

*Monthly Payments	Money In	Money Out
Apr-22	32,595.29	30,521.72
May-22	43,538.42	56,230.80
Jun-22	73,369.51	55,667.87
Jul-22	26,688.89	41,525.80
Aug-22	34,352.20	2,965.80
Sep-22	47.80	34,091.95
Oct-22	28,208.18	11,085.91
Nov-22	36,780.97	17,631.20
Dec-22	43,857.83	18,633.60
Jan-23	17,496.08	79,262.06
Feb-23	15,040.00	15,722.60
Mar-23	11,735.63	1,323.98
Apr-23	0.00	33.60
TOTAL	363,710.80	364,696.89

*Period from 06.04.22 to 05.04.23

- Balance as of 06.04.22: £17,951.54

- Balance as of 05.04.23: £15,465.5



CHARITY COMMISSION
FOR ENGLAND AND WALES

Trustees' Annual Report for the period

From 06.04.2022 **Period start date To** 05.04.2023 **Period end date**

Charity name: EmbraceMe Foundation

Charity registration number: 1172342

Objectives and Activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1.17	For the public benefit, the prevention or relief of poverty, financial hardship and assistance of the sick-poor people in need living in former soviet union countries who are the victims of war, natural disaster or catastrophe by providing or assisting in the provision of: - items, goods, medical and care equipment, services and grants of money to individuals and/or other organisations working to prevent or relieve poverty; and - education, training, advancement of healthcare projects and all the necessary support designed to enable individuals to be self-sufficient
Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts.	Para 1.17 and 1.19	<ul style="list-style-type: none">• Emergency assistance for refugees within Ukraine and its borders.• Supply of food, clothes and medicine to heavily affected areas.• Transportation by volunteers to move civilians out of the most dangerous areas into safer parts of Ukraine.• Relocation of sick children across the border and organisation of appropriate medical attention on foreign soil.• Interim assistance to refugees from Ukraine in the UK as well as other European countries.• Support for refugees on the Humanitarian Visa Programme.• Sector specific reconstruction and development in post-war Ukraine.• Rebuilding Ukraine will be a daunting, but not impossible project. Most Ukrainians dream of a peaceful and democratic society and hope to return to their country as soon as possible. We will concentrate on restoring access to education for

		Ukrainian children and help rebuild schools destroyed during the war, providing construction materials, classroom equipment and textbooks.
Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	Para 1.18	N/A

Additional information (optional)

You may choose to include further statements where relevant about:

	SORP reference	
Policy on grant making	Para 1.38	EmbraceMe Foundation (EMF)'s principal sources of funds include donations from individual and corporate sponsors, as well as fundraising activities like the charitable NFT collection "Art for Life." This initiative features artworks by Ukrainian and international artists, with sales proceeds supporting humanitarian efforts in Ukraine. The foundation has successfully utilised these funds to provide significant aid, such as the purchase and transportation of over 200 ambulances and medical equipment to Ukraine, showcasing the impactful contribution of its donors and volunteers.
Policy on social investment including program related investment	Para 1.38	N/A
Contribution made by volunteers	Para 1.38	Volunteers at EMF play a vital role in supporting the foundation's objectives. They assist in fundraising efforts, secure transportation, and coordinate medical aid requests from Ukrainian hospitals and various organisations. Additionally, volunteers are crucial in the physical delivery of humanitarian aid and medical equipment to the most vulnerable areas affected by the war in Ukraine. They also engage in event planning and a variety of fundraising activities to support the foundation's goals.
Other		N/A

Achievements and Performance

	SORP reference	
Summary of the main achievements of the charity, identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole.	Para 1.20	<p>Since its establishment in 2016, EMF has significantly shifted from enhancing Ukraine's educational and pharmaceutical sectors to focusing on immediate humanitarian needs due to the crisis initiated on 24th February 2022. The conflict profoundly altered the lives of millions, necessitating urgent action.</p> <p><u>Immediate Impact:</u> EMF has been instrumental in providing immediate relief in war-affected areas. The foundation successfully delivered over 200 ambulances and vehicles, fully equipped with essential medical supplies, to Ukrainian hospitals and paramedics. This vital support has dramatically improved the survival and recovery rates of the wounded.</p> <p>Furthermore, our efforts have ensured a continuous supply of food, clothing, and medicine to regions where access is severely hindered by ongoing conflicts. This direct intervention has preserved countless lives and maintained a semblance of normalcy under dire circumstances.</p> <p><u>Wider Societal Benefits:</u> Beyond immediate relief, EMF is laying the groundwork for Ukraine's long-term recovery. Our vision extends to the post-war reconstruction of critical sectors, particularly focusing on restoring education for Ukrainian children. By rebuilding schools and supplying educational materials/equipment, we are investing in the future resilience and prosperity of Ukraine, fostering a peaceful and democratic society.</p> <p><u>Innovative Fundraising: The 'Art for Life' NFT Collection</u> In an innovative effort to support the people of Ukraine during these challenging times, EMF has introduced the 'Art for Life' NFT Collection. This unique project features 20 works by Ukrainian and international artists, each available in an edition of 50. The collection celebrates the unity, humanity, and culture of the Ukrainian people, allowing artists to express themselves in various formats, from still images to videos and GIFs.</p> <p><u>Funds Distribution:</u> A substantial 70% of the primary sales from the NFT collection are directed towards providing humanitarian support on the ground in Ukraine and to its refugees abroad. Artists have the</p>

		option to retain or donate the remaining 30%. They also decide whether to keep or forgo their 10% secondary royalties, which can be directed towards a selection of charities, further supporting our mission.
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Additional information (optional)

You may choose to include further statements where relevant about:

Achievements against objectives set	Para 1.41	EMF has significantly impacted by providing over 200 ambulances and medical vehicles to Ukraine, delivering essential medical supplies and equipment. We have addressed immediate needs by supplying food, clothes, and medicine in affected areas, contributing to both emergency relief and long-term recovery. Their efforts also focus on rebuilding schools and educational facilities, aiming for sustainable community support and development in post-war Ukraine.
Performance of fundraising activities against objectives set	Para 1.41	<p>EMF initially focused on supporting Ukraine's educational and pharmaceutical sectors, has significantly expanded its mission in response to the crisis following February 24, 2022. The Foundation's achievements include the delivery of over 200 ambulances and vehicles to Ukrainian hospitals, crucial for medical responses in the region. These vehicles, stocked with medical supplies, have been essential for saving lives.</p> <p>Fundraising efforts through JustGiving and other platforms have been successful, with campaigns raising significant amounts, demonstrating strong community support. The Foundation has also innovated with a charitable NFT collection 'Art for Life', engaging artists to create works that reflect the spirit of the Ukrainian people, raising awareness and funds.</p> <p>Looking ahead, the Foundation plans to focus on long-term reconstruction and development in Ukraine, especially in the educational sector, indicating a commitment to sustainable support and recovery.</p>
Investment performance against objectives	Para 1.41	N/A
Other		N/A

Financial Review

Review of the charity's financial position at the end of the period	Para 1.21	N/A
Statement explaining the policy for holding reserves stating why they are held	Para 1.22	N/A
Amount of reserves held	Para 1.22	N/A
Reasons for holding zero reserves	Para 1.22	N/A
Details of fund materially in deficit	Para 1.24	N/A
Explanation of any uncertainties about the charity continuing as a going concern	Para 1.23	N/A

Additional information (optional)

You may choose to include further statements where relevant about:

The charity's principal sources of funds (including any fundraising)	Para 1.47	<p>The principal sources of funds for EMF include direct donations from individuals, corporate donations and fundraising initiatives. The Foundation accepts donations through various channels such as online via the www.wembracemefoundation.com website, bank transfers and via PayPal. We also collaborate with other companies and individuals for fundraising activities, as evidenced by the charity's JustGiving page which showcases multiple fundraising events and personal challenges initiated by supporters. Additionally, EMF has launched a charitable NFT collection, featuring artworks by Ukrainian and international artists, to raise additional funds for its humanitarian efforts.</p> <p>EMF's Donation Page: https://www.embracemefoundation.com/donate</p> <p>EMF on JustGiving: https://www.justgiving.com/embracemefoundation</p>
Investment policy and objectives including any social investment policy adopted	Para 1.46	N/A
A description of the principal risks facing the charity	Para 1.46	<p>The principal risks facing the charity include funding shortages, geopolitical instability impacting operations and the ongoing health and safety of volunteers and beneficiaries. Additionally, logistical challenges in delivering aid and maintaining donor engagement are</p>

		significant. The charity must also navigate the complexities of international coordination and the dynamic nature of humanitarian needs.
Other		

Structure, Governance and Management

Description of charity's trusts:		N/A
Type of governing document (trust deed, royal charter)	Para 1.25	N/A
How is the charity constituted? (e.g unincorporated association, CIO)	Para 1.25	CIO
Trustee selection methods including details of any constitutional provisions e.g. election to post or name of any person or body entitled to appoint one or more trustees	Para 1.25	<p><u>Eligibility</u></p> <p>Emf accepts only natural individuals as trustees. Those under 16 are disqualified from appointment. Individuals facing automatic termination are also ineligible. Acceptance of the trustee role must be formally acknowledged as per the board's guidelines. There must always be at least one trustee over 18; if not, remaining trustees are restricted to administrative actions like calling meetings or appointing a new trustee.</p> <p><u>Trustee Requirements:</u></p> <p>A minimum of three trustees is required for operational governance. Should the trustee count drop below three, actions are limited to essential administrative tasks until the number is restored. The cap for trustees is twelve, ensuring a manageable and effective board size.</p> <p><u>Appointment and Tenure:</u></p> <p>Trustees generally serve three-year terms, except for initial appointees, with appointments confirmed through board resolutions. The board must consider necessary skills, knowledge, and experience for effective administration when selecting new trustees, ensuring a well-rounded governance team. Appointments are made during duly convened board meetings to maintain transparency and accountability in governance practices. This structured approach guarantees the charity's governance is executed with</p>

		careful oversight and adherence to its mission.
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Additional information (optional)

You may choose to include further statements where relevant about:

Policies and procedures adopted for the induction and training of trustees	Para 1.51	N/A
The charity's organisational structure and any wider network with which the charity works	Para 1.51	<p>EMF operates under a structured company framework, led by a dedicated team including co-founders, trustees and volunteers. The foundation was established in 2016 by co-founders and trustees Olga Aleksandrova-Adderley and Olena Tsap, who have been guiding the charity's operations and fundraising activities. The team also includes other trustees like Tatiana Barthram-Keet and Allan Saud, who bring a wealth of experience from various professional backgrounds to support the foundation's mission.</p> <p>The charity benefits greatly from a team of volunteers who assist with various initiatives, including fundraising, transportation of ambulances and coordination of medical aid. Volunteers such as Dmytro Anosov, Simon Brake, Lynda Young, Oleg Khomenko, Tatiana Gerasenko, and Andrew Velhosh play crucial roles in EMF's operations both in the UK and Ukraine. Their contributions range from event planning and fundraising to coordinating the delivery of humanitarian aid and medical equipment to war-torn regions in Ukraine.</p> <p>This structure supports the charity's mission to provide urgent humanitarian assistance in Ukraine, particularly in response to the ongoing conflict and its devastating impact on the civilian population. EMF focuses on delivering medical supplies, ambulances, and humanitarian aid directly to those in need, leveraging the support of both corporate sponsors and individual donors.</p>

Relationship with any related parties	Para 1.51	N/A
Other		N/A

Reference and Administrative details

Charity name	EmbraceMe Foundation
Other name the charity uses	"EMF" or "EmbraceMe"
Registered charity number	1172342
Charity's principal address	160 Kemp House City Road London EC1V 2NX

Names of the charity trustees who manage the charity

	Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1	Olena Tsap	Trustee		
2	Olga Aleksandrova-Adderley	Trustee		
3	Tatiana Barthram-Keet	Trustee		
4	Allan Saud	Trustee		

Corporate trustees – names of the directors at the date the report was approved

Director name		
N/A	N/A	N/A

Name of trustees holding title to property belonging to the charity

Trustee name	Dates acted if not for whole year	
N/A	N/A	N/A

Funds held as custodian trustees on behalf of others

Description of the assets held in this capacity	N/A
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Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity's objects	N/A
Details of arrangements for safe custody and segregation of such assets from the charity's own assets	N/A

Additional information (optional)

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address
N/A	N/A	N/A

Name of chief executive or names of senior staff members (Optional information)

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Exemptions from disclosure

Reason for non-disclosure of key personnel details

N/A


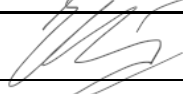
Other optional information

N/A

Declarations

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)		
Full name(s)	Olga Aleksandrova-Adderley	Olena Tsap
Position (eg Secretary, Chair, etc)	Trustee	Trustee
Date	26.02.24	

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