

30 January

FUIB's "Warm-blooded" Mobile Hub Helps to Secure Ukraine's Emergency Blood Supply



In the face of Russia's ongoing war against Ukraine, the resilience of the healthcare system relies heavily on a steady and reliable supply of donor blood. Recognising this urgent need, **First Ukrainian International Bank (FUIB)**, Ukraine's largest privately-owned bank and part of SCM, has collaborated with Mastercard to launch "Warm-blooded" ([Teplokrovni](#)). This joint initiative aims to not only collect blood but to fundamentally change the culture of donation in Ukraine, inspiring citizens to make it a regular practice rather than a one-time act.

A New Standard of Comfort

Historically, blood donation has often been associated with hospitals, queues, and clinical atmospheres. The "Warm-blooded" project addresses these psychological and logistical barriers by introducing a mobile donor hub. This inclusive, barrier-free bus travels between cities, bringing the donation centre directly to the community.

The interior of the hub is designed to ensure donors feel respected and valued. It features a modern donation station on the second floor where medical professionals work in a cosy, friendly environment. The process is streamlined to eliminate long waits and bureaucracy, allowing individuals to donate with dignity and convenience. Donors can book specific time slots online, ensuring the process fits seamlessly into their daily schedules.

The Donor Appreciation Programme

A key innovation of the "Warm-blooded" initiative is how it leverages banking infrastructure to reward social contribution. FUIB has introduced a financial incentive system for donors, turning a charitable act into a mutually beneficial exchange.

When donors pay with their FUIB Mastercard, they become eligible for increased cashback rates at a wide variety of partner organisations. This network includes essential service providers such as petrol stations, pharmacy chains, medical clinics, and retailers in the electronics, toy, and outdoor equipment sectors. The rewards are significant, with cashback rates reaching up to 15% depending on the merchant. This approach acknowledges the contribution of the donor and

encourages sustained participation in the programme.

Measurable Impact and Corporate Engagement

The initiative has already demonstrated tangible success. To date, the mobile hub has welcomed 911 donors, collecting 410 litres of blood. According to medical estimates, this volume has the potential to save up to 2,733 lives.

The project also extends a hand to the business community through its corporate donation programme. Companies can request the mobile hub to visit their offices, allowing entire teams to participate in a "warm donor day" together. This facilitates Corporate Social Responsibility efforts and strengthens team cohesion while contributing to a vital national cause.

As Russia's war against Ukraine continues, initiatives like "Warm-blooded" are essential. They prove that by combining business resources with social purpose, we can create sustainable systems that support the life and health of the nation.