

01 August

FUIB launches Meeting Half Way social platform for better reintegration of veterans



First Ukrainian International Bank (FUIB) has partnered with Superhumans, Veteran Hub, InvictusGames, Uklon, and the Heart of Azovstal to launch Meeting Half Way social platform. It will help war veterans, in particular those with disabilities or disorders after serious injuries, integrate into financial processes, employment relations, entrepreneurship, and society in general.

According to April 2024 statistics of the Ministry of Veterans Affairs of Ukraine, there are over 1,200,000 veterans among Ukrainians, with more than 110,000 having some form of disability. This number keeps growing.

“Unfortunately, the veterans are facing many challenges upon return, having to deal with their injuries, psychological traumas, difficulties of civil adaptation. Society is often clueless about their feelings and needs, which makes those who risked their lives for our freedom feel isolated. The veterans must not deal with the challenges of reintegration all on their own. To address this, we have created the Meeting Half Way platform as a set of initiatives pursuing the same important goal of incentivising

both civilians and veterans to make steps towards each other for better integration and interaction,” commented FUIB’s Marketing Director Ksenia Sikorska.

The social platform aims to build a big and supportive community of veterans and civilians, as well as create an environment for better understanding and cooperation. An important catalyst for development of the Meeting Half Way platform is engagement of veterans who participate in discussion of assistance lines, test and design the projects.

The first initiatives of the platform include:

- Financial Restart chat bot, an education programme with daily tips and tasks to improve financial literacy.
- Inclusive Financial Hub, an educational space for veterans and their families. The space will feature meetings with economic experts who will educate participants on how to properly manage their budget, understand the psychology behind spending, discover various opportunities to make money, invest, take out a loan, etc.