPaw has been providing \$30,000 per month for the institutional needs of the Come Back Alive Foundation.



United Forest is a leading supplier of paper and cardboard in Ukraine.

It has been supporting the Foundation since 2022.

In 2022, it donated \$139,024 for the Foundation's institutional development and \$6,179 for the needs of the Armed Forces of Ukraine. Also in 2022, United Forest donated paper for the Foundation's annual calendars.



ARX is a Ukrainian insurance company.

The company has been supporting CBA since 2022.

In 2022, it donated \$296,541 to the needs of the Armed Forces.

Since May 2022, ARX has started donating 10% of each Green Card policy purchased online to the Come Back Alive Foundation.



Vodafone Ukraine is a leading Ukrainian telecommunications company providing 3G and 4G broadband, fixed-line and internet services.

It has been supporting CBA since 2018.

In 2020, Vodafone Ukraine joined the project to provide financial support for training the military in the basics of first aid. Over the 4 years of cooperation, Vodafone has allocated more than \$52,300 to Come Back Alive to help the military in east Ukraine.

After the full-scale offensive, Vodafone changed the purpose of its charity project «A Good Deed as a Gift» to help the Ukrainian army. As part of the project, Vodafone customers had the opportunity to transfer bonuses accumulated under the Vodafone Bonus loyalty pro-

gramme to support the charity.

In total, in 2022, Vodafone donated \$98 861 to support the Armed Forces of Ukraine.

The company has also launched a short number for Come Back Alive to make donations to support the Ukrainian army. In 2022, Vodafone subscribers donated more than \$3,090 to support the Armed Forces of Ukraine.



«Eva» is the largest national chain of beauty and health stores.

It has been supporting CBA since 2022.

In May, together with the Foundation, it launched the «Support the Defenders» initiative. As part of the project, the chain's customers can donate from UAH 1 to the Come Back Alive project at the cash desks of the stores.

In total, in 2022, EVA customers donated \$430,525 to the needs of the Armed Forces. The company directly donated \$108,130 to the fund.

## THE FUND'S LARGEST PARTNERSHIPS IN 2022



Nova Poshta is a Ukrainian group of international companies that provides businesses and individuals with a full range of logistics and related services.

It has been cooperating with the Foundation since 2014 as part of the «Humanitarian Mail» project, which allows charities and volunteer organisations to send and receive humanitarian goods at the company's expense in Ukraine.

In 2022, Nova Poshta provided 300 thousand points for sending goods to our defenders (1 point = 1 UAH).

Following the events of 24 February 2022, Nova Poshta users were able to send money to support the Armed Forces of Ukraine at the company's branches without any fees.

### TAVR MEDIA

TAVR Media is the largest radio holding in Ukraine. The radio group includes 9 leading radio stations: Hit FM, Radio ROKS, KISS FM, Radio RELAX, Melodiya FM, Nashe Radio, Radio JAZZ, Classic Radio and, more recently, Radio Bayraktar.

It has been working with CBA since 2014.

TAVR Media helps to strengthen the Armed Forces of Ukraine with informational content. The company regularly produces and distributes information materials free of charge and provides its own facilities for the Come Back Alive projects.

Over the course of the cooperation, the holding's radio stations have aired more than 30 advertising campaigns of the Foundation.



Genesis is a Ukrainian co-founded IT company that builds global technology businesses together with entrepreneurs from Central and Eastern Europe.



# THE FUND'S LARGEST PARTNERSHIPS IN 2022

Together with partner companies from its ecosystem, it has been supporting CBA since 2022.

In 2022, it donated \$376,910 to the Armed Forces of Ukraine.



Sky Trade is a manufacturer and supplier of the «Baby Box» since 2018.

It has been supporting CBA since 2022.

In 2022, it donated \$83,415 for the needs of the Armed Forces and \$77,235 for the institutional development of the Foundation.

## Secret benefactors

The list of partner companies also includes individuals. The donations of these benefactors have played an extremely important role in strengthening the Ukrainian army's defensive capabilities.

### Andriy O.

Andriy has been supporting The Come Back Alive Project since 2014. In 2022 alone, he transferred \$684,650 to the Come Back Alive Foundation.

### Andriy P.

He has been supporting Come Back Alive since 2014. In 2022, he donated \$59,934 to the Armed Forces of Ukraine.





# CREATIVE COMPONENT

## «INTERNATIONAL OFFICE OF THOUGHTS AND PRAYERS» VIDEO

In March, we developed an idea and shot an English-language commercial for a Western audience. It was posted on several foreign platforms, particularly in collaboration with Ukraine DAO.

## THE FILM «OPTICS»

The film was awarded at 10+ international film festivals (USA, Canada, Japan, etc.). The film features a fundraising video with a QR code.

## «WHY DID YOU STAY IN UKRAINE» VIDEO

We developed the idea and created a series of viral English-language videos for Western audiences in cooperation with Ukraine DAO, which were successful on Reddit.

The video was aired on Canadian TV (diaspora channel).

## A COMMERCIAL FOR THE «PEACEFUL NIGHT, UKRAINE!» FOUNDATION.

We developed the idea and script, and shot the video. It was posted on the United News Marathon.

## UKRAINIAN TEAM'S PARTICIPATION IN THE INVICTUS GAMES

We designed and produced the coins and shot a promotional video.

# CREATIVE COMPONENT

## RESEARCH AND COMMUNICATION STRATEGY FOR THE FUND'S ENTRY INTO THE UK MARKET

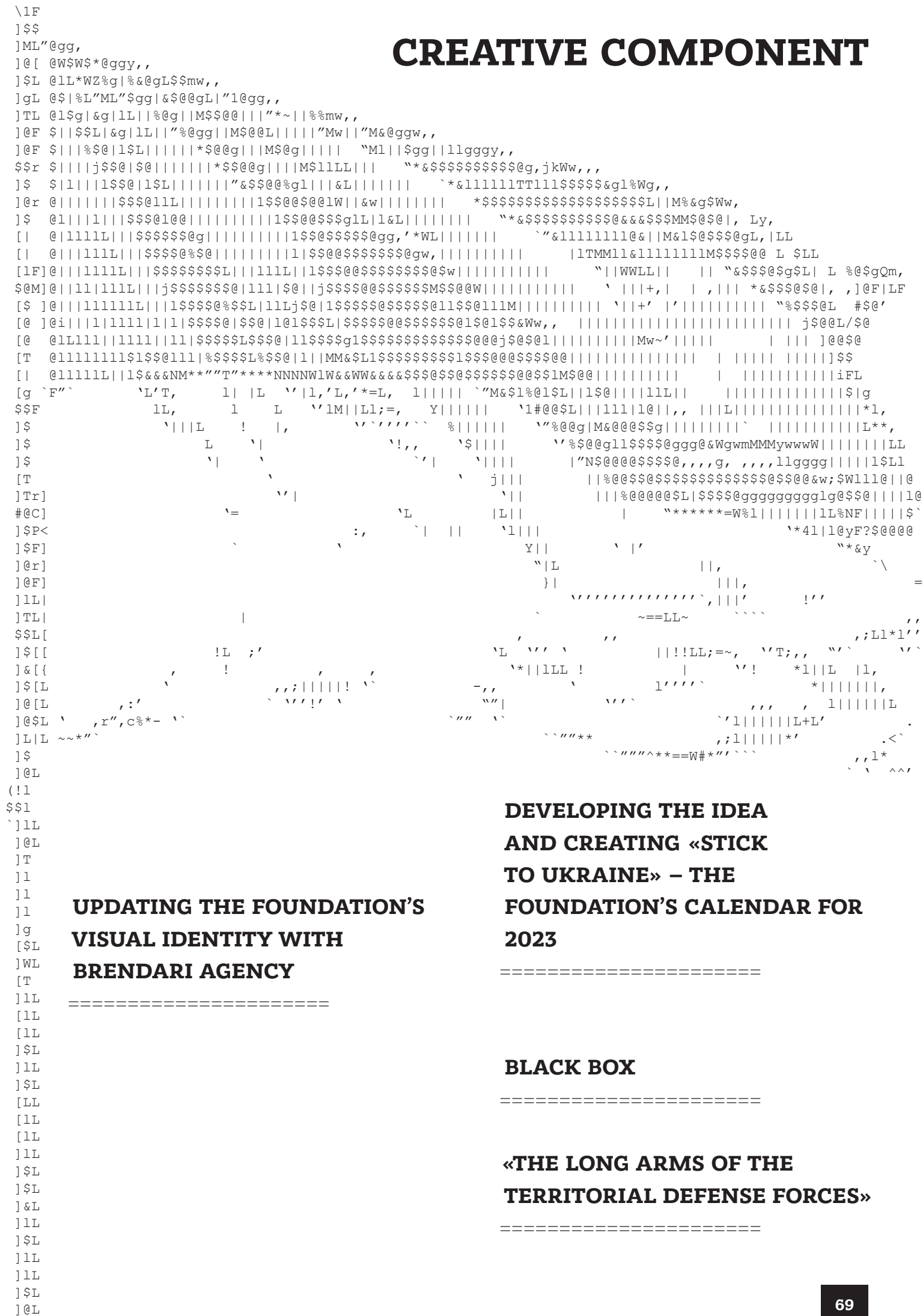
CBA+CSRN+Cambridge Consulting Network.

## RESEARCH AND COMMUNICATION STRATEGY FOR THE FUND'S ENTRY INTO THE US MARKET

CBA+Projector.

## SOUVENIRS (TRIPS TO THE USA)

We prepared souvenirs for three trips of the Foundation's representatives to the USA



## DEVELOPING THE IDEA AND CREATING «STICK TO UKRAINE» – THE FOUNDATION'S CALENDAR FOR 2023

## BLACK BOX

## «THE LONG ARMS OF THE TERRITORIAL DEFENSE FORCES»



# COMMUNICATION RESULTS

## COMMUNICATIONS IN 2022

Twitter is the most active platform of the Come Back Alive Foundation in terms of the number of posts and one of the largest in terms of reach. Of all the Foundation's social media pages, this one showed the fastest growth in 2022. The number of its followers increased 86 times over the year.

It is now one of the key tools for interacting with the Foundation's donors, from the smallest ones who donate 100 hryvnias to large corporate partners. For example, 9 out of 10 private direct messages the Foundation receives on Twitter are about financial assistance to the army.

Another feature of the Come Back Alive Twitter page is that more than 90% of its content is duplicated in English.

Currently, the Foundation's page has 257.7 thousand followers, meaning that about every ninth adult Twitter user in Ukraine has subscribed to our account (in January last year, there were about 3 thousand).

To visualise this number of people, imagine that it is every eighth adult

resident of Kyiv, a third of the population of Lviv, or every fourth soldier of the Ukrainian Defence Forces.

The number of views of our tweets exceeded 11.5 million in January 2023, and over the past year, the «Come Back Alive» tweets have been viewed 194.4 million times. Given that 8.9% of Ukrainian adults use Twitter (according to the OPORA and KIIS surveys), each user saw 81 tweets from the Foundation on average over the year.

=====

The Facebook page remains the main and largest communication platform of «Come Back Alive». It is read by 3.5 million users (of whom 1.7 million visited the page in January 2023), or almost every tenth resident of Ukraine. That's more than the population of the Ukrainian capital, or roughly the number of residents of Kharkiv, Dnipro and Odesa combined.

Over the past year, the number of users who viewed the Foundation's posts has increased by one and a half times. At the same time, unlike the Foundation's pages on other social networks, the reach

of posts and the number of likes on Facebook can fluctuate sharply depending on events at the frontline and changes in the social network's rules and algorithms, including attempts at shadow banning.

Therefore, for the «Come Back Alive» Facebook page, general trends are visible not «from month to month» but «from year to year».

=====

Although the audience of the Come Back Alive YouTube channel is smaller than that of other social networks, the platform plays an important role in the Foundation's communications ecosystem. In 2022, the number of subscribers increased 4.6 times to 32,494 people. We created 201 videos, which together gained 9,826,958 views. Interestingly, this is 999% more than in the whole of 2021. In total, our viewers watched the videos for 147,224.3 hours, or almost 17 years.

In addition, in 2022, we have:

- Launched and consistently maintained a new bilingual website.

# COMMUNICATION RESULTS

- Implemented two all-Ukrainian outdoor advertising campaigns from scratch - «4.5.0.» and «United».

- Three days after Kherson's liberation, we placed an outdoor advert featuring a soldier who took part in the liberation of the city and region.

- We placed an electronic advertisement «Every hryvnia is important» on the screens of the capital.

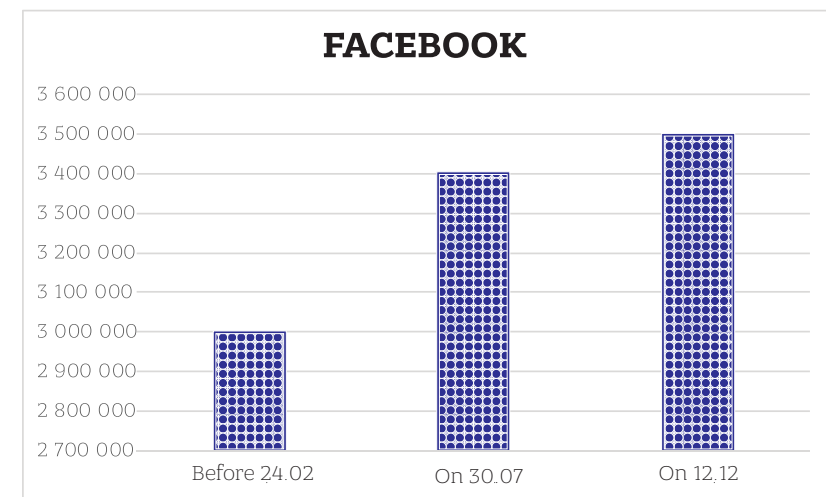
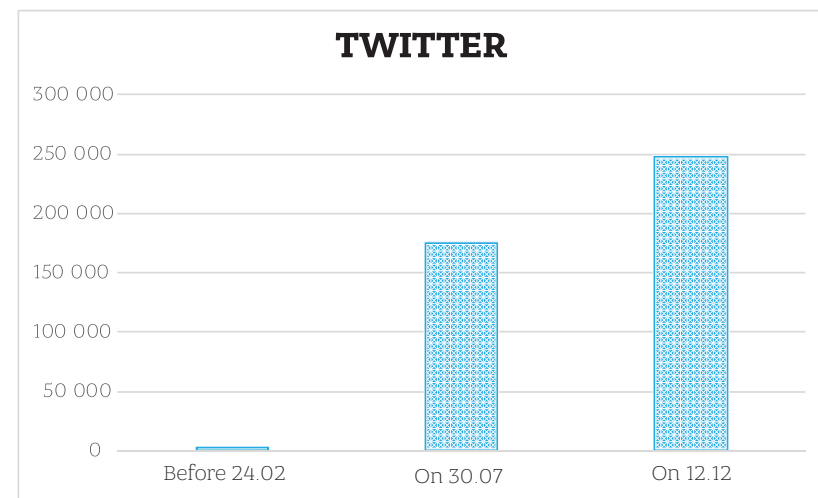
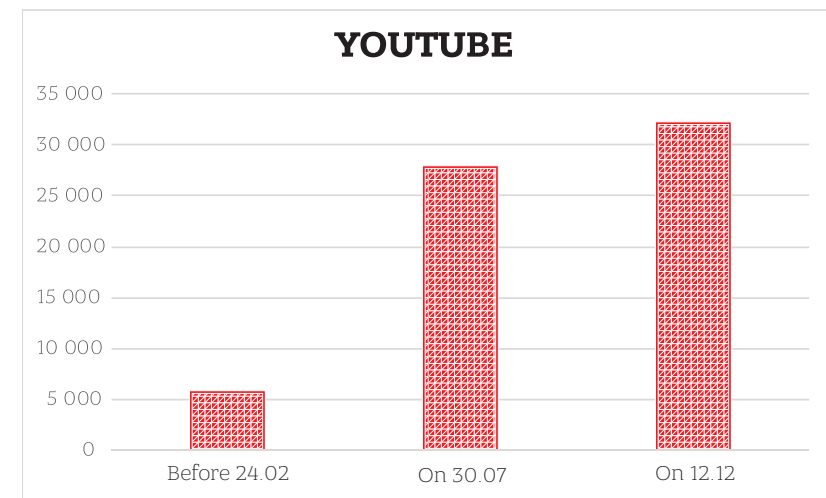
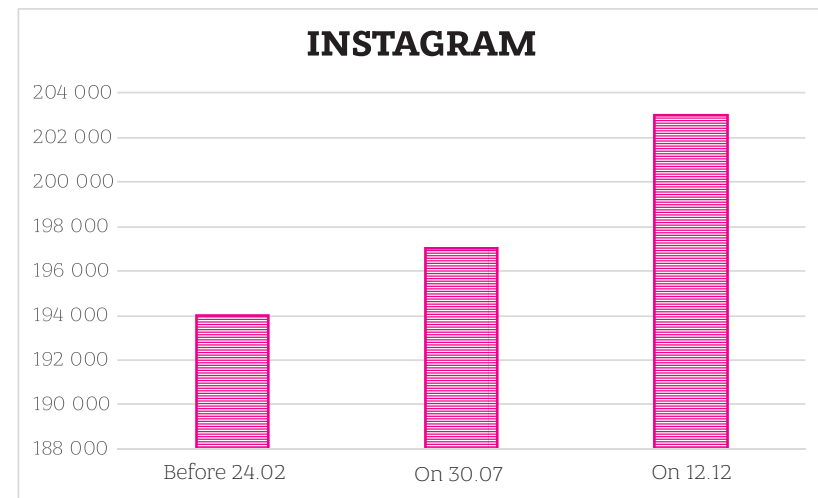
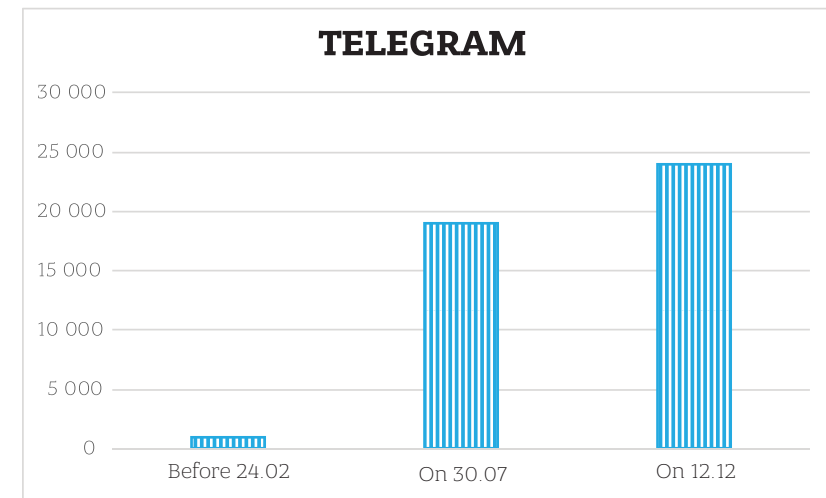
- We have introduced and maintain reports in near real time.





# COMMUNICATION RESULTS

Social media figures as of the end of 2022:



# COMMUNICATION RESULTS

## Most popular tweet of the year



1,8 milion views  
1,897 retweets  
5,628 likes  
526 quote tweets

## Most popular post of the year



6,7 milion views  
188,000 likes  
42,000 shares

## Most popular page of the year

The page of donations:



Ukrainian version: 7,714,668 views,  
4,431,091 users  
English version: 5,102,089 views,  
2,904,867 users

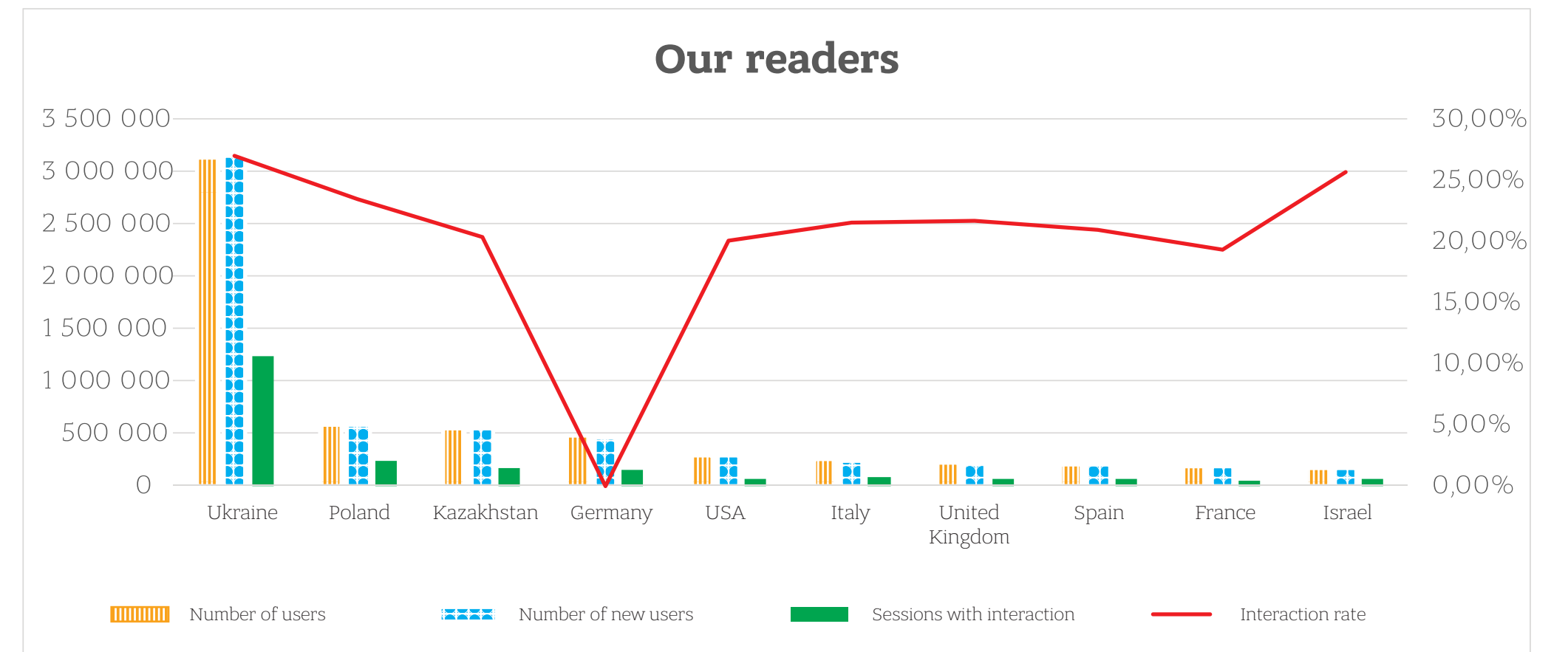
## Publications:

Twitter – 5,094 tweets  
Facebook – 941 posts

Youtube – 201 videos

Telegram – 404 posts  
Site – 124 publications

## Our readers





# PARTNERS OF THE FOUNDATION



INVESTING IN SUPPORT OF THE ARMED FORCES



INVEST IN THE DEVELOPMENT OF THE «COME BACK ALIVE» PROGRAMME



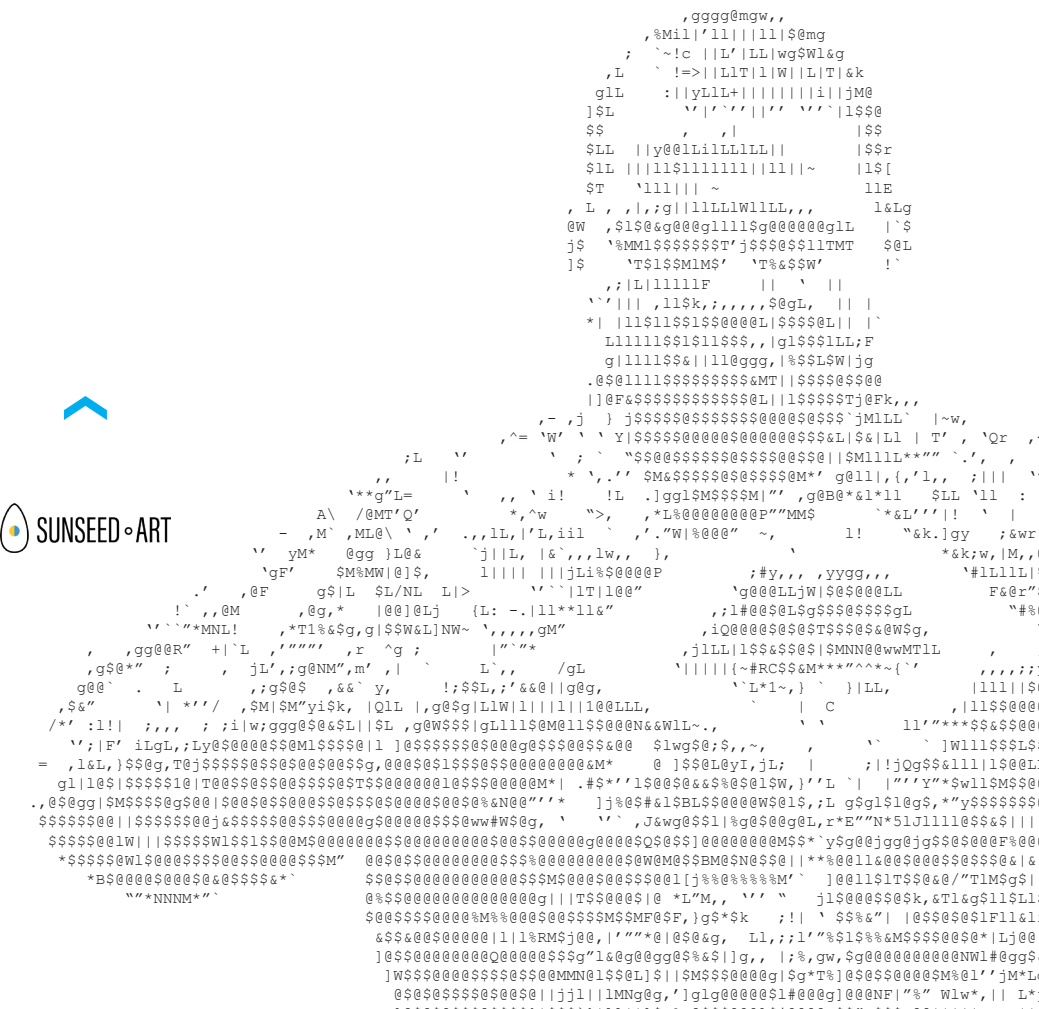
INVESTED IN A PROFESSIONAL BUSINESS



INVESTED BY JOINT ACTIONS



TRUSTED SUPPLIERS





# THE PROJECT WAS DEVELOPED BY

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**Copywriter:**

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Julia Rodchenko

**Copywriter:**

Anton Pustovoi

**Translation:**

Daniel Asher,

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**Creative Director:**

Oleksii Novikov

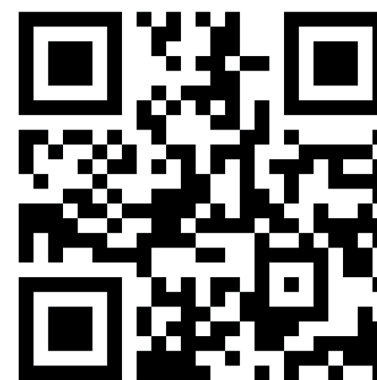
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