



2024

THE DEFEND UKRAINE APPEAL ANNUAL IMPACT REPORT

EXECUTIVE SUMMARY

The Defend Ukraine Appeal (DUA) is Australia's largest non-profit fundraising initiative, dedicated to providing non-lethal military aid for Ukraine. Managed by the Australian Federation of Ukrainian Organisations (AFUO), the Defend Ukraine Appeal (formerly known as “U-Help”) was rebranded in July 2023 to strengthen its identity and enhance fundraising effectiveness for Ukrainian defenders.

This report outlines the AFUO's operational processes, achievements, and financial overview of the non-lethal military aid provided via DUA.



DEFEND UKRAINE APPEAL MISSION AND VISION

*The Defend
Ukraine Appeal
aims to:*

01.

Raise funds for the provision of non-lethal military aid to the brave defenders of Ukraine

02.

Operate under the management of the AFUO Board with strategic guidance from the AFUO Defence sub-committee

03.

Allocate funds effectively across non-lethal military aid programs to maximise impact

BACKGROUND

In response to Russia's full-scale invasion of Ukraine, many community members approached the AFUO with requests to support family and friends serving on the frontline.

To address these growing concerns and identify the most effective support mechanisms, the AFUO established a Defence Sub-committee.

In March 2023, the AFUO Board formally adopted a [Defence Sub-Committee Charter](#) and launched an expressions of interest form that was widely circulated throughout Australia.

The recruitment process involved resume submissions, candidate shortlisting based on specific criteria, interviews with all potential candidates, and final selection based on relevant skillsets.





SUB-COMMITTEE + WORKING GROUP

Defence Sub-Committee

The Defence Sub-committee, chaired by AFUO Co-Chair Kateryna Argyrou, comprised eight individuals, including military and defence industry experts, supported by a panel of advisers. It was important to have a geographically diverse committee, with wide-ranging skillsets, including:

State	Position
QLD	UCQ, ex-Royal Australian Air Force
SA	Technical Engineer/Manager, BAE Systems
NSW	Associate Professor, Education industry
NSW	Portfolio Manager, Finance industry
WA	Senior Museum Development Officer, WA Museum
TAS	Senior Full-Stack Engineer, Revolution Aerospace
Geelong, VIC	Maritime Warfare Officer, Royal Australian Navy
Melbourne, VIC	Contracts Manager, Elbit Systems of Australia

**For security reasons, members of the Defence Sub-committee requested privacy protection. Their full names and background information were provided only to the AFUO Board for their consideration and approval.*

DEFENCE WORKING GROUP

Due to substantial community interest in the AFUO's Defence Sub-committee and the strong community response to the “expressions of interest” call-out, a Defence Working Group was also established to enhance the profile and fundraising potential of “U-Help” (rebranded to The Defend Ukraine Appeal) and assist with marketing efforts.

Current DUA Working Group Members:

- Anton Vitaly - Marketing
- Isabelle Liddy - Social Media
- Daria Gudemchuk - Social Media & Video
- Olya Olkhovyk - Fundraising
- Roman Kulish - IT Coordination
- Ksenia Lozbina - Graphic Design

Special recognition goes to Tetiana Koldunenکو for her artistic contributions and support with the Defend Ukraine Appeal "Adopt a Drone" campaign, as well as Ivan and Andriy Rymovskyy for their assistance with logistics.

Acknowledging other Working Group members:

Anastasiia Romanenko, Dmytro Khokholkov, Daniel Panasiuk, Ivan Sorokhan, Julian Grodzicky, Maryana Sywak, Melanie Piddocke, Mikhail Prokopenko, Oksana Bondar

OPERATIONAL FRAMEWORK

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Grant Process

The Defence Sub-committee established the framework for the AFUO's non-lethal military aid grant program, which was subsequently adopted by the AFUO Board.

The process includes:

01. A defined regulatory compliance review of requests (assessing whether requested goods can be legally procured and supplied)
02. Market testing and scanning to identify optimal pricing
03. Request verification with community members and servicemen

To minimise security risks to requesting military units, the Defence Sub-committee drafted security measures, implementing:

- Compartmentalisation
- Need-to-know protocols
- Data sanitisation

These principles were implemented to minimise transfer of sensitive information while ensuring procedural fairness in grant deliberation.

With limited funding available, the committee prioritised maximum impact at minimum cost, deliberating on approval methods and budget allocation. After evaluating various workflows, the committee identified reconnaissance drones as the most frequently requested items, noting that Australian drone pricing was considerably more competitive than international alternatives.

Based on analysis of incoming requests, global pricing landscapes, and Defence Sub-committee recommendations, the AFUO Board resolved to focus purchases on critical reconnaissance equipment including:

- Drones
- Night vision devices
- Thermal imaging devices

An Overview of Defend Ukraine Appeal's Internal System

End-to-End process for receiving, assessing requests, ordering, shipping, and distributing non-lethal military aid for Ukraine.



1 Step one

Any member of our community in Australia can submit a request for military aid via the DUA website by filling out a form and attaching a request letter from a military unit



2 Step two

The request is assessed against Australia's export controls as well as a set of criteria



4 Step four

Items are procured directly by the AFUO, leveraging access to wholesale prices



3 Step three

Contact is made with the serviceman/servicewoman to confirm the type and quantities of items required as well as the delivery address



5 Step five

Delivery is arranged via a secure global supply chain to the closest Nova Poshta branch to the frontline



6 Step six

Serviceman/servicewoman pick up the goods, provide signed paperwork as well as photo/video evidence of the aid received

AID DELIVERY PROCESS



6-Step Aid Delivery Process

1. **Request Submission:** Any Australian community member can submit a military aid request via the DUA website by completing a form and attaching a request letter from a military unit
2. **Assessment:** Each request undergoes evaluation against Australia's export controls and established criteria
3. **Verification:** Contact is made with the serviceperson to confirm required item types, quantities, and delivery address
4. **Procurement:** Items are procured directly by the AFUO, leveraging access to wholesale pricing
5. **Delivery:** Shipment is arranged via a secure global supply chain to the Nova Poshta branch closest to the frontline
6. **Confirmation:** Serviceperson collects the goods and provides signed documentation and photo/video evidence of receipt

Direct Procurement Approach

All non-lethal military aid provided through The Defend Ukraine Appeal is procured directly by the AFUO, offering two significant advantages:

1. **Financial Transparency:** Full oversight of the procurement process ensures clear tracking of fund sources and expenditures
2. **Cost Efficiency:** Bulk purchasing of specific items has enabled the AFUO to develop strong supplier relationships and access wholesale pricing, maximising donor impact



Secure Global Supply Chain

The AFUO ensures all military aid provided via The Defend Ukraine Appeal is delivered directly to the requesting serviceperson. This is made possible through a dedicated volunteer network that facilitates drone delivery to Europe, with valuable support from partner organisations "Razom for Ukraine" and "Military Post".

Our Unique Value Proposition

The Defend Ukraine Appeal distinguishes itself through:

- Being the only national community fund focusing specifically on non-lethal military aid
- Maintaining openness to all community members across Australia
- Operating entirely through volunteers with no administrative fees
- Conducting direct procurement with access to wholesale pricing
- Receiving real-time feedback directly from the frontline

FUNDRAISING ACHIEVEMENTS

*Our most significant donors and supporters
are our member organisations!*

Support from our Hromady around the country is the lifeblood of Defend Ukraine Appeal. We are beyond grateful for the immense and continuous support we receive from every community. While this is not exhaustive, please see below a short list of the various fundraising efforts from around the country:

- National advocacy tour '7 Drones/ 7 Cities'
- UCQ fundraising dinner + events
- UCNSW Independence Day Fundraiser
- AUSA fundraisers + community donations
- AUT regular fundraisers - morning teas, Tassie for Ukraine, markets
- Association of Ukrainians in Victoria (AUV)
- AUV Geelong
- Friends of Ukraine / #Canberra Stands with Ukraine regular fundraisers
- UAWA donations
- CYM
- Plast
- Ukrainian Women's Association & branches
- Church fundraisers
- Ukrainian dance groups
- Heartlands cultural event
- Ukrainians in Sydney x UCNSW online auction
- Christmas fundraiser for medical evacuation vehicles
- Emergency fundraiser for communication devices for Kursk
- DaVinci Film Screening
- Domazar Family donations and auction items
- Blue and Yellow Hearts donations
- United Ukrainians
- Baltic community fundraisers
- Ula busking
- Many individual donations





Former UK Prime Minister Boris Johnson says...





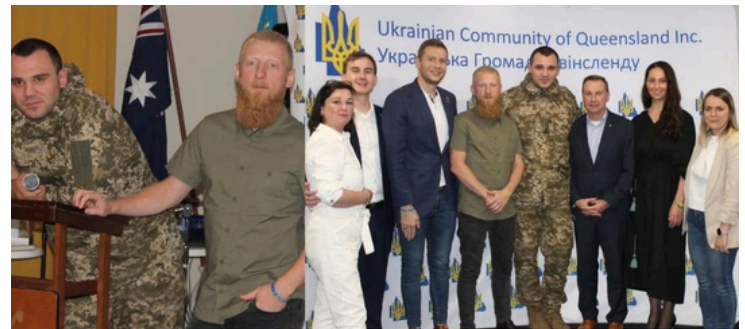
Canberra



Canberra



Sydney



Brisbane





Melbourne



Geelong



Adelaide



Perth



Tasmania



FINANCIAL OVERVIEW

Since the launch of Russia's full-scale invasion of Ukraine, the Defend Ukraine Appeal (previously known as "U-Help") raised approximately \$2M for protective gear and life-saving equipment for Ukrainian defenders.

To provide insight into DUA finances, a detailed list of expenses for 2024 is provided below. Brigades which have received aid via the AFUO's Defend Ukraine Appeal have also been identified. Full financial disclosure may be found in the AFUO's financial report which has been internally and externally audited.



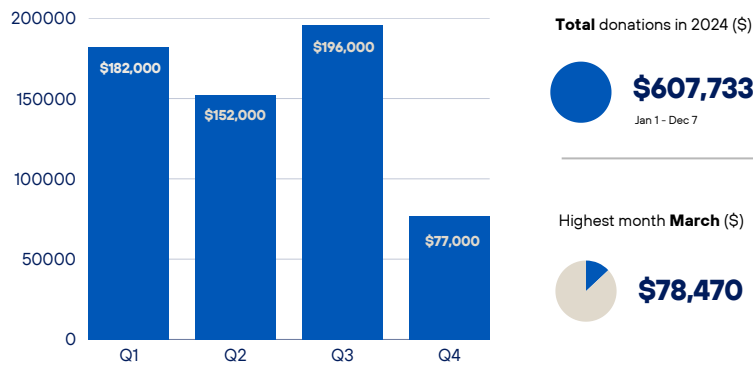
Defend Ukraine Appeal

2024 Report

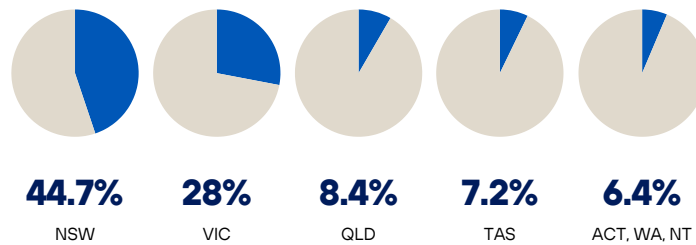
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*Reporting period: 1 Jan 2024 - 7 December 2024

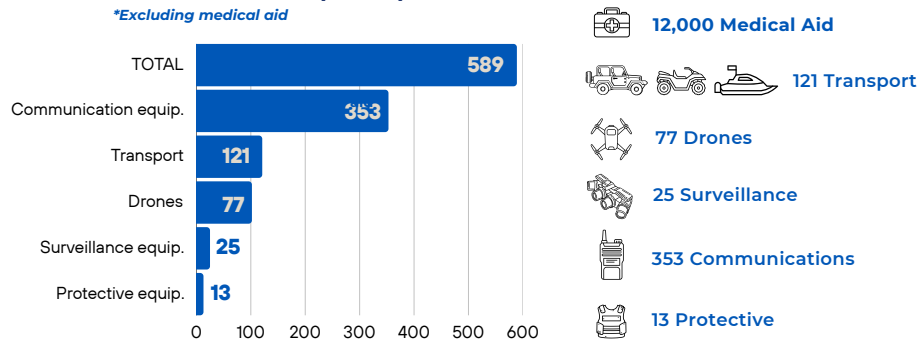
Donations by Quarter (\$AUD)



Aid Requests by State/Territory (%)



Aid Delivered (units)



Delivered to 51 brigades in Ukraine



Acknowledgments

We extend our deepest gratitude to all individual donors, member organisations, volunteers, and partners who have made our work possible. Your generosity and commitment to supporting Ukraine and its defenders, in its time of need, reflects the strength and compassion of Australia's community!



This report was prepared by:

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