

# **Ukraine Survival Handbook**

**Save Ukraine Now  
Tucker, Georgia  
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## Introduction

Ukraine needs friends and needs them now!

Almost two million people have been driven from their homes by the conflict in eastern Ukraine—most of them with nothing but the clothes on their backs. They lack the basic necessities of life—food, clothing, medical supplies and personal hygiene items.

Unless they receive help, many of them will get sick. Some will die.

You can mobilize your congregation or community to provide desperately needed supplies by organizing an effort to fill at least one container with clothing, blankets, food or medical supplies.

You can create your own special mix, perhaps providing new sneakers for kids or ethnic food products you wish to share. One group filled its container with medicine and medical supplies; another with blankets. You may have connections with a “Big Box” store like Walmart, K-Mart, Costco, Home Depot or Lowes.

Most donations should be newly purchased. We can accept “gently used” clothes if they are clean and without holes. Perhaps, you can participate with a few of your friends, neighbors or co-workers. Filling a container requires commitment and working together towards a common goal. It goes beyond shopping at the nearest Walmart. We will work closely with you depending on your experience with relief organizations, but first-timers are especially welcome!

Every effort affects the participants in different ways, but we can guarantee you will never read the news in the same way again.

Please consider the quality and quantity of goods you wish to provide and forward the list to us. We will review it and make some suggestions based on input we receive directly from Ukraine’s Office of Presidential Administration. But whatever you finally give, you should abide in the gratitude of the people of Ukraine.

## **Save Ukraine Now Background**

### **Establishment and Growth**

Dr. Gary Kellner founded Save Ukraine Now (SUN) In September 2014 to alleviate the exploding humanitarian crisis in Ukraine. With extensive contacts and decades of experience in Ukraine, including with government leaders and faith-based communities, Dr. Kellner is uniquely positioned for this ambitious task. He directed social programs in Ukraine for more than 15 years and established the country's first program in leadership studies, benefiting more than 10,000 individuals through degree programs, conferences and seminars.

Shortly after its founding, Dr. Kellner made two noteworthy additions to the organization's growing staff: General (ret.) Wesley Clark, former NATO commander and Presidential candidate, became the Chairman of the Board. Neal Bratschun, the International Country Director, had previously headed a 100-person staff for the United Nations Development Program in Afghanistan for nearly five years.

Meanwhile, SUN rapidly established a permanent office in Ukraine to facilitate its activities, and a plan was formulated to provide humanitarian convoys to areas of "frozen conflict," where the suffering is greatest, and aid workers daily risk their lives. Working directly with the Office of President Petro Poroshenko, SUN forged an agreement with Ukraine's government to facilitate customs, provide the trucks and ensure security.

SUN's Ukrainian office, led by Tamara Zykova, has organized a distribution network of 12,000-to-15,000 local congregations to ensure assistance reaches every distressed community in eastern Ukraine. SUN also coordinates with agencies, individuals and organizations already providing assistance.

### **Activity on the Ground**

The conflict, however, proved intractable with continued fighting throughout the winter. Save Ukraine Now helped where it could, providing food and heating supplies to its first refugee center within days of opening the Kiev office in November 2014.

Shortly thereafter, the first SUN medical team hit the ground running in the recently liberated city of Slavyansk in an urgent mission to alleviate some of the suffering.

SUN also marked the Christmas season on December 19<sup>th</sup> and 20<sup>th</sup> with special events at the Column Hall of the Kiev City Administration. More than 1,500 orphans and refugee children attended, and , thanks to SUN supporters, each one received a chocolate bar, a special honey cake and a card from Ukraine's Saint Nicholas.

Meanwhile, the humanitarian situation deteriorated dramatically during the winter, as the number of internally displaced people skyrocketed from 500,000 to 1.1 million within weeks. More than five million people have been affected by the conflict, including 1.7 million children according to UNICEF.

## **Ukraine Survival**

Save Ukraine Now responded quickly to the developing situation. It organized a national shipping container campaign, dubbed "Ukraine Survival," and approached thousands of faith-based and civic associations across the United States. SUN asked organizations to collect clothes, blankets, household items, and healthcare and medical supplies. SUN provides the shipping container, and the participating group defrays the shipping costs.

To underscore the nature of the catastrophe and to show the unprecedented unity of Ukraine's faith-based communities, SUN invited their leaders to a U.S. tour to kickoff Ukraine Survival in Detroit and Chicago. Prayer breakfasts, banquets and strategic briefings by General Wesley Clark and Dr. Gary Kellner helped to raise awareness, mobilize communities and garner proceeds for the hard-hit residents and refugees of eastern Ukraine.

Save Ukraine Now is also making preparations for Ukraine Survival in general. A special area of the SUN website provides complete campaign and donation instructions as well as content to facilitate local publicity for participating organizations.

Concurrent with its humanitarian projects, Save Ukraine Now is also undertaking an informational campaign aimed at U.S. citizens and the federal government. The leadership of SUN believes wholeheartedly in the generosity of the American people and supports any form of assistance for Ukraine.

Moving forward, Save Ukraine Now plans to integrate its U.S. shipping container campaign with its Ukrainian convoy project. Established relief organizations have asked to partner with Save Ukraine Now because we “have the best people on the ground and the best network for distribution.”

## **Conclusion**

Save Ukraine Now is forging a unique paradigm for the provision of emergency relief. It has created an unusual yet powerful alliance among government agencies, NGOs and faith-based organizations. Working together under SUN’s umbrella, these groups are making real headway under very adverse circumstances.

## Guidelines for Filling Containers

On behalf of the five million people in eastern Ukraine, whose lives are at risk because of Russian aggression, we thank you for your willingness to come to their rescue. Your compassion will save the lives of thousands of men, women, boys and girls during the next several months.

This instruction sheet will walk you through a four-week campaign to fill a container with humanitarian aid. Some organizations may need a bit longer to carry out a successful campaign, but these are just guidelines.

If you have any questions, please contact Dave Brennan, who is coordinating this project, at [dbrennan@saveukrainenow.org](mailto:dbrennan@saveukrainenow.org).

You can find everything you need on the Ukraine Survival portal of the Save Ukraine Now web site at [www.saveukrainenow.org/ukraine-survival.html](http://www.saveukrainenow.org/ukraine-survival.html).

### Week One: Launch Your Campaign

- 1) Introduce the campaign to your congregation or group by showing the introductory three-minute video (<http://saveukrainenow.org/videos.html>) and announcing our campaign to fill plastic bags with warm clothes, blankets, medical supplies and personal hygiene items.

Tell participants to drop off their bags at your church or headquarters anytime over the next three weeks.

- 2) Include the bulletin insert below in your weekly publication.
- 3) Distribute 55-gallon trash bags to every family as they leave the auditorium.

Important Note: Every bag should contain a packing slip. To get the donated items through Customs in Ukraine, each item in a bag must be listed.

### Week One: Follow-Up

- 1) Two days later, send out text messages and emails to everyone on your email list announcing the campaign.

## Week Two: Collect Goods

- 1) Show the “Happy Birthday” video (<http://saveukrainenow.org/videos.html>) and include the bulletin insert in your weekly publication.
- 2) Briefly mention that the campaign is continuing and ask people to drop off their bags.
- 3) Announce a special offering in two weeks to pay the freight for the shipping of the container.
- 4) Distribute 55-gallon trash bags to every family as they leave the auditorium.

## Week Three: Collect Goods

- 1) Include the bulletin insert in your weekly publication.
- 2) Announce the number of bags already collected.
- 3) Remind people about the offering for Ukraine next week.
- 4) Your container will arrive mid-week.
- 5) You should organize a “packing party” on the weekend to fill the container.

Here’s what we need for EVERY BAG:

- A packing list with EVERY ITEM (as required by Ukraine’s government). This list should be included in the bag. If they find one bag without a packing list, that container may sit for several months before it clears Customs.
- A copy of the packing list should be given to the individual(s) receiving the bags.

A packing party encourages people to support relief efforts and make new friends.

## Week Four: Finish Your Campaign

- 1) Send out an email two days later to remind everyone about the final day of the campaign.
- 2) Show the video and then receive the offering.
- 3) If appropriate, consider leading your group in a special prayer of blessing over the container.
- 4) Some bags will be brought in on the last day, so you will need one more packing party later that afternoon or the next morning.
- 5) The next day, the freight company will pick up your container during business hours. When they arrive, you must give them:
  - All the packing lists
  - The summary sheet listing the number of bags received.



## Guidelines for Filling Donation Bags

On behalf of the five million people in eastern Ukraine whose lives are at risk because of Russian aggression, we thank you for coming to their rescue by filling at least one 55-gallon trash bag with gently used clothing, blankets or personal hygiene items. Your compassion will save the lives of men, women, boys and girls over the next several months.

These guidelines will walk you through the steps for filling your bag. Please follow them closely as Ukraine's Customs Service gave us very specific instructions.

If you have questions, please contact [LOCAL COORDINATOR] who is coordinating this project. Here is [COORDINATOR'S] contact information:

Email:

Phone:

You can find everything you need on the Save Ukraine Now web site at [www.saveukrainenow.org](http://www.saveukrainenow.org).

Thank you for your willingness to come to the aid of the Ukrainian people in their hour of suffering.

### Items Needed

1. Clothing: All kinds of clothing are needed (men's, women's and children's): pajamas, underwear, coats, jackets, hats, gloves, shoes, boots and socks. Clothing for all seasons is needed.

All donated items should be new or gently used. They should be laundered and folded. If you are donating shoes, please put them in a plastic shopping bag before you add them to the trash bag.

2. Blankets, clean bedding, blankets, sleeping bags
3. Wash cloths, towels
4. Infant items. Disposable diapers, baby wipes, baby powder, diaper bags

5. Personal hygiene items: toothbrushes, toothpaste, soap, deodorant, disposable razors, hair brushes, shampoo, women's hygiene products
6. Household items: laundry detergent, dish soap, pots and pans, plastic dishes and flatware, kitchen towels
7. Health and healthcare items: vitamins and first-aid products, Tylenol, Ibuprofen, bandages, bandaids, gauze

## **Packing Instructions**

1. Please use only 55-gallon garbage bags for your donation.
2. Each bag must include a packing list (an original and a duplicate). Please fill them out completely. One copy should be on the inside of the bag and one turned in to the individuals receiving the bags.

Important Note: Every bag must contain a packing list as required by Ukrainian Customs. Without any packing list, the container may be held in Customs for several months.

3. If you are able, attach a check for \$10 to the second packing slip -- this will defray shipping expenses. Be sure to include your email address on the check to receive updates about the campaign.
4. Enlist your family, friends, co-workers and neighbors to participate in the collection.

Instruct them about the packing lists and \$10 donation for shipping.

**Do not include food items such as coffee or candy for the children as this may cause a delay at Customs.**

**Please make certain your donations are clean and in good condition.**

**Thank you for helping the people of Ukraine.**

## News Release for Churches

For Immediate Release:

Contact:

[your church pastor's name]

[your church name]

[your pastor's email]

[your church phone number]

### **[Church Name] Takes on Vladimir Putin**

[your church city, state], Feb. xx, '15 – [Church name] of [local city] today announced it is joining a national drive organized by Save Ukraine Now, a charitable organization formed to alleviate Ukraine's humanitarian crisis. [Your church name] has pledged to fill a shipping container with emergency supplies for the suffering refugees and hard-hit residents of eastern Ukraine.

The war waged by Russian supplied separatists and troops from Russia has driven more than a million and a half people from their homes, with up to five million requiring some form of relief, including 1.7 million children. Relief organizations, both international and domestic, are stretched to the breaking point, and Save Ukraine Now has escalated its shipping container campaign to meet the additional need.

Dr. Gary Kellner, President of Save Ukraine Now, said, "[Your church name] is doing something few churches would dare to think about: it's taking on Vladimir Putin. Thanks to organizations like [your church name], our shipping container campaign will be successful in saving the lives of men and women, boys and girls. Your humane and generous congregation is not afraid to do what it takes to relieve suffering and support hurting people around the world. Every church should be like [your church name]."

[first name, last name], Senior Pastor of [your church name], said, “This campaign is our way of launching a counterattack against Russian aggression and Putin’s war against the people of Ukraine. Maybe we can’t stop the Russian army, but we can keep innocent people alive. Compassion is not the property of one church or religious tradition; for us, it is at the heart of who we are and the message we preach.”

Save Ukraine Now is working with thousands of civic organizations, churches and synagogues across America to collect clothes, blankets, medical supplies and personal hygiene items. [Your church name] is asking churches, synagogues and service organizations in [your city] to participate.

[Your church name] has assumed a leadership role in many other noble causes including [list of your missions or church projects]. It is currently [customized sentence(s)].

The church holds services at [days of the week and times] at [your church location]. For more information, please contact [your church’s secretary’s name] at [your phone] or email [your church email address]. For more information on the humanitarian crisis, go to [www.saveukrainenow.org](http://www.saveukrainenow.org). Save Ukraine Now also maintains a blog at [www.saveukrainenow.org/blog](http://www.saveukrainenow.org/blog).

### **About [your church name]**

Write a paragraph summarizing relevant philosophy and details about your church.

### **About Save Ukraine Now**

Save Ukraine Now (<http://www.saveukrainenow.org>) assists refugees and needy persons suffering due to the humanitarian crisis in eastern Ukraine. Founded by Dr. Gary Kellner, a professional with more than 15 years of experience running social programs in Ukraine, Save Ukraine Now uses 12,000-to-15,000 local churches and congregations to distribute its supplies. Currently, Save Ukraine Now has organized a nationwide effort, joining with hundreds of faith-based communities and civic associations across the United States to ship emergency supplies to Ukraine. Save Ukraine Now has achieved a new paradigm for emergency relief, combining government agencies, NGOs and faith-based organizations.

# # #

## Bulletin Insert

Our organization is joining with hundreds of congregations and civic associations across America in a nationwide, effort to provide relief for the refugees in eastern Ukraine. In tandem with Save Ukraine Now ([www.saveukrainenow.org](http://www.saveukrainenow.org)), we are embarking on a four-week campaign to fill a shipping container with emergency supplies.

Up to five million people now find their lives at risk due to Russian aggression. More than one million of them have been forced to flee their homes with nothing but the clothes on their backs. Most of them lack the necessities of life — adequate food, clean water and shelter.

National and domestic relief organizations are overwhelmed, and Save Ukraine Now is bridging the gap by rallying support in the United States for the refugees.

You can join this cause by contributing new or gently worn clothing for any season, personal hygiene and health-care products, items for infants or young children and more. We are urging every member or family in our group to participate.

For more information, contact [name] at [phone number] or [email address].

## **Public Service Announcement**

### **Week One**

[Your organization name] of [local city] is organizing an area-wide campaign to collect clothes, blankets, medical supplies and personal hygiene items for the million and a half people driven from their homes by the Russian-sponsored invasion of eastern Ukraine.

Persons wishing to donate may drop off items at the church between the hours of [insert times here]. For more information, please call [organization phone number] or visit our web site at [website address].

### **Week Two**

[Your organization name] is continuing to collect clothes, blankets, medical supplies and personal hygiene items for the million and a half people driven from their homes by the Russian-sponsored invasion of eastern Ukraine.

Persons wishing to donate may drop off items at our headquarters between the hours of [insert times here]. For more information, please call [organization phone number] or to visit our website at [website address].

### **Week Three**

The campaign sponsored by [Your organization name] to collect clothes, blankets, medical supplies and personal hygiene items for the million and a half people driven from their homes by the Russian-sponsored invasion of eastern Ukraine concludes on [date].

Persons wishing to donate may drop off items at our headquarters between the hours of [insert times here]. For more information, please call [organization phone number] or visit our website at [website address].

## Campaign Packing List

(Copy \_\_ of 3)

Please use this form as a packing list for your donations and fill it out completely to ensure they can be rapidly processed through customs and reach the people who need them most. Please also attach a check for \$10 or more to help defray the shipping costs.

Please make two additional copies of the completed original packing list. The original should be given to the coordinator at the drop-off site. The first copy should be put into the very top of the bag prior to closing it up. Please keep the second copy for your tax records.

Name:

Address1:

Address 2:

City, State, Zip:

Phone:

Email address:

Preferred contact:

Total number of items:

Please update me with emails (yes or no):

List each item individually. Print out three copies and retain a copy. [i.e. (3) pairs of socks, (2) men's coats, (19) women's blouses...]

1. \_\_\_\_\_

14. \_\_\_\_\_

2. \_\_\_\_\_

15. \_\_\_\_\_

3. \_\_\_\_\_

16. \_\_\_\_\_

4. \_\_\_\_\_

17. \_\_\_\_\_

5. \_\_\_\_\_

18. \_\_\_\_\_

6. \_\_\_\_\_

19. \_\_\_\_\_

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10. \_\_\_\_\_

23. \_\_\_\_\_

11. \_\_\_\_\_

24. \_\_\_\_\_

12. \_\_\_\_\_

25. \_\_\_\_\_

13. \_\_\_\_\_



**Save Ukraine Now**  
 100 Crescent Centre Parkway, #660  
 Tucker, Georgia 30084  
 404-862-8183  
[www.saveukrainenow.org](http://www.saveukrainenow.org)

## Donation Receipt

Donor name:

Address:

City, State Zip:

Quantity

Value

Clothing:

Personal hygiene products:

Household Items:

Healthcare and Medical Goods:

Cash:

Other:

Total Value:

Save Ukraine Now, a registered 501(c)(3) organization, acknowledges that the donor received no goods or services in return for the above contributions.

Received by:

Printed name:

(signature)

Position:

Date: