

21 January

We Are of One Blood project starts 2025 with ambitious achievements: 48,000 lives saved, 28 blood deliveries to hotspots, 3,000 units of tactical medical supplies, and 2,500 pieces of adaptive clothing distributed.



In 2024, [FUIB's We Are of One Blood](#) project exceeded expectations once again, providing aid to tens of thousands of Ukrainians. Key achievements included the procurement of 2,966 tactical medical items and 2,583 medical supplies, 28 blood deliveries to frontline areas, two rounds of blood donation campaigns, the launch of new charitable collections, and the distribution of 2,558 units of adaptive clothing to wounded individuals. These accomplishments were made possible thanks to Ukrainians who supported the project by purchasing merchandise, donating, sharing on social media, and staying engaged from the very beginning. Over the past year, the project saved more than 48,000 lives.

The mission for 2025 remains steadfast: to save lives and support those who need it most. With each passing year, the project continues to grow, expanding its reach and forming new partnerships. A major milestone last year was the development of an adaptive clothing line designed to help wounded individuals recover faster. Another highlight was the launch of a bestselling jewelry collection featuring poetry lines by Serhiy Zhadan. Plans for the coming year include expanding social initiatives, creating inclusive spaces, and collaborating with new partners and prominent Ukrainian artists to develop unique collections.

This year, Lifesaving Merch gained significant visibility. It made frequent appearances at festivals, markets, and fashion shows, even earning recognition abroad. These life-saving products were showcased in Paris during the Olympic Games, at Ukrainian Fashion Week, Kurazh, the Street Food Festival, Garage Sale, and many other events.

Thanks to the support of its community, the project raised over UAH 4 million in 2024 to fund life-saving initiatives. These funds were used to procure tactical medical supplies, medicines, equipment, and blood delivery services. Additionally, 1,210 Ukrainians donated blood for wounded soldiers as part of the We Are of One Blood initiative.

In December alone, the Lifesaving Merch team allocated UAH 300,000 for critical purchases:

- For the Hospitallers: 170 packages of medical supplies;
- For Blood Agents: 80 CAT tourniquets;
- For DonorUA: 2 blood delivery missions to frontline areas.

Lifesaving Merch is about more than markets, events, or clothing. At its core, it's about creating a community united by a powerful mission. Join the movement of those proving through action that Ukrainians are people of compassion and generosity. Visit <https://lifesavingmerch.com.ua/> to order merchandise, participate in donation drives, gift items to friends, or give a defender miles away the chance to survive and recover.