

REMEMBERING UKRAINE

As the world reflects on the anniversary of the invasion in Ukraine, it's crucial to acknowledge that the repercussions of this conflict persist, disrupting lives and communities. In this report, we invite you to join us as we reflect on the challenges, achievements, and resilience of those we serve. However, as lives continue to be upended, communities shattered and futures remain uncertain, let us remember Ukraine not as a memory, but as a present reality. The urgency of our mission remains as palpable today as it was two years ago. This report serves to highlight the ongoing significance of our work in supporting individuals and families affected by the ongoing conflict.



SUPPORTING UKRAINE SINCE 2014



OUR WORK IN UKRAINE

Goods For Good has been steadfast in its commitment to providing humanitarian aid to those impacted by the internal armed conflict in Ukraine, since the charity started in 2014. However, following the Russian invasion on February 24, 2022, we intensified our efforts to address the escalating crisis. Recognising the urgent need for assistance, we swiftly mobilised and within the first few days, vital aid, including bedding, hygiene products, food, and warm clothing was being delivering to those displaced by the conflict and seeking safety from the violence ravaging the country. In the subsequent weeks, months and years that have followed, through sustained efforts, Goods For Good have continued and still continue to provide vital aid to individuals and families grappling with the enduring repercussions of the conflict in Ukraine.

**Goods
FOR
Good**

REGISTERED CHARITY NO 1165565

OUR INITIAL RESPONSE

Within hours of the outbreak of war, our team mobilised. Working in close collaboration with our Dutch charity partner, within a week of the initial invasion we had delivered 109 pallets of winter clothing to the Polish border, as well as four truck-loads of aid loaded with wet wipes, PPE and surgical goods, and non-perishable food items. Through a network of 83 charity partners, more than 60 trucks of humanitarian aid had successfully reached thousands of individuals and families within months of the crisis unfolding.

Our corporate partner, My 1st Years, played a pivotal role in enabling this response. They generously allowed us to use one of their warehouses in Northampton for collecting and packaging boxed goods. Once enough goods were ready packed and ready for dispatch, we arranged for transportation to Europe. SEKO Logistics, provided the critical service of transporting these items to Europe, supported by HRIF and Mission and Relief, who assisted with the necessary paperwork.



50,000

GARMENTS OF WINTER CLOTHING DELIVERED

Within a week of the invasion in Ukraine we had delivered over 50,000 winter garments, the equivalent to 109 pallets, to the Polish border.



HUMANITARIAN AID HUBS

Working in close collaboration with our corporate partner, My 1st Years, in Northampton, and our trusted charity partner, HRIF, based in the Netherlands, we delivered crucial supplies to the Ukrainian welfare centres as well as the aid hubs which had been set up at the borders of Poland, Moldova, Romania, as well as in Ukraine itself.

FOOD HUBS

Supporting the Local Feeding Programs involved purchasing food locally in-country in Ukraine and distributing fresh food to people in need via our local charity network on the ground. We also supported local soup kitchens, so they could deliver cooked food to many who have no access to electricity or gas.

109
PALLETS OF AID DELIVERED IN THE FIRST WEEK





Never could we have imagined we would be needed to help so many people, so differently to escape, to find respite. To create what was needed to feel safe and build confidence in a dual life, whilst their Ukrainian lives are broken. We took the time to listen, because for every Sunflower there is a story. Some heart-breaking. Some heart-warming.

Luther Blissett OBE DL



SUPPORTING EVACUEES IN THE UK

There are currently over 225,000 refugees from Ukraine registered in the UK for protection. Ukrainian evacuees entering the UK arrive with hardly any belongings; they are often in desperate of necessities such as clothes, toiletries, bedding and other essentials. Working closely with our corporate partners to source overstocked, surplus goods and brand-new goods we are distributing them to them most in need, via charity partners like The Sunflower Club.

The Sunflower Social Club was established by Lauren Fox, the partner of Watford legend Luther Blissett when the Homes for Ukraine scheme started to enable displaced families to arrive in Watford. It has grown from a weekly social club to support Ukrainians across the UK, but primarily across Hertfordshire with housing, jobs, language skills as well as accessing therapy. Goods For Good are proud to support their work supporting evacuees in the UK as well as providing aid including medical and food supplies which have been sent to the Ukraine.

FOSTERING COMMUNITY

 **3,000
SIM CARDS**
DISTRIBUTED TO EVACUEES IN
ENGLAND & WALES

We are deeply committed to fostering a supportive and inclusive community for Ukrainians resettling in the UK. Through initiatives like Vodafone's Charities Connected campaign, we've been able to ensure that individuals arriving in England and Wales can remain connected with loved ones. By facilitating these connections, we aim to provide not only practical but emotional support during this challenging transition period, nurturing this sense of community and belonging.

SUPPORTING EVACUEES IN THE UK



Our commitment to supporting Ukrainians in the UK goes beyond the provision of aid - it's about fostering a sense of belonging and community. Through the various charities and initiatives we support, we strive to create an environment where individuals not only receive support but also feel valued and connected.

One of the cornerstones of our efforts is providing volunteering opportunities, and for those who participate, the sessions have become a source of empowerment and connection. We have been profoundly moved and inspired by the dedication and resilience of the Ukrainian community in Watford who have selflessly contributed their time and energy to our cause.

Despite facing language barriers, cultural differences, and their own hardship, these individuals have wholeheartedly embraced the opportunity to participate in our volunteering sessions. The act of sorting and packing goods destined for regions like Ukraine and Moldova has provided more than just practical support; it has offered a profound sense of agency. For our Ukrainian volunteers, being able to directly impact the lives of their fellow countrymen and women, even from afar, has been a source of immense comfort and satisfaction. Moreover, our volunteering opportunities have provided a space where individuals can come together, share their experiences, and support one another. In a time when their lives often feels fragmented and they feel disconnected, these moments of camaraderie and solidarity are invaluable.

STRUGGLING TO SURVIVE ON £40 A MONTH

Amid the demanding cost of living crisis in the UK, Goods For Good has provided vital support to three Watford-based Ukrainian students, Pavlo, Olena and Ivan, offering a lifeline as they navigate financial hardships and strive to sustain themselves on the £40 grant they receive from Ukraine. While the grant is there to provide support, it ironically renders them ineligible for Universal Credit.

Their host family ensures they have a roof over their heads and food on the table, but the reality is that the £40 per month needs to stretch to cover all other expenses.

To put this into context, as a single person or student, the estimated cost of living per month in the UK without rent is £651. Despite their own challenges they shared their story whilst volunteering with us.

It was an honour to extend a helping hand to these students, providing them clothing and toiletries that could alleviate some of their daily burdens. Every small gesture counts, and we were humbled to be a part of their journey.

MAXIMISING PARTNERSHIPS FOR GOOD

Through strategic partnerships and the faithful support of our community and corporate partners, Goods For Good has maximised its efforts to provide crucial aid to those affected by the conflict in Ukraine. The outpouring of support from dedicated individuals and groups, including the Bushey Gives Back committee, HIS CHURCH, Watford Borough Council, Watford and Three Rivers Trust, Mayor of Watford Peter Taylor, Luther Blissett and the Watford Former Players Group, and Herts County Council, has been fundamental to our response efforts. Their generous donations and organised local collections contributed significantly to our initial appeal, which raised £160,000.

Moreover, through collaborations with corporate partners such as SEKO Logistics, Hellman Worldwide Logistics, My 1st Years, Uniqlo, Vodafone, HRIF, Comfy Quilts, Barbour, Next, Kidly Ltd, Hobbycraft, and Ecoserve we've received an estimated £899,785 worth of vital goods. These contributions have been instrumental in supporting over 185,000 vulnerable individuals across Poland, Romania, Hungary, Moldova, Ukraine, and in the UK, where refugees continue to arrive and rely on our ongoing support.



 £160,000
RAISED FROM OUR INITIAL APPEAL

IMPACT OF SUPPORT

Through the strength of our partnerships, we've been able to maximise our impact and provide essential aid to those most in need during this challenging time. This data reflects the scale of our impact on those affected by the conflict in Ukraine.





MYKOLA & SVITLANA'S STORY

When Mykola and Svitlana came to the UK, they were seeking a safer life for their young family. Having fled Ukraine in 2022 they moved to Watford hoping for stability and opportunities that their homeland couldn't offer. However, instead of security they found themselves in a constant battle to survive, to put food on the table, and to keep a roof over their heads.

Mykola is unable to work, so the family's main source of income is Universal Credit. But the support they receive is barely enough to cover the rent. The weight of financial strain has been overwhelming, making it difficult to enjoy the simple joys of parenthood and the promise of a new life in a foreign country.

Through the support of our partners, donors and volunteers we have provided the essentials this family so desperately needed – nappies for their newborn, warm clothing and footwear for their teenage son Danylo, as well as toiletries and bedding. This support has provided a lifeline, alleviating some of their immediate worries and anxieties and enabling them to redirect their focus toward addressing pressing concerns, such as paying bills and securing a stable living environment.

THE NEED CONTINUES

Despite the immense generosity of our community, thousands still grapple with significant challenges. It's a harsh reality that many Ukrainians in the UK are struggling; not just to settle, but to survive. The mounting pressures of the cost of living coupled with a lack of adequate support have intensified the risk of homelessness.

Those Ukrainians who have not crossed international borders but are displaced internally also find themselves in similarly dire straits. Housing and essential supplies remain scarce and woefully inadequate. As the country endures its second winter since the onset of the conflict, millions are gripped by fear and unease as they experience extremely low temperatures.



6,200

UKRAINIAN HOUSEHOLDS IN THE UK MADE HOMELESS

A recent report from the British Red Cross expects a total of around 6,200 Ukrainian households to have experienced statutory homelessness between April 2023 and March 2024. A rise of 13% from the previous financial year, and more than four times the rate for the overall UK population.

17,600

UKRAINIANS IN UK ARE DESTITUTE

The Destitution Survey, funded by the Joseph Rowntree Foundation, highlighted that many Ukrainians were experiencing destitution. With two-thirds of Ukrainian respondents qualifying as destitute and half of the Ukrainians using crisis services (that's 17,600, or 17.6 per cent of all of the sponsored cohort).

LOOKING AHEAD

As we reflect on the anniversary of the invasion of Ukraine, it's evident that the plight of Ukrainians remains as urgent today as it was two years ago when the conflict escalated. The need for support is still very real, both here in the UK and in Ukraine and its borders. Thousands of Ukrainians continue to face destitution, homelessness, and uncertainty, while the relentless bombardment and blockade by Russia only exacerbate the humanitarian crisis.

Amid the ongoing challenges, there have been moments of profound impact and hope. Thanks to the support of our dedicated supporters and volunteers, we have made significant strides in providing vital aid and assistance to those affected by the conflict.

Delivering essential supplies, we have witnessed the transformative power of compassion and solidarity. We have made tangible differences in the lives of thousands! However, our work is far from complete. The struggles faced by Ukrainians persist, and the need for continued support is urgent. Key issues such as homelessness, destitution, and the plight of vulnerable children highlight the ongoing challenges that demand our attention and action.

Now is the time to re-affirm our dedication to making a difference in the lives of Ukrainians and you can help.

WAYS YOU CAN SUPPORT US

Whether through our Friends For Good Regular Giving Program, sponsoring a consignment of aid, volunteering or fundraising for us, there are numerous ways to contribute to our ongoing efforts and bring hope and relief to those who continue to endure unimaginable hardships.

YOU + US = HOPE

JOIN OUR COMMUNITY OF MONTHLY GIVERS

With your support, we can deliver vital aid to those who have been forced to flee their homes in fear of violence, ensuring that they receive the assistance they desperately need. Your contribution makes a difference, bringing comfort and support to those affected by the ongoing crisis. Scan the QR code to make a one-off donation or sign-up to our monthly giving program.

