



CHARITABLE ORGANIZATION
CHARITABLE FOUNDATION RESCUE NOW
USREOU (EDRPOU) code 44727134
79005, Lviv region, Lviv, square Petrushevyh E., 3
DONATION@RESCUENOW/COM/UA,
+380577259510

Project implementation plan

Project name: Patronage support

Aim of the project: Provide lonely elderly people living in Kharkiv and Kharkiv Region with humanitarian and medical assistance, as well as providing protection and psycho-emotional support to those left alone by the war.

The problem that the project solves: Since the beginning of Russia's full-scale invasion of Ukraine, a considerable number of elder people have been left without proper care and attention. Malnutrition, limited financial resources, emotional and mental health challenges, and social isolation - are a few of the hardships that the elder population face in Ukraine. Rescue Now began taking care of people who cannot care for themselves in March 2022. As of today, we support 600 people that live in Kharkiv providing them not only vital food and other essential resources but also - with companionship and emotional support.

In addition to meeting the most immediate needs of the beneficiaries, we also strive to provide them with protection and psycho-emotional support. This includes conducting training events on social policy for beneficiaries at the hub or territorial centers, as well as providing relevant information to the people we care for in the form of brochures. This includes

- Information about what social services they can receive at the state level and how they can get them;
- Where the territorial social service centers are located;
- How to get registered.

Along with the humanitarian aid, we will distribute printed materials prepared by a social policy expert to the beneficiaries. As part of the project, we plan to develop an educational campaign on social media to raise awareness among young people about the problems of the elderly and the tools to help our target group.



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Beneficiaries of the project: Our target audience is people who cannot take care of themselves for various reasons:

1. People under 70 who have a disability or who take care of a person with a disability.
2. People 70+ who have relatives who are not nearby (abroad/occupied territories/other parts of Ukraine)
3. People 70+ who are alone.

Project Details:

The Patronage project by Rescue Now connects donors with elderly people in need, providing them with companionship, resources, and a support system to help them live full and meaningful lives. Currently, we have 3000 people that live in Kharkiv and Kharkiv Oblast under our care.

The needs of the beneficiaries that we cover:

- food
- medicines
- hygiene
- medical equipment
- special equipment
- covering acute household needs
- psychological support
- printed materials from a social policy expertand
- any other little things, even dealing with an error in a phone or TV

Expected results:

Quantitative:

- 600 elderly people received 5 humanitarian kits (1 per month)
- 600 elderly people received psycho-emotional support
- 5000 units of printed materials distributed among beneficiaries



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- 3000 calls made by the team to elderly people
- 5 events for the socialization of the elderly were held on the basis of the hub or regional social service centers
- 5 digital literacy workshops for beneficiaries

Qualitative:

- 600 elders received emotional support
- The level of stress, loneliness, and anxiety slightly reduced
- The audience saw an educational campaign about the elderly and their needs in social networks
- Awareness of the elderly and their needs increased significantly
- Beneficiaries have received and assimilated information about social policy and their own capabilities through brochures

Project Budget for 5 months:

№	Budget section	Total, USD
1	Communication cost (mobile phone, internet)	146,9
2	Humanitarian aid (food)	38448,2
3	Humanitarian aid (hygiene)	4806,0
4	Transportation costs	
4.1	Fuel	1335,0
4.2	Transportation services related to overall project activities	1335,0
5	Other expenses	
5.1	Current printing services of the organization related to project activities	1335,0
5.2	Services of experts in social policy	1869,0
5.3	The organization of events for elderly people	667,5



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5.4	Printing services for event organization (layout, printing, copying, etc.)	1602,0
5.5	Expenses related to educational activities for elderly people	2670,0
6	Administrative expenses (remuneration)	
6.1	Project manager services	4005,0
6.2	Logistics manager services	2670,0
6.3	Monitoring manager services	2002,5
6.4	Content manager services	1869,0
6.5	Smm/designer services	1602,0
	Hub staff	
6.6	Head of the warehouse services	1335,0
6.7	Packer services	1869,0
6.8	Driver services	1869,0
7.1	Rent and maintenance of warehouse	3337,5
	TOTAL	74773,7