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We Are of One Blood social initiative saves 100,000 lives



Over 1.5 years since its inception, We Are of One Blood social project established by FUIB has united 35 partners, 46 opinion leaders, over 13,000 participants and lovers of stylish merchandise, along with more than 1,800 donors. Their collective efforts have been instrumental in saving over 100,000 lives. With a total budget of UAH 7 million, the initiative has facilitated the purchase of 4,950 tactical medicine supplies and executed 69 critical blood

deliveries conflict zones.

Social media insights reveal that 72% of the project's followers are women. As the majority of Ukrainian men have been defending the country for over two years now, Ukrainian women have become the pivotal force behind this initiative, supporting the front lines with both donations and blood supplies. The project's Instagram feed is flooded with heartfelt comments and positive affirmations from supporters, including praises like: "Thank you for your incredible efforts!" and "What you are doing is truly remarkable!" The project team deeply values each contribution. FUIB dedicates 50% of every purchase to supporting DonorUA, Hospitaliers, and Blood Agents NGOs, collectively raising UAH 7 million by the end of February.

With UAH 400,000 raised in February alone, DonorUA organized three blood component deliveries to hospitals in front-line areas and stabilisation points in conflict zones. To ensure the safety of paramedics providing first aid to the injured, the Hospitaliers NGO purchased 13 protective helmets and 5 suspension systems for their secure fitting. Meanwhile, Blood Agents NGO acquired 55 CAT tourniquets and 500 rapid tests for Rh factor and blood type, crucial for emergency transfusions.

We urge everyone to donate blood for the wounded as the demand for blood donations in Ukraine has surged by 40% due to the conflict. Support this cause by purchasing unique patriotic merchandise from lifesavingmerch.com.ua and enjoy complimentary shipping courtesy of our logistics partner, Nova Poshta.

"Each delivery vehicle to the frontlines carrying donor blood has the potential to save about 1,500 wounded soldiers and civilians. The #WeAreOfOneBlood initiative has enabled FUIB and DonorUA to sponsor 69 blood deliveries. This support is invaluable. We extend our deepest gratitude to our partners for making it possible to assist Ukrainians together,"

commented Iryna Slavinska, co-founder and CEO of DonorUA and President of the All-Ukrainian Association of Donors of Ukraine.

The We Are of One Blood social initiative is committed to saving lives of military personnel and civilians, supporting Ukrainian business, encouraging a culture of donation, and promoting patriotic art throughout Ukraine.