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Ukrainian Front

VOICE OF DEFENDRESS

Big charity fundraiser for female winter tactical gear and uniforms

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VOICE OF DEFENDRESS
WINTER FUNDRAISING

Zemliachky NGO supports female soldiers by processing thousands of individual requests from women defenders who are fighting on the frontlines. We also raise awareness about women on the front and promote the culture of "female soldier" in Ukraine and globally.

Today in the Defense Forces of Ukraine:



over **60 000**
women in the Ukrainian army

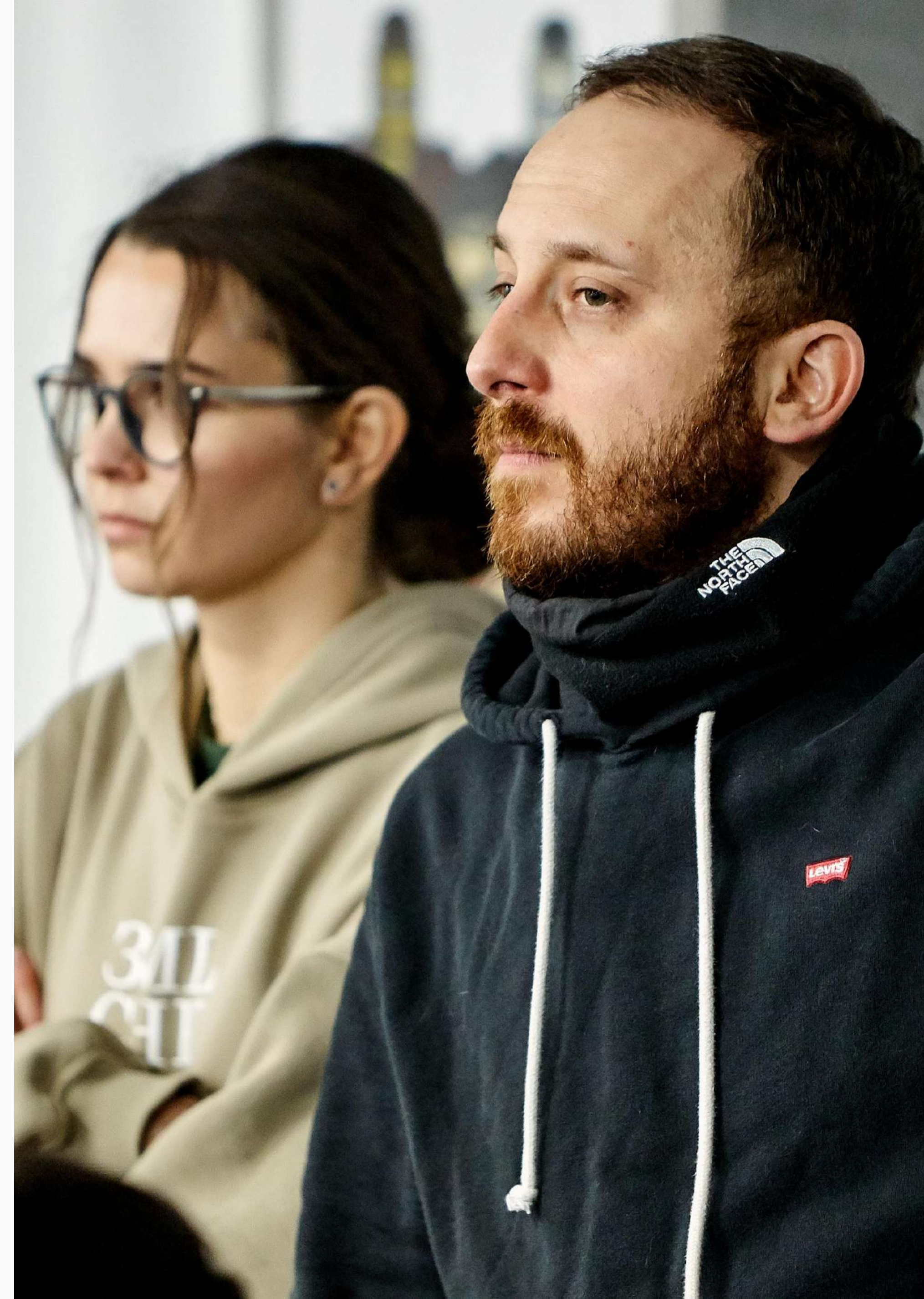


about **10 000**
of them on the front line

Until September 2023, "Zemliachky" NGO successfully processed more than 10,000 individual requests.

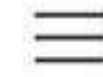
- 10,000 boxes with basic and female hygiene
- 3,000 pieces of armor plates, which is 9 tons of protective wear
- 5,000 sets of female uniform (which we designed and tailored ourselves)
- 260 helmets
- 1,200 pairs of boots
- 1,000 plate carriers
- 35,000 sports tops
- More than a thousand fleeces, T-shirts, socks, buffs, tactical gloves, thermal clothing, hundreds of paramedic backpacks, thermal vision, UAV, lung ventilators, cars and much more.

Total amount of support moneywise > 6M USD



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Los Angeles Times



THE VOLUNTEER



WE ARE TRUSTED

more than 250 media materials and interviews published in
global media with total coverage views of:

15 000 000 000

 **Bloomberg** **Forbes** **B B C**

THE  **TIMES** **The Washington Post**

ELLE **marie claire**

 **Deutsche Welle**

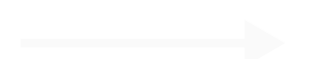
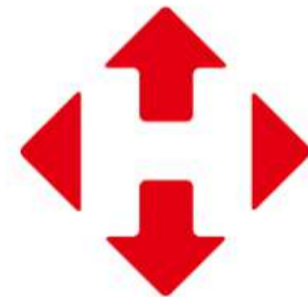
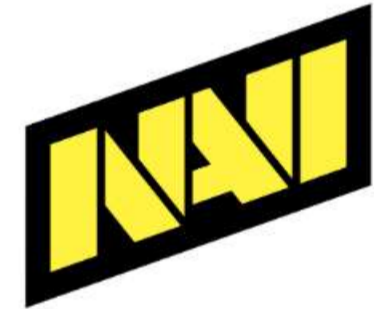
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OUR SUPPORTERS



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WE ARE TRUSTED

We work hard for the victory of Ukraine, and for the work we have done we were awarded with "Golden Heart" from President Volodymyr Zelensky for the outstanding contribution to the victory of Ukraine.

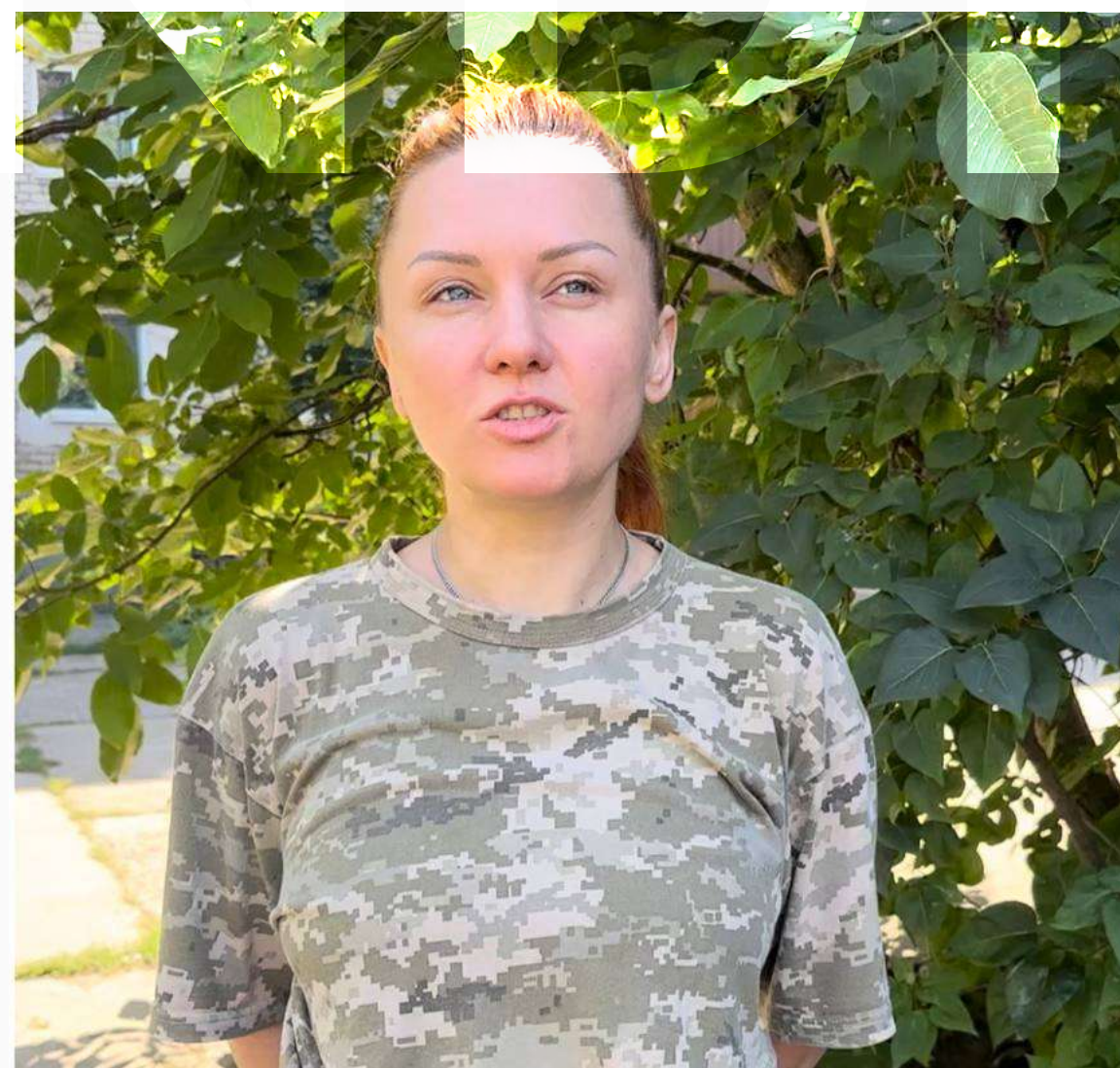
The NGO Zemliachky signed a Memorandum of Cooperation with the Main Intelligence Directorate of the Ministry of Defense of Ukraine and the Land Forces, as an official donor partner that provides support to female military personnel in the Armed Forces.





VOICE OF DEFENDRESS - A PROJECT ABOUT THE NEEDS OF WOMEN IN THE MILITARY.

THE GOAL OF THE PROJECT IS TO SUPPORT THE NEEDS OF FEMALE DEFENDERS.



(TRANSLATED) HELLO, CAN YOU HELP ME WITH UNIFORM AND SHOES?

(TRANSLATED) I NEED THE UNIFORM, TACTICAL SHIRTS AND SHOES

(TRANSLATED)
I HAVE BEEN SERVING SINCE 2020 IN THE AZOV BRIGADE. DURING THE FULL-SCALE WAR, THERE WAS A SITUATION IN THE CITY OF MARIUPOL AND AT THE AZOVSTAL METALLURGICAL PLANT. AFTER TURNING BACK FROM CAPTIVITY, I'VE LOST NOTHING MY FULL UNIFORM, SHOES, AND I PLAN TO CONTINUE MY SERVICE. CAN I ASK YOU FOR HELP?

(TRANSLATED)
GOOD AFTERNOON, DEAR LADIES, I WAS TOLD BY MY COLLEAGUES TO CONTACT YOU WITH MY PROBLEM. I MYSELF AM FROM THE CITY OF BAKHMUT, I SERVE IN A MILITARY HOSPITAL, IT HAPPENED THAT ALL MY UNIFORM WAS BURNED IN BAKHMUT, FOR A WHILE I WORKED IN A MEDICAL UNIFORM AND THERE WAS NO NEED FOR A MILITARY UNIFORM, NOW THEY ARE AGAIN SENT TO POINTS, AND THERE IS A NEED OF HAVING A UNIFORM. I DON'T HAVE THE OPPORTUNITY TO BUY IT BECAUSE ME AND MY FAMILY ARE NOW LEFT WITH NOTHING, IF YOU CAN HELP ME WITH ANYTHING, PLEASE HELP, IF NOT, THANKS FOR LISTENING. THANK YOU VERY MUCH!!!

Every day, we receive requests from defenders at the frontline for tactical gear, uniforms, tactical boots etc. There are hundreds of them. Female uniform is the top one among them. The uniform is the main necessity at the front, which affects the effectiveness of a servicewoman performance. And also: boots of the proper size, warm sleeping bags, light armor plates, helmets of the proper size etc.

We are promoting culture of a "female soldier" in Ukraine and abroad, so that female gear for defendresses and uniforms which are designed considering their physiology becomes a norm, not a bonus. Men do wear male uniforms, don't they?

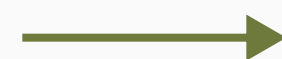
Today, our country has many tasks: to take the airspace under control, to provide the army with weapons and equipment. The task of Ukrainians who care about their country, here in the rear is to deal with other important requests of the front.

(TRANSLATED)
HELLO. HEIGHT 5 AND SIZE 46.
I NEED PANTS, UBACS, AND WINDBREAKER



змінено 12:39

(TRANSLATED)
ME-SIZE 4 HEIGHT 44/46
PRA -SIZE 4 HEIGHT 44/46
ALENA - 3 SIZE, 54 FORM
NADYA 5, 44/46
OKSANA 5, 40/42
TANYA 5, 48/50



Now **our main task with you** is to provide women on the front lines with comfortable, high-quality female winter tactical gear and uniforms taking into account female physiology.

GOAL - 3 000 000 USD

- 4000 sets of female tactical winter uniforms
- 4000 pairs of winter shoes starting from size 35
- 4000 sets of female thermal underwear
- 1000 helmets S/M
- 500 light body armor, protection level 4+
- 2,000 sets of heat-insulating sleeping bags
- 4000 winter hats, buffs, gloves and socks
- 4000 sets of female underwear
- 500 raincoats



Press conference and photo exhibition in support of the launch of fundraising for female winter uniforms and gear

VOICE OF DEFENDRESS

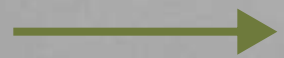
Implementation:

- Press conference and photo exhibition "Voice of Defendress" with the participation of defenderesses, who will launch the fundraising. | The exhibition will display photo-portraits of defenderesses who served at the front lines, which will be accompanied by audio messages from each of them, about life in the army and their personal motivation.
- The participation of Ukrainian and foreign news media to promote the culture of a female soldier
- The participation of brands and companies that will join in providing and supporting Ukrainian female defenders with the necessary gear for the winter.
- Participation of well-known opinion leaders, ambassadors of the NGO "Zemlyachki" and bloggers to promote the campaign in social media (Lachen, Durnev and others)
- Participation of representatives of state institutions (Main Intelligence Directorate, Land Forces, Ministry of Defense, Ministry of Culture, President's Office)



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VOICE OF DEFENDRESS
PHOTO EXHIBITION



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SPECIAL PROJECT SUPPORTED BY
THE OFFICE OF THE PRESIDENT
OF UKRAINE



We will reveal all the details after final confirmation of the arrangements

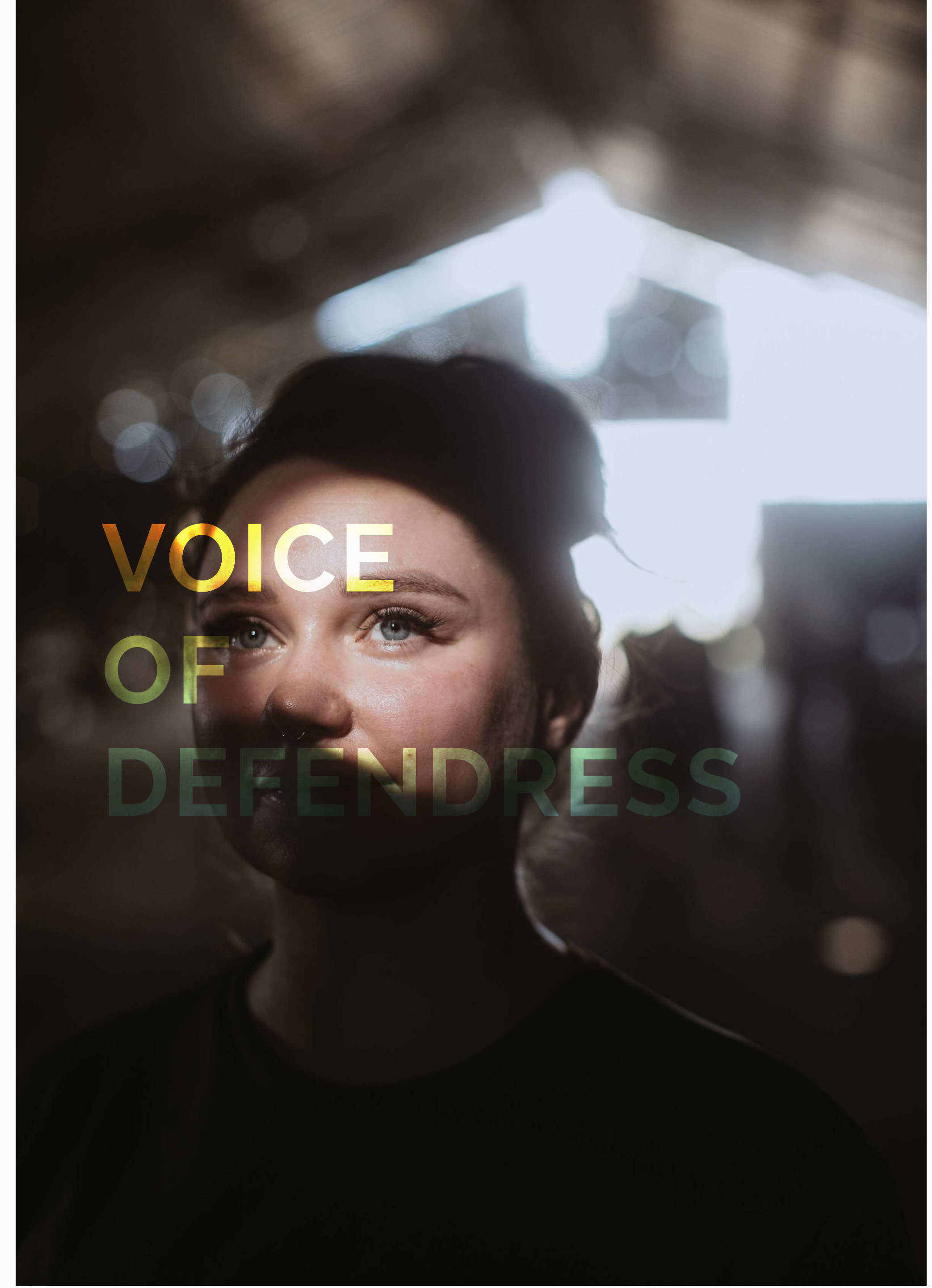


VOICE OF DEFENDRESS

"Zemliachky" NGO, together with partner brands, launch initiatives to collect the necessary amount of funds to help to female soldiers. With each business, we develop individual projects in order to attract maximum attention and donations from society.

Options for cooperation with fundraising partners:

- Media support of the fundraising, sharing the news about the fundraising and its participants
- Involvement of key speakers of partners in joint appearances on TV/ radio/media with the NGO Zemliachky
- Sharing information about partner activities in social media of the NGO Zemliachky (Instagram, Facebook) permanent
- Informing the community about the fundraising via ambassadors of the NGO Zemliachky, opinion leaders (Lachen, Durnev) and interested bloggers
- Brainstorming, developing fundraising strategies and non-trivial events for partners from the professional PR team of Zemliachky NGO
- Forum within the framework of the project "Voice of Defendress" (November)



WHY YOU SHOULD COOPERATE WITH US:

Our fundamental belief — step by step towards a higher goal. This principle allows us to improve our approaches to supporting female defenders of Ukraine and guides our partners to the path of efficient charity. The backbone of mutual trust is the undeniable transparency of financial operations and comprehensive photo and video documentation of our initiatives.

We focus on supporting those who deals with the root of conflict, not just its consequences. Our mission is to protect Ukraine at any time, supporting domestic manufacturers. This also applies to military equipment, in particular uniforms made by Kharkiv tailors using Ukrainian fabric. Each element is a handmade product that represents care and devotion to our female defenders

"Zemlyachki" NGO actively cooperates with government organizations to provide the necessary support to women serving in the Armed Forces and the National Guard of Ukraine, including employees of the Ministry of Defense and the Land Forces.

The entire range of PR initiatives is under the control of the international agency COMMSX, which is responsible for the informational support of our activities. Their scopes of work include not only the development of press releases and interaction with mass media, but also fruitful cooperation with influencers and the implementation of special projects.

Hello, I am Kitty the Defendress, ambassador of the NGO "Zemliachky" and all defendresses of Ukraine



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WINTER FUNDRAISING

TOGETHER
TO VICTORY!

