

20 October

FUIB's "Generation 91" charity collection goes on sale at TSUM Kyiv



Our bank [FUIB](#) (First Ukrainian International Bank) has brought its "Generation 91" charity collection to our department store [TSUM Kyiv](#). The collection marks 35 years of Ukraine's Independence and is now on sale at the store. FUIB directs 50%

of the price of every item to tactical medicine and equipment for storing and transfusing blood. One of the faces of the campaign is gymnast Sasha Paskal, star of the "Dance of Freedom" world tour.

Why are FUIB and TSUM Kyiv working together?

The pop-up brings together two SCM companies. FUIB runs the We Are of One Blood project and directs the funds to medics, while TSUM Kyiv gives the collection a place where people can see the items in person.

What is the "Generation 91" collection?

"Generation 91" is a charity collection from We Are of One Blood, FUIB's project that sells clothing and accessories made with Ukrainian brands and gives half of the price to medical help for Ukraine's defenders. The name is about shared identity rather than a year of birth. It speaks to a generation that defends its independence every day. Each item gives a new reading to a symbol of modern Ukraine, from the text of the Act of Declaration of Independence embroidered on a shirt to Ukraine's international code in silver: UA = YOU ARE Generation 91.

Who are the faces of the campaign?

The campaign features writer Serhiy Zhadan, singer Jamala, Hero of Ukraine pilot Vadym Voroshylov and gymnast Oleksandra (Sasha) Paskal, who lost a leg in a Russian strike. Sasha recently completed her "Dance of Freedom" world tour, supported by the Rinat Akhmetov Foundation, performing on five continents in Paris, New York, Rio de Janeiro, Nairobi and Tokyo.

How does the collection help wounded defenders?

FUIB directs 50% of the price of every item to tactical medicine and to equipment for storing and transfusing blood at stabilisation points, where fast access to blood can decide the outcome for a wounded person.

How else does FUIB support blood donation?

FUIB and Mastercard created Warm-Blooded (Teplokrovni), a mobile blood donation hub run with the NGOs DonorUA and Blood Agents. The hub is a 13-metre double-decker bus that travels across Ukraine, collecting blood for military hospitals and civilian clinics. By early October 2026, 4,541 donors in 44 communities had given 2,043 litres of blood at the hub, which could help save more than 13,000 lives.