

DONORUA 2023

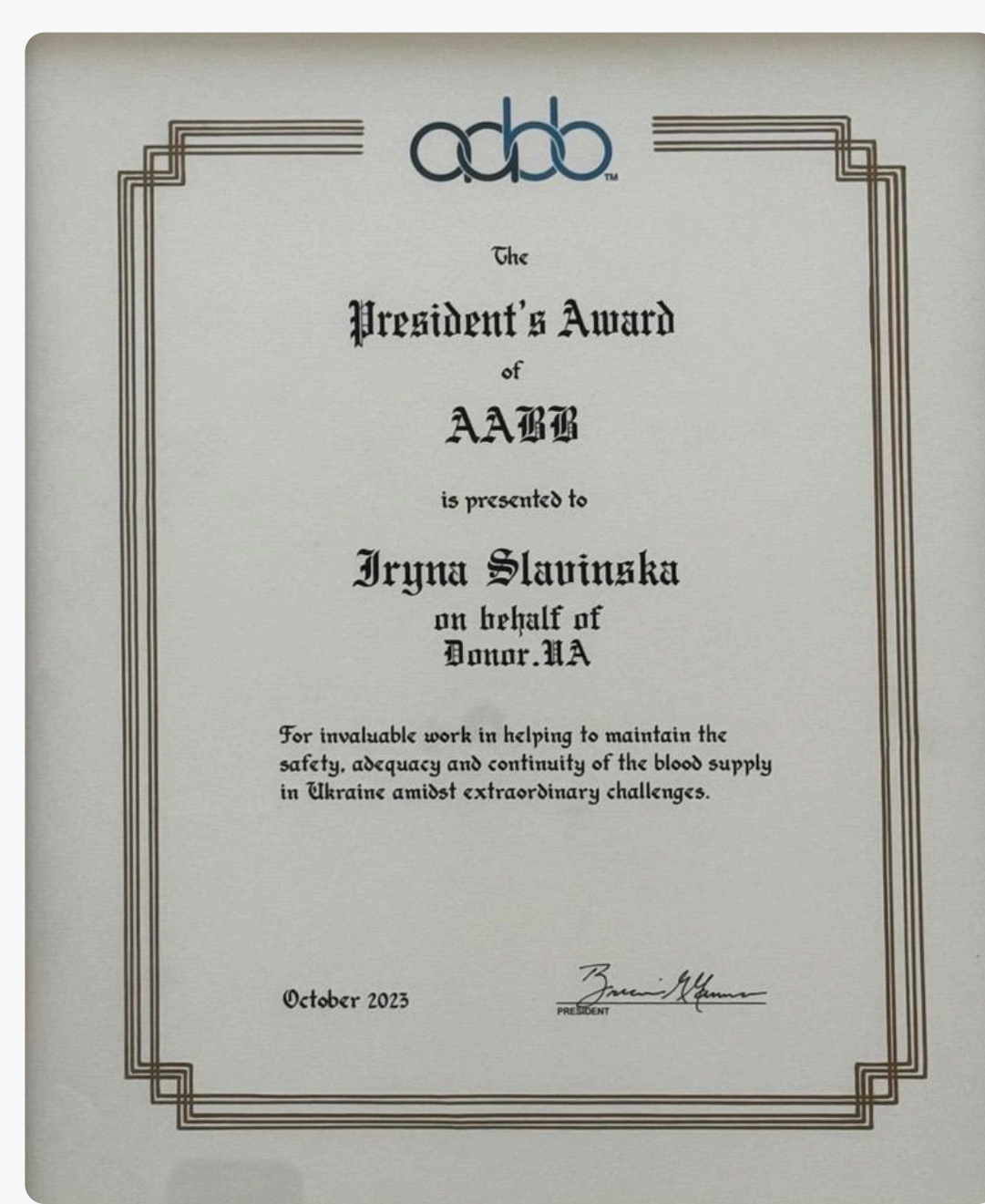
OUR BLOOD WILL WIN! SAVING LIVES OF THOSE WHO SAVE THE NATION



2023 showcased the incredible resilience of our donor community despite the ongoing war. We have witnessed how vital it is to build a habit of regular blood donation because the daily demand for blood—whether for military personnel or civilians—never diminishes. Every donor is a lifesaver upon whom the entire country relies.

IRYNA SLAVINSKA

Co-founder of DonorUA and President of the All-Ukrainian Association of Donors



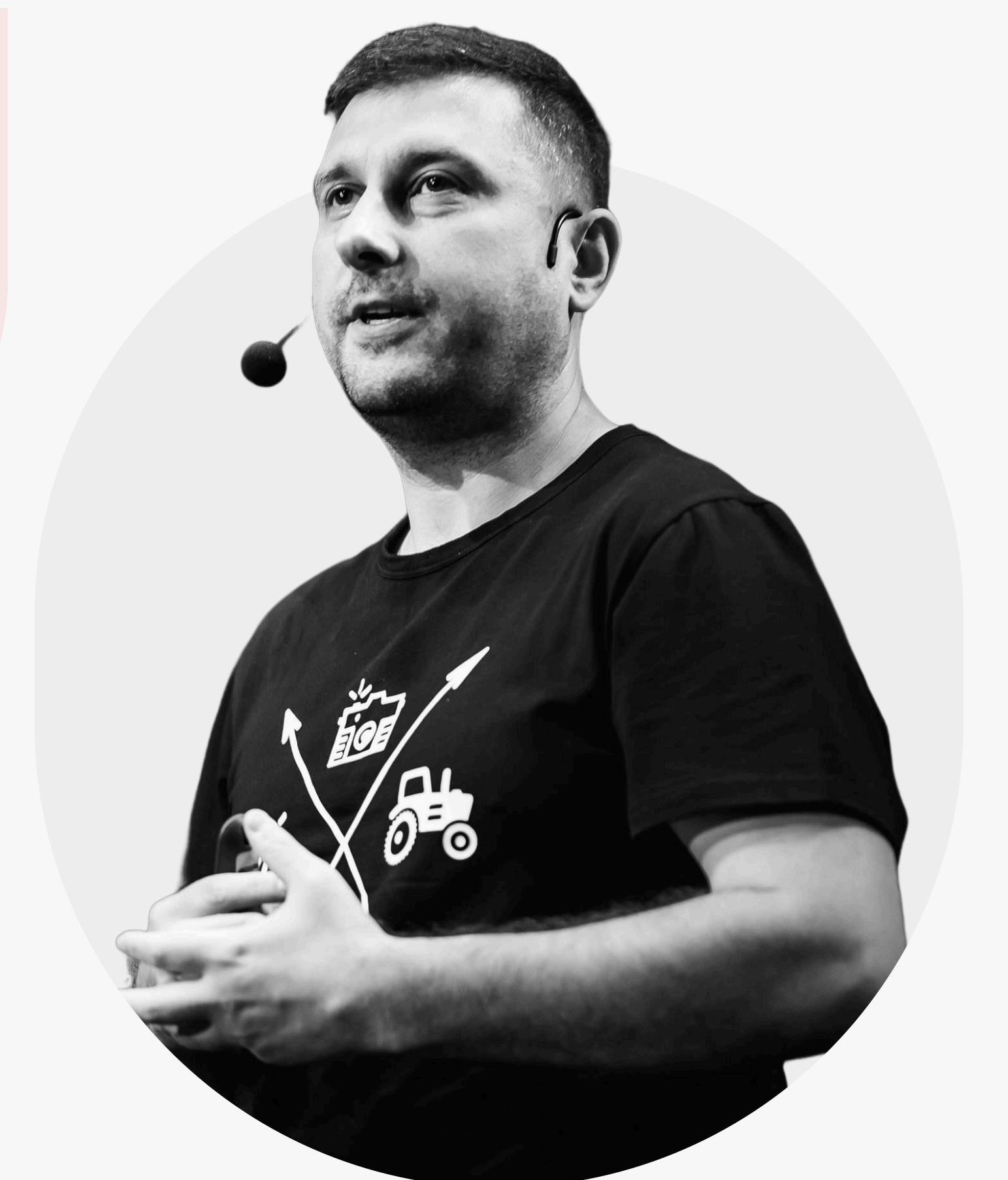
Global Recognition for Lifesaving Efforts

In 2023, the AABW (Association for the Advancement of Blood & Biotherapies) honored Iryna Slavinska and DonorUA with the Presidential Award for their “invaluable work in ensuring the safety, sufficiency, and continuity of blood supplies in Ukraine under extraordinary challenges.”

This year was a milestone in technological innovation for DonorUA. We focused on advancing IT solutions that enable people to donate blood as teams, fostering donor communities, and even engaging in friendly competition for this noble cause. We introduced new features to our system and developed tools to promote blood donation within businesses and civil society organizations. With these innovations, donating blood is no longer just a personal choice but a crucial part of corporate culture and social responsibility.

OLEKSANDR KRAKOVETSKYI

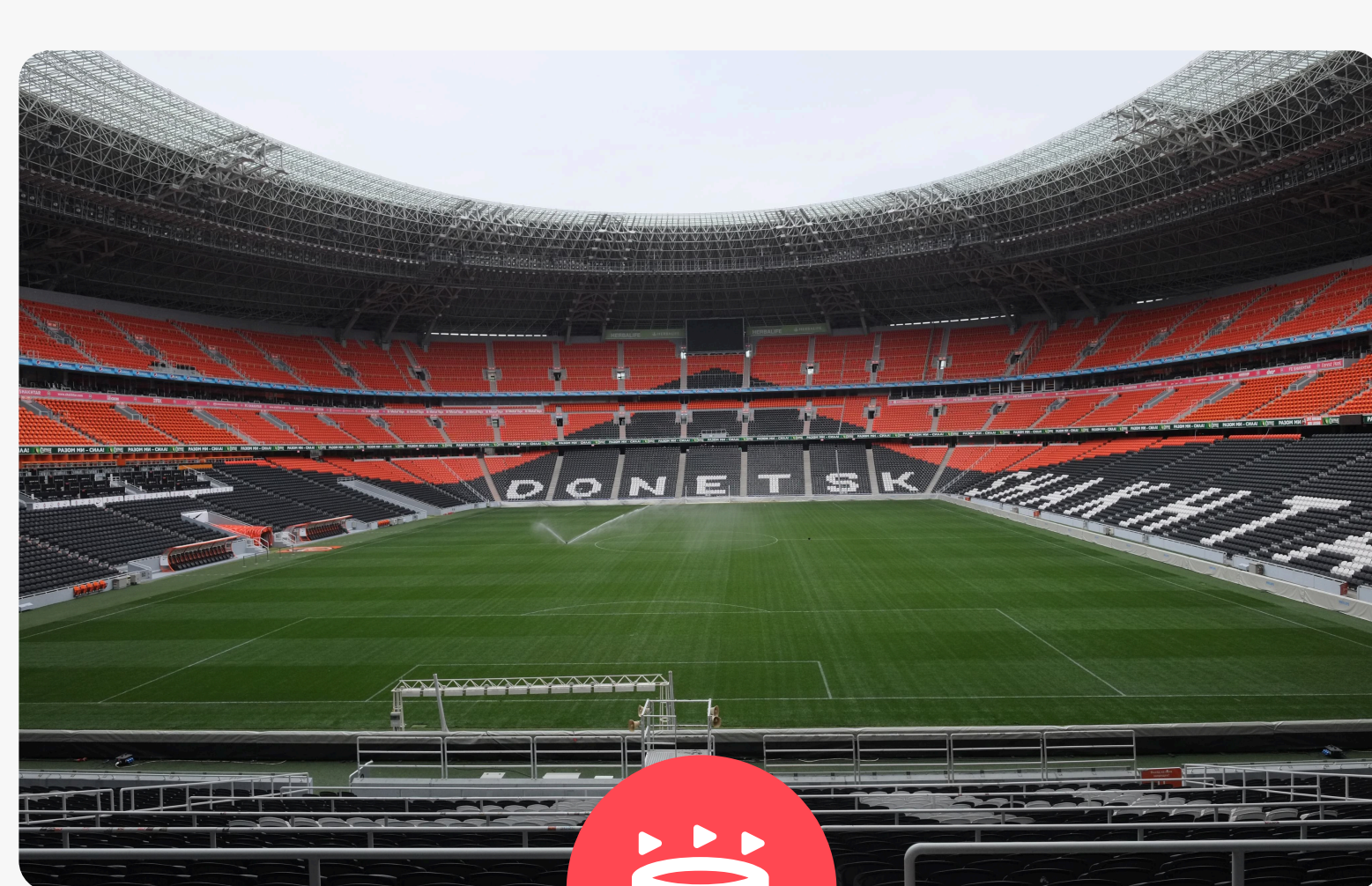
Co-Founder of DonorUA and CEO of DevRain



48 564

Lives Saved

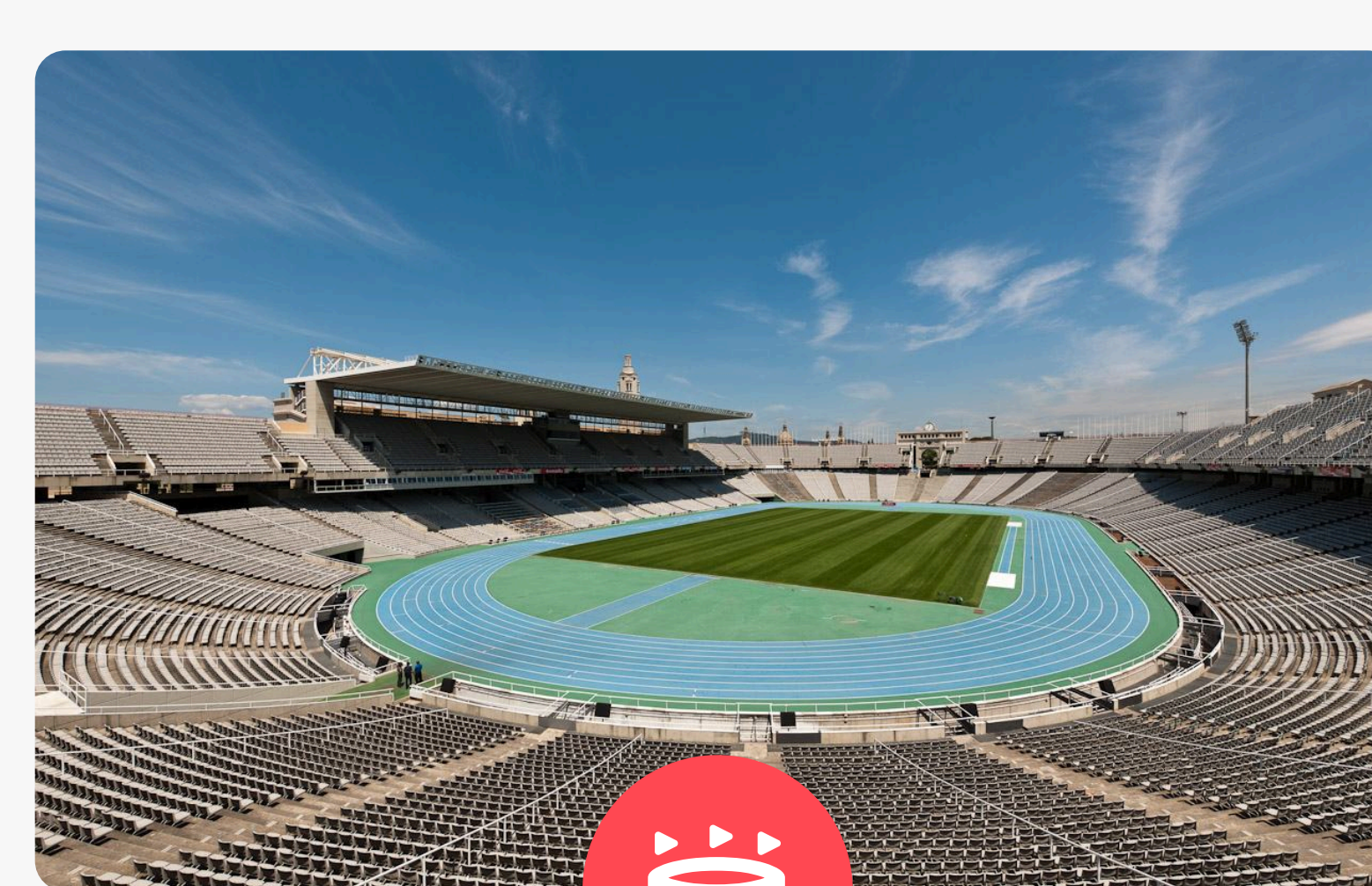
Thanks to donations coordinated through the DonorUA platform, we have potentially **saved the equivalent** of filling these iconic stadiums:



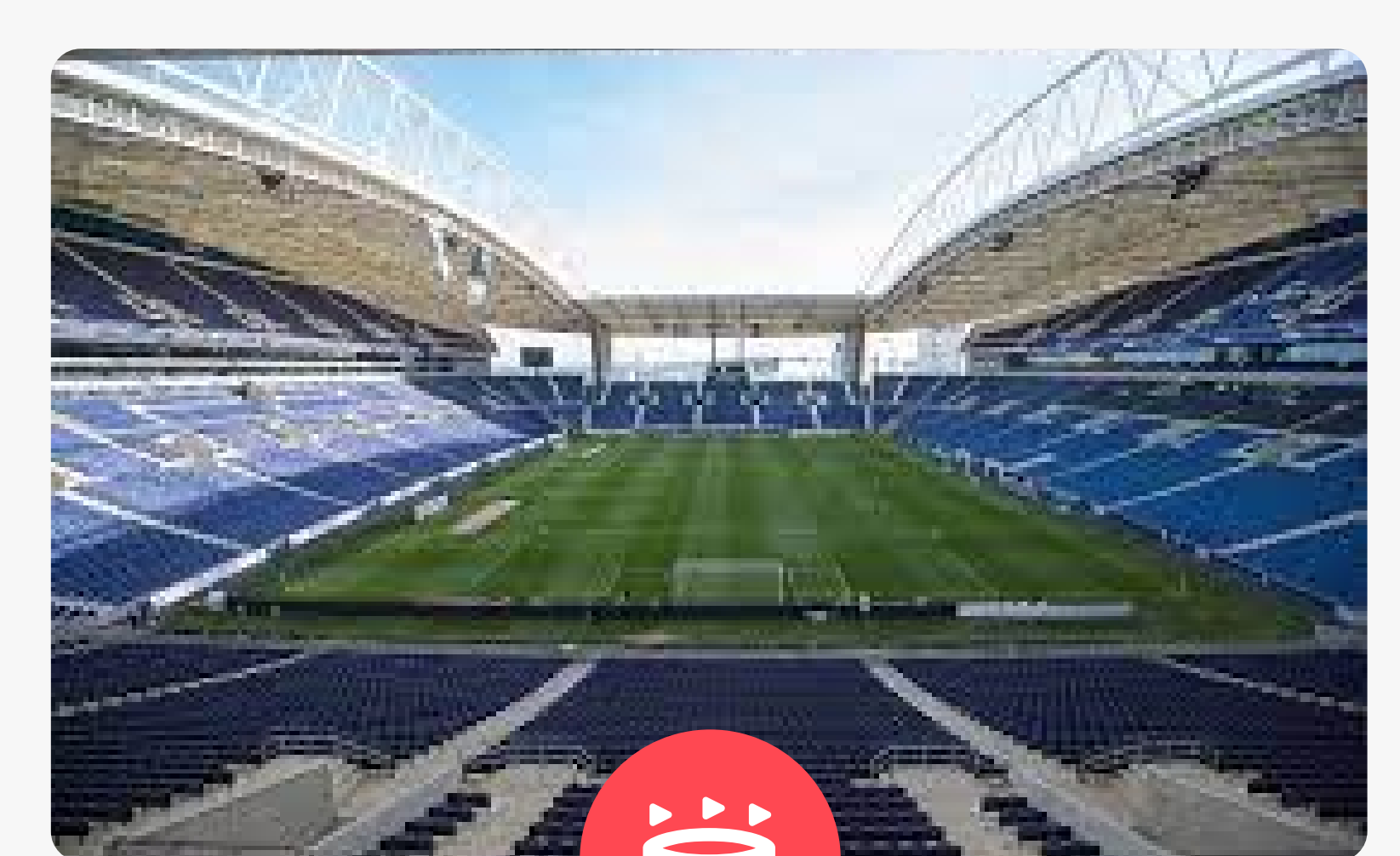
Donbas Arena
Donetsk, Ukraine



RheinEnergieStadion
Cologne, Germany



Estadi Olímpic Lluís Companys
Barcelona, Spain



Estádio do Dragão
Porto, Portugal

Each seat in these stadiums represents a life touched, a family supported, and a future preserved. Together, we continue to prove that resilience, innovation, and compassion can overcome even the greatest challenges. Let's save lives, one drop at a time!

MOBILIZING DONORS: BUILDING A LIFESAVING MOVEMENT

In 2023, DonorUA spearheaded a range of initiatives to encourage regular blood donation. By organizing mobile donation campaigns across various cities in Ukraine and hosting corporate donor days, we made blood donation more accessible than ever. These efforts ensure a steady supply of blood for treating wounded soldiers, cancer patients, children, and others in critical need.



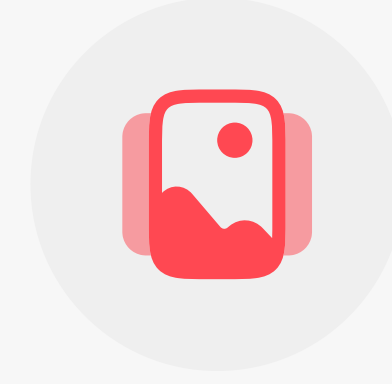
150 000

registered donors on the DonorUA platform



+35 000

new donors joining in 2023



35 000

A vibrant social media community, united by a shared mission



7 000+

lives saved through 60 mobile blood donation events organized by DonorUA



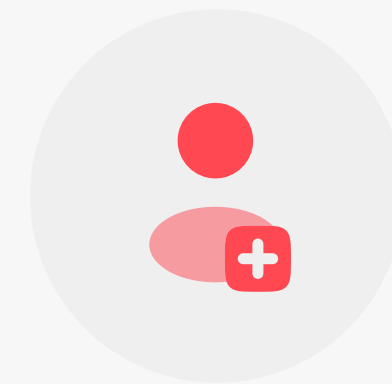
2 000

team-based donations facilitated through the DonorUA for Teams platform



1 345

employees of Ukrainian and international companies donated blood directly at their workplaces during corporate donation drives



500

A dedicated network of volunteers nationwide ensures a seamless and positive experience for donors



67

donor teams, ranging from 10 to 300 members, actively participating on the DonorUA platform

SPREADING AWARENESS: INSPIRING A CULTURE OF GIVING

Throughout the year, DonorUA launched impactful informational campaigns to raise awareness about blood donation.

- **#Bloom with DonorUA Campaign:** Highlighted the significance of donation through social events and educational initiatives.
- **#SeeIT Exhibit:** Showcased stories of real donors across various cities, emphasizing their life-saving contributions and inspiring new participants to join the movement.

These campaigns are vital in fostering a culture of donation and drawing attention to its life-changing importance.

INNOVATING THROUGH TECHNOLOGY: TRANSFORMING THE DONOR EXPERIENCE

DonorUA focused on expanding its platform's capabilities to enhance donor engagement and streamline the donation process.

- Introduced **DonorUA for Teams**, enabling groups to form donor teams and organize corporate-level blood donations. This initiative promotes corporate social responsibility and encourages positive competition among teams.
- System updates improved user convenience, optimized donation logistics, and strengthened data security to meet the highest standards of information protection.
- New digital tools allow for real-time coordination of blood needs and logistics, making the donation process more efficient and accessible.

By leveraging technology, DonorUA continues to revolutionize the way blood donation is organized and promoted.

HUMANITARIAN AID: DELIVERING HOPE WHERE IT'S NEEDED MOST

In collaboration with Ukraine's Ministry of Health, DonorUA sustained efforts to deliver blood to frontline regions, ensuring timely replenishment for military and civilian needs.

- Through initiatives like "The Warmest Donor Day", we organized blood drives supporting children's hospitals in western Ukraine.
- These actions help secure critical supplies for healthcare facilities, maintaining the stability of the donor system during wartime.

Together, we are building a resilient, tech-powered donor community that saves lives and inspires hope every day. Join us in making a difference!

PROJECTS THAT SAVE LIVES: DONORUA INITIATIVES IN 2023



#BLOOM WITH DONORUA CAMPAIGN

On World Blood Donor Day, June 14, DonorUA launched the **#Bloom Campaign**, promoting blood donation through self-care, leisure, and beauty. The campaign debuted in nine cities: Kyiv, Dnipro, Mykolaiv, Ternopil, Chernivtsi, Vinnytsia, Rivne, Kropyvnytskyi, and Cherkasy. By the end of the year, the initiative facilitated nine donation events in four cities: Kyiv, Dnipro, Mykolaiv, and Kropyvnytskyi, where **375 donors** generously gave blood to save lives.



MY BLOOD TYPE (WBB) PROJECT

In September, DonorUA, in partnership with Eldon Biologicals and Operation SafeDrop, launched the **“My Blood Type/Walking Blood Bank”** project. This initiative offers free blood type testing for everyone. To date, these events are regularly held in Zaporizhzhia, Chernivtsi, Kropyvnytskyi, Odesa, Lviv, and Khmelnytskyi. **783 people** have already discovered their blood type and joined the donor reserve, ready to save lives alongside DonorUA.



WE ARE ONE BLOOD

This ongoing social project, in collaboration with PUMB Bank, continues to support the donor movement. Since July 2022, thematic merchandise designed by Ukrainian brands and illustrators has been sold to the public. A part of the proceeds is directed to DonorUA to fund the transportation of blood to frontline regions.



BLOOD TRANSPORTATION

With the support of DonorUA, **35 blood deliveries** were made to the frontline in 2023. Each delivery had the potential to save up to **1,500 wounded individuals**. Funding for these critical operations comes from the **“We Are One Blood”** project, corporate donations, and contributions from compassionate citizens.



THE WARMEST DONOR DAY

During the holiday season, DonorUA hosts the annual **“Warmest Donor Days”**, collecting blood for young patients in children’s hospitals. On December 27, this year’s events took place in Ternopil, Kropyvnytskyi, Vinnytsia, Mykolaiv, and Chernivtsi. **258 donors** participated, not only donating blood but also bringing gifts for the children.



ADD SOME RED

Nearly every month, Radisson Hotels in Kyiv hosted the **“Add a Touch of Red”** blood drive, inviting everyone to donate. In 2023, nine events attracted **436 donors**. During the pre-Christmas campaign on December 23, Ukraine’s Minister of Health, Viktor Liashko, personally donated blood, inspiring others to join the donor movement.

These innovative campaigns and impactful projects demonstrate DonorUA's unwavering commitment to fostering a culture of blood donation and saving lives across Ukraine. Together, we can make a difference. Join us!



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Contacts

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