

19 December

## **We Are of One Blood charitable merch now available at TSUM mall**



**Kyiv TSUM central mall has recently opened a stand offering charitable merch of We Are of One Blood social project. The stand with clothing and accessories is located on the fourth floor of the mall. The proceeds will cover the supplies of blood, tactical medical equipment, and gear for paramedic ambulances.**

For more than 17 months, We Are of One Blood social initiative of FUIB has been saving lives, supporting businesses, promoting blood donation, and helping the wounded military and civilians near the frontlines.

To kickstart the latest collection, the project organised a charitable event and a meet-up with the volunteer writer Serhii Zhadan on the stand launch day. The long-standing partners and friends of the project, as well as artists, journalists, and

influencers had a chance to enjoy the recital of poems and candid conversations. While Serhii Zhadan was reciting his work, Mariya Fedorivna created a beautiful canvas called Creation of the Two, the proceeds from selling which benefited We Are of One Blood social project. Overall, the fund raiser brought in almost UAH 400,000, which will be used to buy 200 combat application tourniquets, 100 occlusion patches, and 50 haemostatic bandages for the defenders.

“We are proud that FUIB’s social initiative We Are of One Blood is getting more traction and now has a physical stand in TSUM in addition to its website and social media pages. From the early days of the full-scale invasion, FUIB has been taking every possible effort to help the Ukrainian economy. Still, we always try to do more, so we have launched a project for saving the wounded defenders and civilians in the flashpoints. We would like to thank Serhii Zhadan, our partner foundations, and all the attendees. Together we have helped many Ukrainians today, as every human life is invaluable,” said FUIB Marketing Director Ksenia Sikorska.