

DONORUA 2024

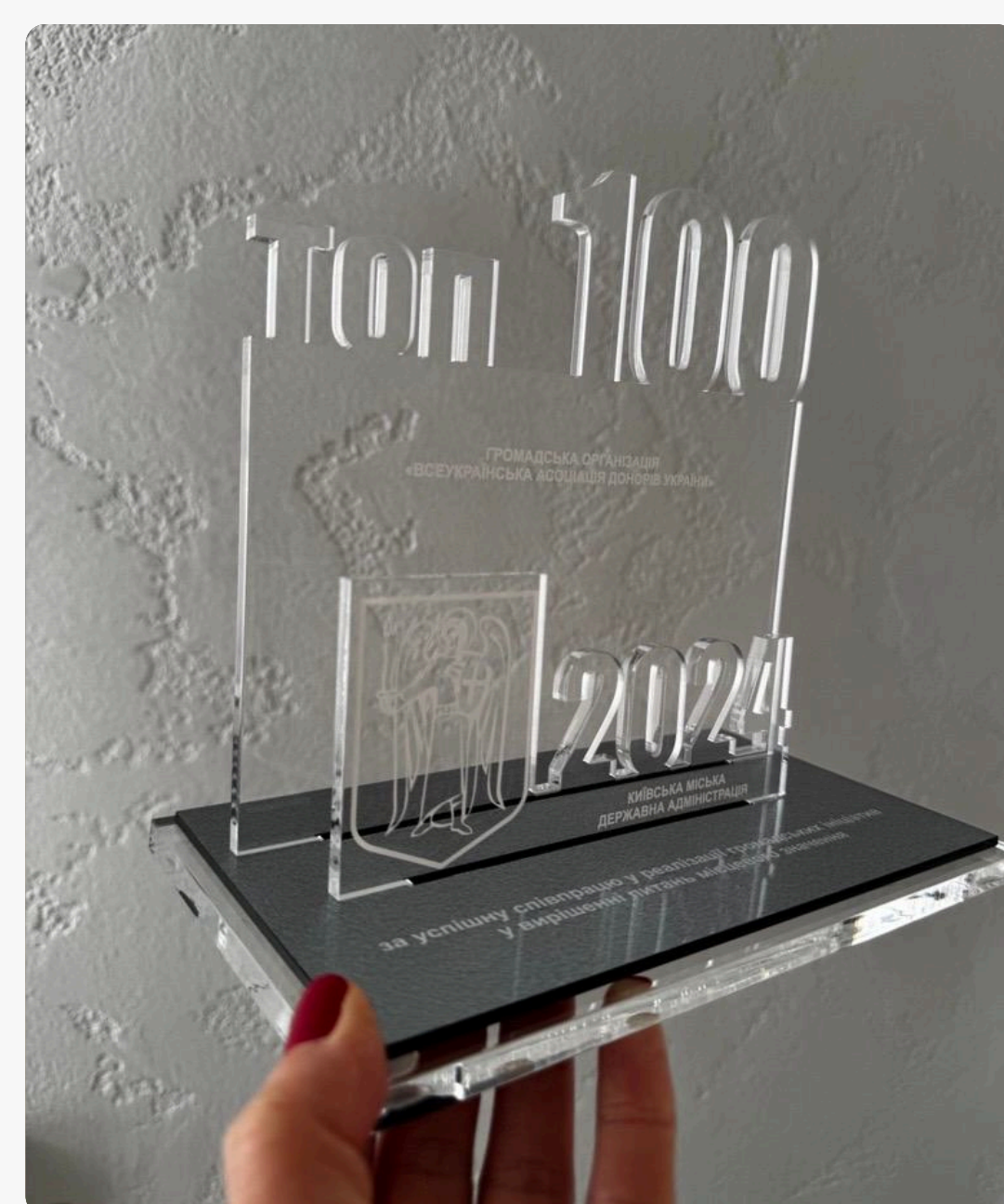
OUR STRENGTH FLOWS THROUGH OUR VEINS!



The year 2024 proved that maintaining stable blood supplies is a cornerstone of national security during wartime. Thanks to every donor who consistently joins this mission, we are saving lives. Together, we are building a culture of blood donation that ensures reliability and stability in critical moments.

IRYNA SLAVINSKA

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

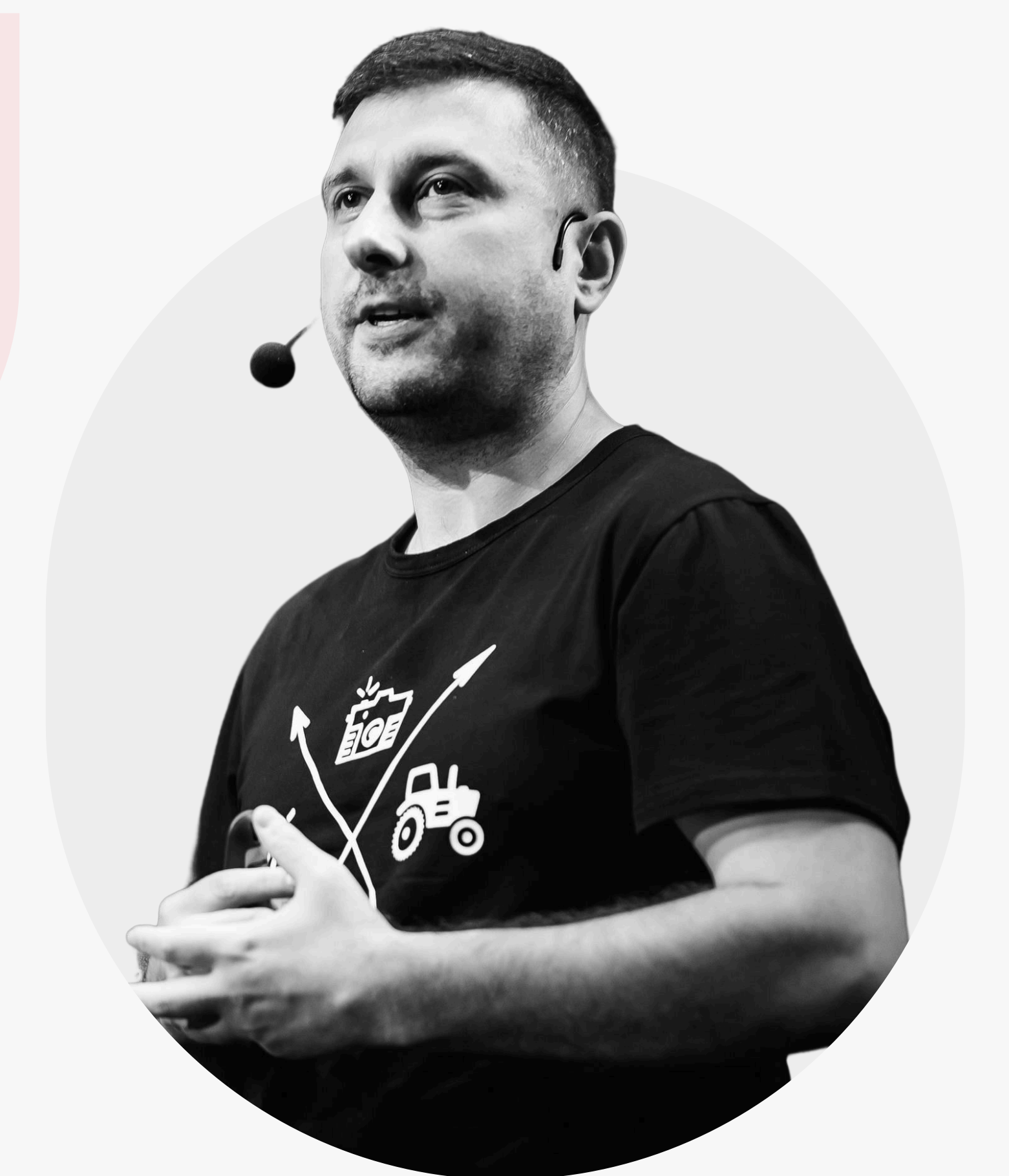


My Blood Type/Walking Blood Bank initiative — was celebrated for its impact on promoting blood donation and saving lives by Kyiv State City Council. Our input became a part of the "TOP-100" NGO Project Fair 2024. The winners were chosen by a distinguished panel of representatives from the Kyiv City Council, the Public Council and civil society leaders

Developing the DonorUA platform is all about technology serving society. We design user-friendly, reliable solutions to empower individuals to contribute to the donor movement while ensuring healthcare facilities have efficient access to blood supplies. Secure data, fast communication, and team support remain our core priorities for 2024.

OLEKSANDR KRAKOVETSKYI

Co-Founder of DonorUA and CEO of DevRain



91 356 Lives Saved
(+84% growth in a year)

Imagine a train with 2,538 carriages—a train of life stretching over 63 kilometers.

That's the distance from



MOBILIZING DONORS

In 2024, we intensified our efforts to recruit new donors and support those already part of our growing community. Through large-scale campaigns and strategic partnerships, we established a robust donor reserve. This allowed us to respond swiftly to the needs of medical institutions and ensure an uninterrupted supply of blood to hospitals and the frontlines. Corporate initiatives played a key role in engaging businesses in systematic donation efforts, while mobile blood drives expanded the reach and accessibility of donation events.



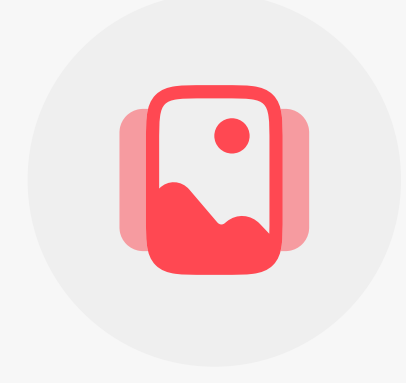
185 000

blood donors on the DonorUA platform



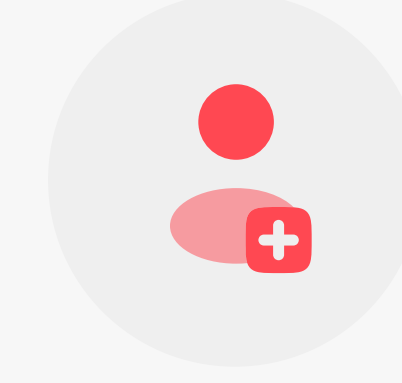
+35 000

new donors in 2024



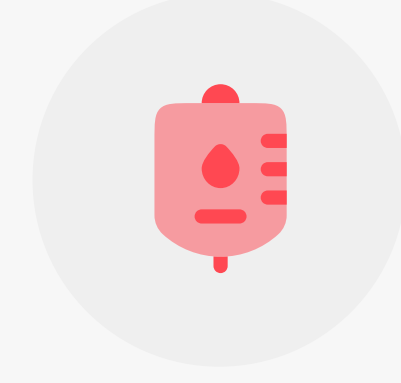
40 000

community members across DonorUA's social networks



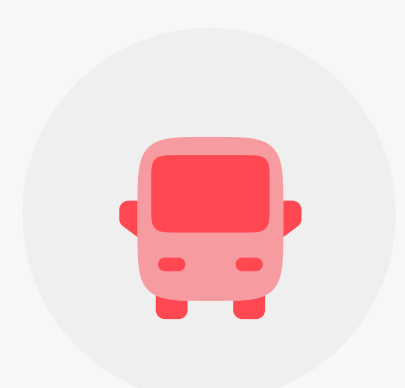
500

volunteers nationwide ensuring a smooth and welcoming donation experience



106

local events, organized by DonorUA for Teams, to address regional needs



288

mobile blood drives, resulting in donations from over 5,000 people, including:

92

corporate events, where colleagues donated blood directly in their offices.

60

blood drives conducted via a mobile blood bank operating in Lviv Region.

6

urgent front-line drives, organized in response to military requests.

INFORMATIONAL OUTREACH

Throughout the year, DonorUA launched numerous awareness campaigns to promote blood donation and educate the public about its critical importance. Events focused on blood type identification not only attracted new donors but also served as a platform to spread knowledge about the life-saving impact of blood donation. Collaborations with media and ambassadors produced informational materials that reached audiences across Ukraine, including in regions where donations are critically needed.

TECHNOLOGICAL ADVANCEMENT

The year 2024 marked a significant milestone in the evolution of the DonorUA platform. New features in DonorUA for Teams unlocked opportunities for collective donations and team-based collaboration. Upgrades to the database enhanced donation coordination, making it more efficient than ever. The development of tools for tracking donation statistics and planning boosted user engagement and satisfaction. Data security remained a top priority, ensuring the platform's reliability for all participants.

HUMANITARIAN AID

This year, we intensified our efforts to address humanitarian needs, particularly in wartime conditions. Organizing blood deliveries to the frontlines became a life-saving mission that provided critical support to injured soldiers. In addition, financial contributions from partners and the public enabled us to launch training programs for medical professionals in blood transfusion and procure essential equipment. These initiatives have been instrumental in saving lives—both military and civilian—and solidifying the vital role of DonorUA in Ukraine's humanitarian landscape.

ПРОЄКТИ:



JEWELRY THAT SAVES LIVES: ZARINA X DONORUA

At the beginning of 2024, DonorUA and ZARINA launched the "My Blood Type/ WBB" initiative, creating a charitable jewelry collection. Throughout the year, they transferred 500,000 UAH to the PULSE Charity Foundation. These funds were used to organize training and procure equipment, enabling military medics to perform life-saving blood transfusions during pre-hospital care.



#BLOOM WITH DONORUA CAMPAIGN

This project combined the promotion of blood donation with self-care, leisure, and beauty. In 2024, events were held in 13 cities, including Kyiv, Ternopil, Odesa, Kharkiv, and others. During the campaign, 17 donation events took place, with 657 donors generously giving their blood.



ADD SOME RED

Every month, Radisson hotels in Kyiv hosted "Add a Touch of Red" donation drives, inviting everyone to contribute. In 2024, nine such events were held, attracting 455 donors who made a meaningful impact.



WE ARE ONE BLOOD

Since July 2022, PUMB Bank has supported the donor movement through a social project that features themed merchandise designed by Ukrainian brands and illustrators. Proceeds from sales are donated to DonorUA to support blood transportation to the frontlines.



BLOOD TRANSPORTATION

With the support of DonorUA, 40 blood deliveries were made to the frontlines in 2024, each capable of saving up to 1,500 wounded soldiers. These life-saving efforts were funded through the "We Are One Blood" initiative, corporate contributions, and donations from caring individuals.



THE WARMEST DONOR DAYS

During the winter holidays, DonorUA hosted its annual "Warmest Donor Days" campaign. This year, the initiative aimed to build blood reserves in advance, preventing shortages. Donors received double rewards, and businesses contributed additional incentives to encourage participation.



MY BLOOD TYPE (WBB) PROJECT

Throughout 2024, over 5,000 people in 14 cities discovered their blood type through events held in Kyiv, Bila Tserkva, Rivne, Lviv, and beyond. More than 200 events were organized in partnership with the Yashchenko Foundation and Eldon Biologicals, spreading awareness about the importance of knowing one's blood type.



"YOUR BLOOD. MY LIFE. OUR VICTORY"

Twenty mobile blood drives were conducted in Lviv Region using a mobile blood center, or "bloodmobile," equipped with five donor beds, a mini-laboratory, and a space for consultation and rest. This initiative also included educational workshops for teachers, preparing them to host "Blood Lessons" for high school students. These lessons dispel myths about blood donation and encourage young people to become donors when they turn 18. The project was a collaboration between the First Territorial Medical Association of Lviv, DonorUA, the NGO Lviv People's Self-Defense, and Veteran Media NGO.



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