

10 December

On Armed Forces Day, FUIB and partners donate 18 litres of blood for the wounded



On 6 December, Armed Forces Day in Ukraine, [FUIB](#), in collaboration with its partner, the marketing and communications agency Adsapience, organised a blood donation drive for wounded soldiers. The initiative was supported by the DonorUA team.

A total of 41 donors, including employees from the bank and agency, participated in the drive, collecting 18.45 litres of blood. This joint effort will help save 123 lives among Ukraine's defenders.

“Corporate blood donation is a strategic investment in our shared well-being. It not only addresses the immediate need for blood but also builds a culture of giving. Blood donation becomes a meaningful activity, an inspiring event that encourages more people to participate. We’re grateful to our partners for helping us promote modern and effective donor initiatives,”

said Iryna Slavinska, co-founder of DonorUA and President of the All-Ukrainian Donor Association.

Serhiy Chernenko, Chairman of the Board at FUJB, shared:

“Our bank team has been donating blood for nine consecutive years. Each year, more employees join this culture of regular donation. For over two years now, we’ve been organising donation initiatives with our friends as part of the social project ‘We Are of One Blood’, which also ensures the delivery of blood to critical hotspots for the wounded. By donating our blood, we express our deepest gratitude to the defenders of our lives.”