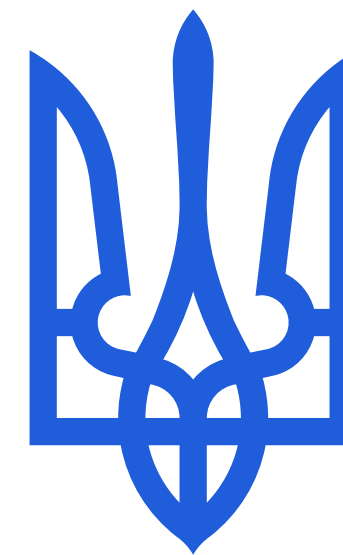


**UNITED24**



Ministry of  
**Foreign Affairs**  
of Ukraine

# **UNITED24:** official fundraising platform of Ukraine launched by President Zelenskyy

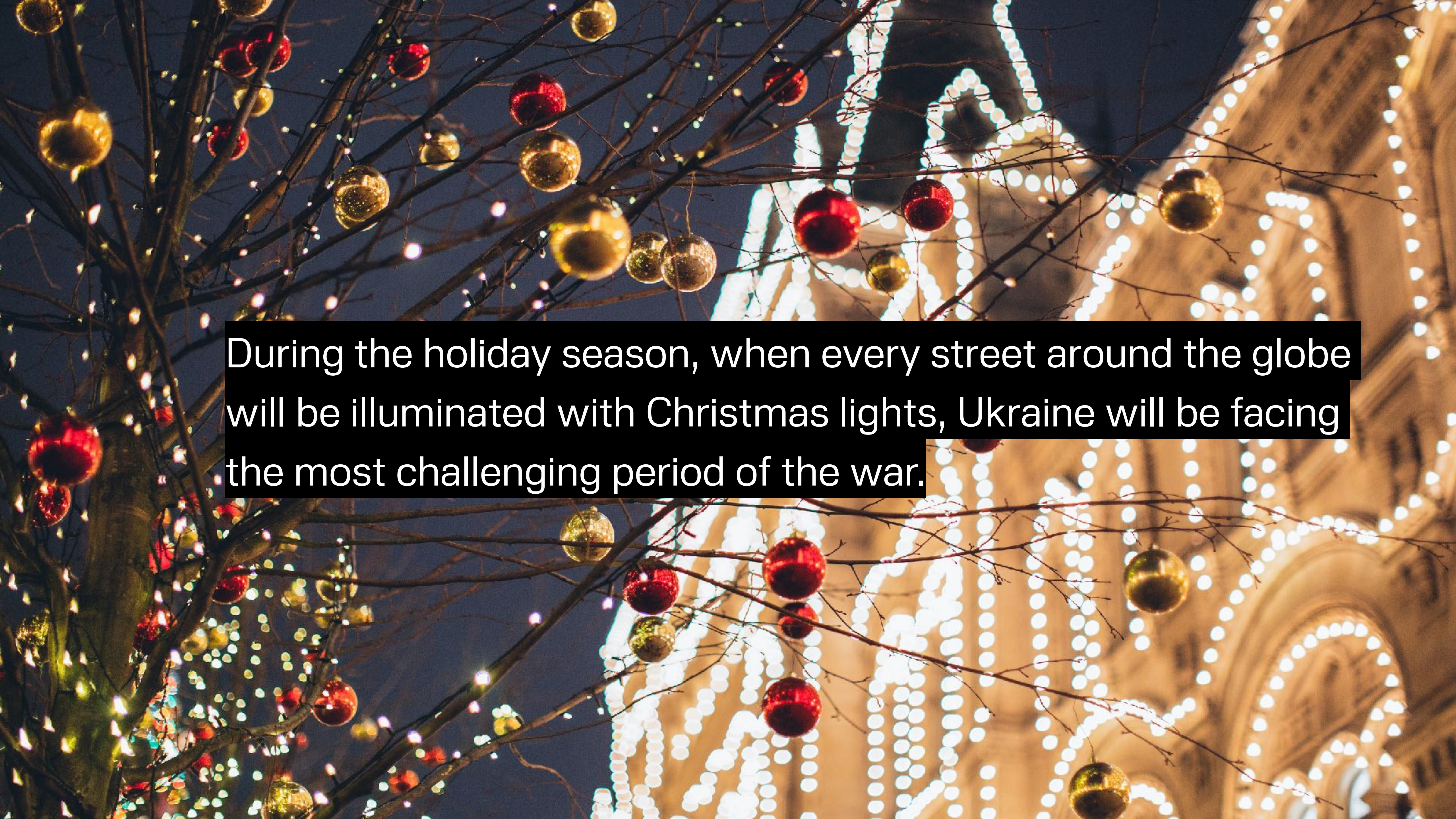
245 million dollars has been raised in 7 months, with donations from over 110 countries.

100% of funds raised go to the official accounts of the National Bank of Ukraine to cover verified needs. An auditor, Deloitte Ukraine, reports quarterly.

UNITED24's Ambassadors: Imagine Dragons, Mark Hamill, Barbra Streisand, Demna Gvasalia, Scott Kelly, Liev Schreiber, Andriy Shevchenko, Elina Svitolina, Oleksandr Usyk, Timothy Snyder.







During the holiday season, when every street around the globe will be illuminated with Christmas lights, Ukraine will be facing the most challenging period of the war.



The Eiffel Tower Go Dark to Mourn Victims of the Paris Attacks  
Alain Jocard—AFP/Getty Images, 2015

We invite the world to symbolically “gift” its light to Ukrainians.







Due to constant attacks on energy infrastructure, Ukrainian doctors have to save lives and perform complex surgeries by flashlight. Operation on the heart in the Heart Institute, 23 November 2022, photo by Borys Todurov

## LIGHTS FOR UKRAINE

Our aim is to draw the attention of the international community to the Russian terrorist attacks, which have damaged 50% of Ukraine's energy infrastructure and left more than 10 million people without any electricity. With this campaign, we would like to support Ukraine's critical infrastructure by raising funds for the purchase of generators, powerwalls, etc.

In solidarity with our country, famous buildings illuminated by dozens of lights at night, as well as the most famous concert halls and arenas in the world during their shows, will suddenly turn off their lights. We suggest turning off the light for just one minute, after which we will address the public with a voice message explaining what happened and urging everyone to support Ukraine. One minute that can convey what every Ukrainian feels right now.



The very first venue that agreed to join our campaign is the legendary Carnegie Hall. The venue turned off its lights on December 4, 2022, during a 100-Year Celebration of “Carol of the Bells.”

The campaign offers a powerfully immersive experience that will signal the solidarity of the world with the people of Ukraine and contribute to the real support of Ukraine.

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# JOIN THE CAMPAIGN LIGHTS FOR UKRAINE 19.12-01.01

Priority Date of launch – 19.12  
Saint Nicholas Day in Ukraine

**!!!** It is necessary to do video and photo shooting for post-communication in media and social media about the "Lights for Ukraine" campaign to support Ukraine in purchasing critically needed generators for hospitals.

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## Implementation options depending on technical capacities:

- ✓ Simple: lights (illuminating the building / place) turn off for 1 minute, afterwards, if possible, the place gets illuminated in blue & yellow - similarly for 1 minute.
- ✓ Advanced: lights (illuminating the building / place) turn off for 1 minute, afterwards, if possible, the place gets illuminated in blue & yellow - similarly for 1 minute, **AND** depending on technical capacities:
  - 1) audio message** from the President of Ukraine / UNITED24 Ambassador (tbd) is played; the message explains what happened and calls to support Ukraine
  - 2) video message** from the President of Ukraine / UNITED24 Ambassador (tbd) is played; the message explains what happened and calls to support Ukraine, the QR code is put on the screen
  - 3) QR code** leading to the fundraiser for generators supporting Ukrainian hospitals is put on the screen with the CTA, e.g. Donate now to power Ukrainian hospitals.

We will never forget your  
contribution to the victory of  
freedom, to the victory of  
democracy, to the victory of  
Ukraine.



# THE POWER OF FREEDOM

## MATERIALS

## CONTACTS

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