



Humanitarian Aid Proposal

Updated September 2022

Overview

Yellow Blue Bus non-profit volunteer organization proposes a humanitarian aid project to support local refugee communities in south and eastern Ukraine. In the last couple of months, we identified a problem, came up with a solution, executed and now are scaling it up.

Three facets of the problem

Refugees and the shortage of food

Thousands of Ukrainians left their homes (in many cases destroyed homes) and moved from the occupied territories to larger cities away from the war zone. For example, there are estimated 60,000 Mariupol refugees currently in Dnipro. These people lost their jobs, some of them elderly and sick, and they have in many cases literally no money to buy food. They are supported via donations, but there is still a severe shortage of supplies.

Western donations and an unfortunate corruption

The western world is heavily involved in helping Ukraine, unfortunately, the help whether financial or ground transportation of supplies is extremely inefficient. Food and supplies are not being distributed equally, large amounts of goods are stolen or reaching commercial organizations instead of being given away for free and the western donor has very little to none control of the situation. Corruption, which always existed in the region, is naturally increased because of the war situation. Stronger population has access to supplies and the weaker suffers.

Economy

It's obvious by now that the war is not a short one and the country must continue to operate in order to survive and in order to being able to protect itself against the enemy. Economy is heavily damaged and has to be supported in order to restore the country. In the long run we think it makes more sense to invest in local businesses and infrastructure rather than free donations of supplies.



Solution

We propose to buy food and supplies as locally as possible and deliver them to a carefully hand-picked people in need. This approach efficiently solves the three issues above – it delivers food exactly to the ones in need, avoids corruption along the cumbersome supply chain, saves huge costs of the transportation and supports local economy from food producers to retailers.

The key to our solution is a network of local trusted volunteers who know the community and are heavily engaged in supporting the ones in need. During the war Israel4Ukraine built relationships with local volunteers and created a working process of food purchase and distribution.

We are proud to report that 100% (!) of the money donated to this project is converted into food supplies which reach the actual people. Integrity is one of the key points in this project, therefore we invest a lot of effort in detailed financial, photographic and video documentation of each step in the process.

Details and a working example

We partnered with a local volunteer organization in Zaporozhye and established a mutual trust through many little projects we did together. We came up with a family bundle of goods, mostly food which cheap, efficient and can be purchased in a local store. We compared prices and got a good deal in a local store – for 20 USD (600 UAH) we can provide food supplies for a family for a week. Here is one package for example:

Найменування	Ціна
Крупа 1 кг рис круглозернистий шліфований м/уп	50.7
Крупа 1 кг Гречана м/уп	65.3
Олія Соняшникова рафінована	51.9
Мак. вир. 1кг м/уп	50.9
Цукор 1 кг фасований пісок м/уп	26.7
Консерва свинина тушеная з/б	112.9
Консерви 230 г Кілька балтійська нерозібрана обсмажена у томатному соусі з/б	32.5
Паштет індичий з/б	25.9
Молоко незбиране згущене з цукром 8,5% з/б	44.4
Чай (28 ф/п х 2г) чорний к/уп	40.9
Засіб миючий синтетичний 400 г Savex Whites & Colors	26.9
Мило тверде м/уп	5.5
Пакет п/е 45*65 без/уп	4.6
Гель для душу та шампунь 260 мл Arko Men cool 2 в 1 освіжаючий ефект п/флаконт	50.8
Сума	589.9



We donated 1,000 USD and purchased 50 such packages, sorted the supplies, arranged them, identified 50 families in need (elderly, disabled and families with many kids), called them to come to a local community center and donated the supplies. Below, some photo documentation of the project.

Proposal

By now (updated September 20) we have a reliable working network of on-the-ground trusted people in three major cities – Zaporozhye, Nikolaev, Kharkiv. Each group completed so far 3-6 rounds of food distribution in chunks of 1,000-2,000 USD according to the model above.

We are ready to scale up by a factor of ten, supporting 500 families with a donation of 10,000 USD in each of the four cities, asking for a total of 40,000 USD to support 2,000 families. Obviously, a partial donation also possible and appreciated.

Twenty US dollars provide food for a family for a week.

We provide full, detailed, financial and photographic documentation of the entire project to the level that sponsor would require.

Appendix – photo documentation

