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## FUIB's investments in sustainable development reached UAH 341 million in 2024



For the third consecutive year amid the full-scale war, [FUIB](#) has been implementing social initiatives to support the state, its citizens, and Ukraine's security and defence forces. Since the beginning of the invasion, the bank's total investments in various social projects and direct aid to frontline defenders have exceeded UAH 829 million. In 2024 alone, social investments amounted to over UAH 341 million, marking a UAH 100 million increase year-on-year (+31%).

A key priority of FUIB's social mission is assisting Ukraine's security and defence forces. Since 2022, in collaboration with charitable foundations, public organisations, and through direct procurements totalling over UAH 313 million, the bank has supplied military units with thousands of essential equipment units, including communication and power supply equipment, surveillance and command

systems, tactical clothing and gear, vehicles and reconnaissance drones, electronic warfare systems, and equipment for demining operations. In 2024 alone, FUIB allocated UAH 146 million toward supplying critical resources to the Ukrainian Armed Forces.

At the start of the war, FUIB launched the We Are of One Blood social initiative. In partnership with renowned Ukrainian artists and designers, the bank creates charity merchandise, with proceeds funding the delivery of blood components to frontline areas, the purchase of tactical medical supplies for defenders and the procurement of equipment and medicine for paramedic ambulances. To date, We Are One Blood has achieved: 45 partner organisations, UAH 10 million raised, 6,700+ tactical medical kits purchased, 92 blood deliveries completed, and 3,600+ blood donors engaged. These efforts have contributed to saving over 160,000 lives.

In 2024, FUIB expanded its support for wounded service members by launching a project to produce adaptive clothing - providing high-quality, protective, and comfortable clothing that ensures dignity and mobility. Together with its partners, the bank has already manufactured and delivered 2,368 pieces of adaptive clothing to evacuation trains and military hospitals.

On Ukraine's Independence Day in August 2024, FUIB launched a nationwide blood donation drive titled "Independence Runs in Our Blood". Over 10 days, in five cities (Kyiv, Dnipro, Zaporizhia, Odesa, and Lviv), 465 Ukrainians became blood donors, potentially saving 1,395 lives.

FUIB has also provided financial support for the "Frontline Studio" project, a cultural and educational initiative launched in partnership with the Cultural Forces NGO. The project records and promotes songs written and performed by servicemen - direct participants in the war.

At FUIB, employees engage in fundraising through fitness via the FUIBRUN running club to support mobilised colleagues. Additionally, FUIB employees, along with the bank's CEO, donate blood for wounded soldiers every quarter through open donation events.

*Serhiy Chernenko, Chairman of the Board at FUIB, shared:*

*"This year, we have started integrating the principle of 'Meeting Half Way' into our corporate culture to promote equality among all Ukrainians and support the seamless reintegration of war veterans. The FUIB team is developing a large-scale, bank-wide project aimed at creating an inclusive business environment where every employee, client, and partner feels respected and has equal opportunities across all the bank's outlets. Currently, 96% of our branches are physically accessible to people with disabilities, and we continue to improve our internal inclusive environment. Over 2,000 employees have completed training on effective communication when assisting individuals with various disabilities at our branches. The bank has also launched the Meeting Half Way partnership platform to support the meaningful reintegration of veterans into civilian life. Our partners include Superhumans, Veteran Hub, Invictus Games, Uklon, Heart of Azovstal, and TSUM Kyiv. This platform stands as an example of how military personnel and civilians can unite to build a country of equal opportunities."*

The Meeting Half Way platform consists of several initiatives. So far, 3,200 participants have completed financial literacy training through the Financial Restart chatbot. The inclusive Financial Hub - a space for educational events on financial and economic topics for veterans and their families - has hosted 2,577 participants both online and in-person. The inspiring photo project by Kostiantyn Liberov captures the stories of veterans who, with the support of those around them, have rebuilt their lives after injury. To date, it has reached 2.5 million Ukrainians. Together with TSUM Kyiv, Superhumans and Invictus Games, we created the manifesto of equality in diversity - a one-of-a-kind installation symbolising the power of unity. We demonstrated to half a million Ukrainians that diversity is our strength, and unity is the path to equality.

We launched an educational grant programme to support veteran-owned businesses, receiving 297 applications. Thirty selected teams completed business

training led by KSE Business School faculty. In late December, they presented their business plans, and an expert panel chose 15 winners, awarding them grants ranging from UAH 500,000 to 1 million. Mentors and programme experts continue to provide guidance for three months, helping teams successfully launch their businesses.

Additionally, FUIB became the title partner for training and supporting Ukraine's 35-member team of service members and war veterans - injured or wounded in combat - at the Invictus Games Vancouver Whistler 2025.

FUIB remains committed to investing in education during wartime. In 2024, the bank provided scholarships to 10 exceptional KSE students with outstanding academic achievements, as well as financial support for research activities to 15 technical students and 3 postgraduate researchers at KAI.

Together, we are strengthening the nation and bringing victory closer.