

DONORUA 2022

UNPRECEDENTED CHALLENGES – REMARKABLE GROWTH!



The year 2022 was one of countless challenges as the full-scale invasion transformed every aspect of life in Ukraine. For DonorUA, this meant more than just adapting to new realities—it meant mobilizing our efforts to ensure that donor blood was always available where it was needed most. The donor community came together, unified by a shared mission to protect the country and save the lives of our defenders. Every drop of blood donated is not merely an act of support but a vital contribution to national defence, saving lives every single day.

We are deeply grateful to everyone who joined this mission—your support is the driving force that keeps us moving forward.

IRYNA SLAVINSKA

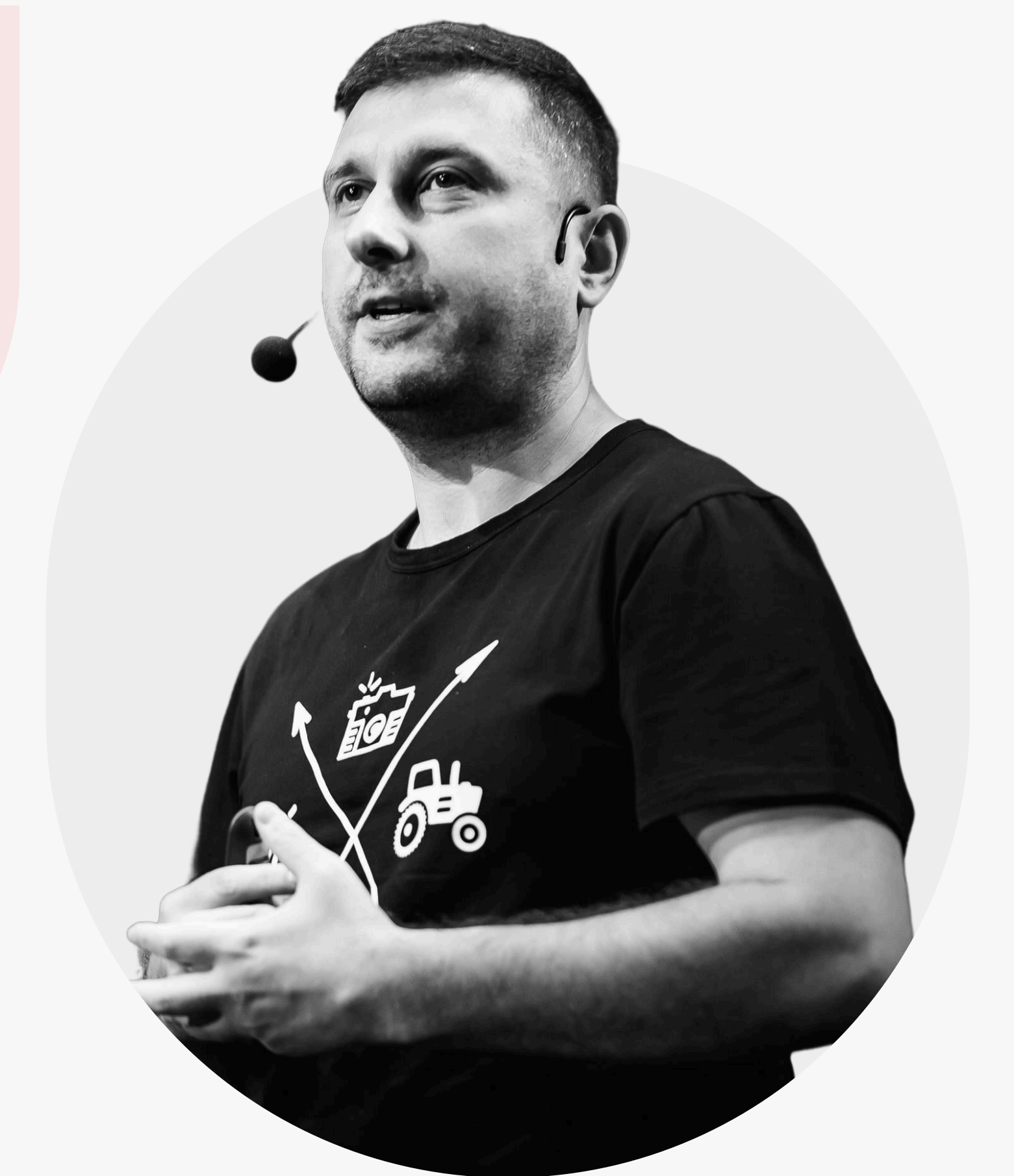
Co-Founder of DonorUA and President of the All-Ukrainian Association of Blood Donors

The challenges of 2022 pushed us to improve and innovate our digital solutions. We focused on enhancing the DonorUA IT system, ensuring robust data protection for our donors and streamlining processes to make blood donation more accessible and convenient than ever. In today's fast-paced world, the speed and security of information are critical. We are committed to making it as easy and reliable as possible for donors to join a cause that truly saves lives.

Our digital tools are not just technologies—they are the backbone of a thriving donor culture and a cornerstone of national support during difficult times.

OLEKSANDR KRAKOVETSKYI

Co-Founder of DonorUA and CEO of DevRain



78 207

lives potentially saved through donations in the DonorUA system,
equivalent to the population of several cities:



Calais, France



Bath,
United Kingdom



Avila, Spain



Santa Fe, USA

MOBILIZING DONORS: A LIFELINE IN TIMES OF CRISIS

In 2022, the demand for blood donations surged **by 60%** due to the full-scale war. DonorUA became a cornerstone in meeting this critical need, coordinating mobile donation drives, ensuring blood delivery to the frontlines and hospitals, and managing thousands of donations. The platform financed materials, provided equipment, and launched campaigns to recruit new donors—strengthening the resilience of Ukraine's blood supply system.



EMPOWERING THROUGH INFORMATION

DonorUA's system emerged as a vital digital tool, streamlining the donation process to save lives. The platform's ability to organize and schedule donations prevented chaos like the tragic event at Kharkiv's blood center on February 25, 2022, where overcrowding led to disastrous consequences during an attack. By coordinating donor flow, DonorUA ensures both donor safety and the smooth operation of blood centers.

The platform has also helped maintain sustainable blood reserves, ensuring timely distribution and replenishment across the country. In wartime, when demand is unpredictable and constant, having an organized system is paramount. DonorUA has successfully mobilized thousands of donors, prevented bottlenecks at donation centers, and saved countless lives when it mattered most.

ADVANCING TECHNOLOGY

Despite the immense challenges of war, DonorUA has continued to innovate. The platform makes blood donation seamless by simplifying registration, locating the nearest blood centers, tracking urgent needs, and mobilizing donors for specific campaigns—whether to replenish supplies or assist individual recipients.

In 2022, DonorUA introduced **DonorUA for Teams**, an innovative feature designed to unite donors into communities. This tool empowers companies, organizations, and civic groups to coordinate donation efforts among their members, fostering the growth of local donor networks. Even under the most challenging conditions, this initiative has expanded the donor base and strengthened the autonomy of donor communities.

HUMANITARIAN SUPPORT: CARING BEYOND DONATIONS

DonorUA extended its care to all participants in the blood donation system. With blood centers often operating in extreme conditions, such as unheated shelters, maintaining even basic comfort became a challenge. Cold environments hinder blood circulation, making donations difficult.

To address this, DonorUA launched a fundraising campaign, securing **50 UFO heaters** for donation centers. Additionally, in partnership with **Global Blood Fund and Our Blood Institute**, they initiated a project to provide meals for blood center staff, beginning in Dnipro. This holistic approach ensured that not only donors but also frontline workers in the blood supply chain received the support they needed.

DonorUA is more than a platform—it's a lifeline, a community, and a movement that transforms challenges into opportunities to save lives. Together, we're building a stronger, more resilient Ukraine.

PROJECTS THAT SAVE LIVES: A TESTAMENT TO UNITY AND IMPACT



YOUR BLOOD CAN FIGHT!

This collaborative initiative, led by DonorUA, the Ministry of Health of Ukraine, and the Ukrainian Transplant Coordination Center, was supported by the EU project “Supporting Ukraine in Developing a Modern Public Health System.” Together, we mobilized blood donors nationwide, proving that every drop of blood can be a weapon of hope and life.



ADD SOME RED

Through five mobile blood drives held at Radisson Hotel and NaUKMA, 258 donors contributed a total of 116 liters of blood, potentially saving nearly **800 lives**. These events demonstrated the power of collective action and the ripple effect of generosity.



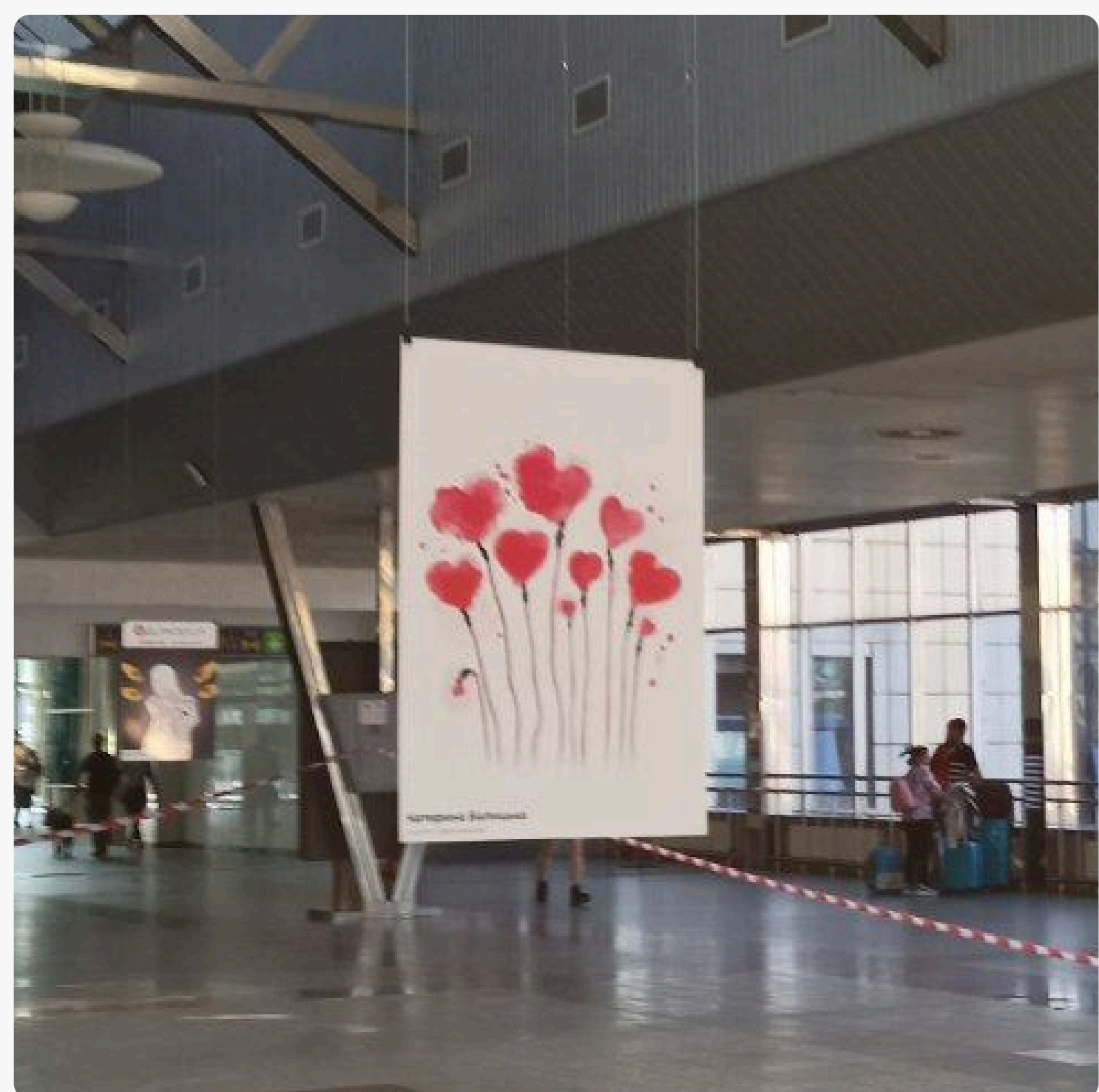
WE ARE ONE BLOOD

In partnership with PUMB Bank, this social initiative supports the donor movement. Since July 2022, the project has launched themed merchandise created by Ukrainian brands and illustrators. These items are available for anyone to purchase, with a portion of proceeds funding DonorUA’s efforts to transport blood to the frontlines.



THE WARMEST DONOR DAY

On Saint Nicholas Day, DonorUA’s annual campaign expanded to a record 9 cities: Rivne, Lviv, Dnipro, Khmelnytskyi, Ternopil, Vinnytsia, Zhytomyr, Kropyvnytskyi, and Kyiv. The initiative brought together 274 donors, whose blood donations supported children in regional pediatric hospitals. Their efforts saved nearly 800 young lives, proving that kindness knows no boundaries.



DONORUA ART PROJECT

Highlighting the profound connection between art and life, DonorUA organized the “Donorhood is About Life” art project, hosting **8 exhibitions** across Ukraine. While only two exhibitions occurred before February 24, 2022, the initiative gained momentum and reached cities like Mykolaiv, Dnipro, Zhytomyr, Ternopil, Cherkasy, Khmelnytskyi, and Vinnytsia. These events inspired audiences, emphasizing the life-saving power of blood donation.



TRANSPORTING HOPE: BLOOD DELIVERIES TO THE FRONTLINES

With the support of DonorUA, over **7 tons of blood** were delivered to frontline regions. This life-saving effort was made possible through funds raised by the “We Are One Blood” initiative, contributions from businesses, and donations from caring individuals.

Together, these projects are a powerful reminder: when communities unite, even amidst adversity, extraordinary change is possible. Every donation, every action, and every drop of blood counts in the fight to save lives.



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