

ANNUAL REPORT 2025

uamentalhelp

www.uamentalhelp.org

About UA Mental Help

UA Mental Help — is a charitable organization founded in 2022 in response to the growing mental health needs caused by the war in Ukraine. Supported by international partners, the organization has transformed from a volunteer initiative into a systematic provider of psychological assistance.

Mission: To make psychological care accessible and high-quality.

Vision: A mentally healthy Ukraine.

The organization works to build a culture of openness toward mental health, develop a robust support system, and integrate psychological care into various aspects of daily life.

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UA Mental Help serves as a leading organization in the field of mental health in Ukraine, combining direct service delivery, professional community development, innovation, and participation in policy-making.

Throughout 2025, the organization provided support to over **12,500 beneficiaries**. The team consists of more than **65 specialists** addressing a wide range of mental health issues.

Key target groups include people affected by the war, children and adolescents, helping professionals, military families, and other vulnerable populations.
The organization delivers support through individual consultations, psychoeducational programs, group sessions, and digital tools, including **"I Am Here"** ("Ya Tut"), a self-help application.



Photo: Civil Society Development Forum



Photo: For ALL Women and Girls, UN Women event

Beneficiaries

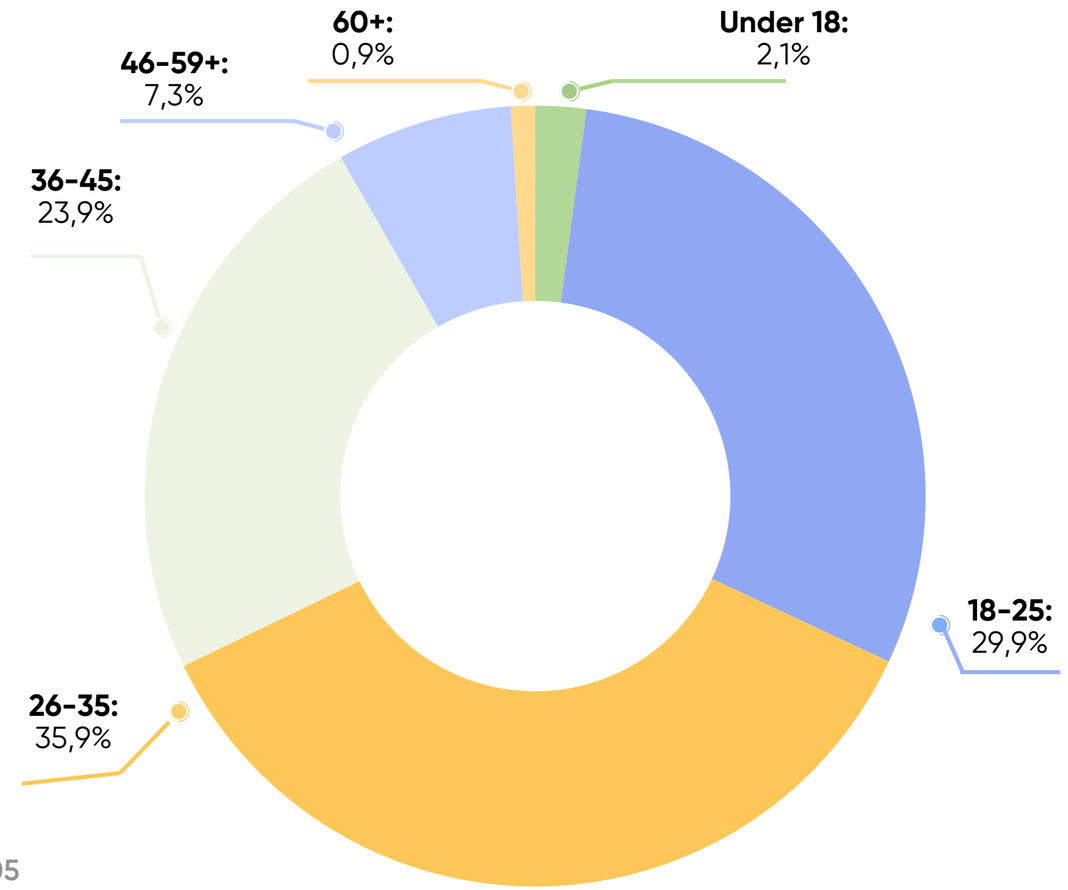
In 2025, UA Mental Help not only maintained a steady volume of psychosocial support but also **expanded its operational formats.**
Alongside online consultations, significant emphasis was placed on developing community-level initiatives, which allowed for better addressing the local needs of beneficiaries. Strengthening its offline presence helped broaden access to support, particularly for vulnerable groups with limited access to digital services. In parallel, the organization developed partner initiatives, including joint educational events that enhanced the quality and relevance of the assistance provided.

An important step was the introduction of **digital self-help tools**, which complemented existing services and ensured continuous access to basic psychological support.

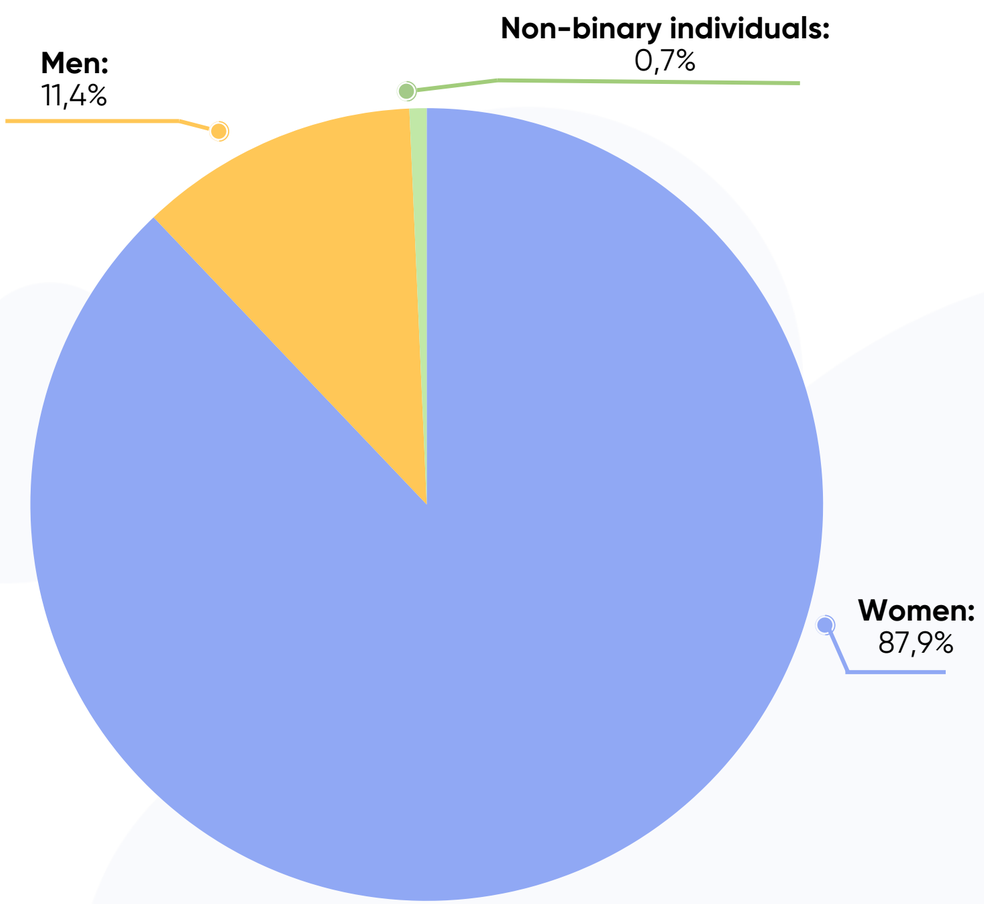
Throughout the year, women, children, community members, and users of digital solutions remained the primary beneficiary groups. Below is a detailed statistical breakdown reflecting the organization's performance in 2025.

BENEFICIARIES IN 2025 — **12 804**

Age Breakdown



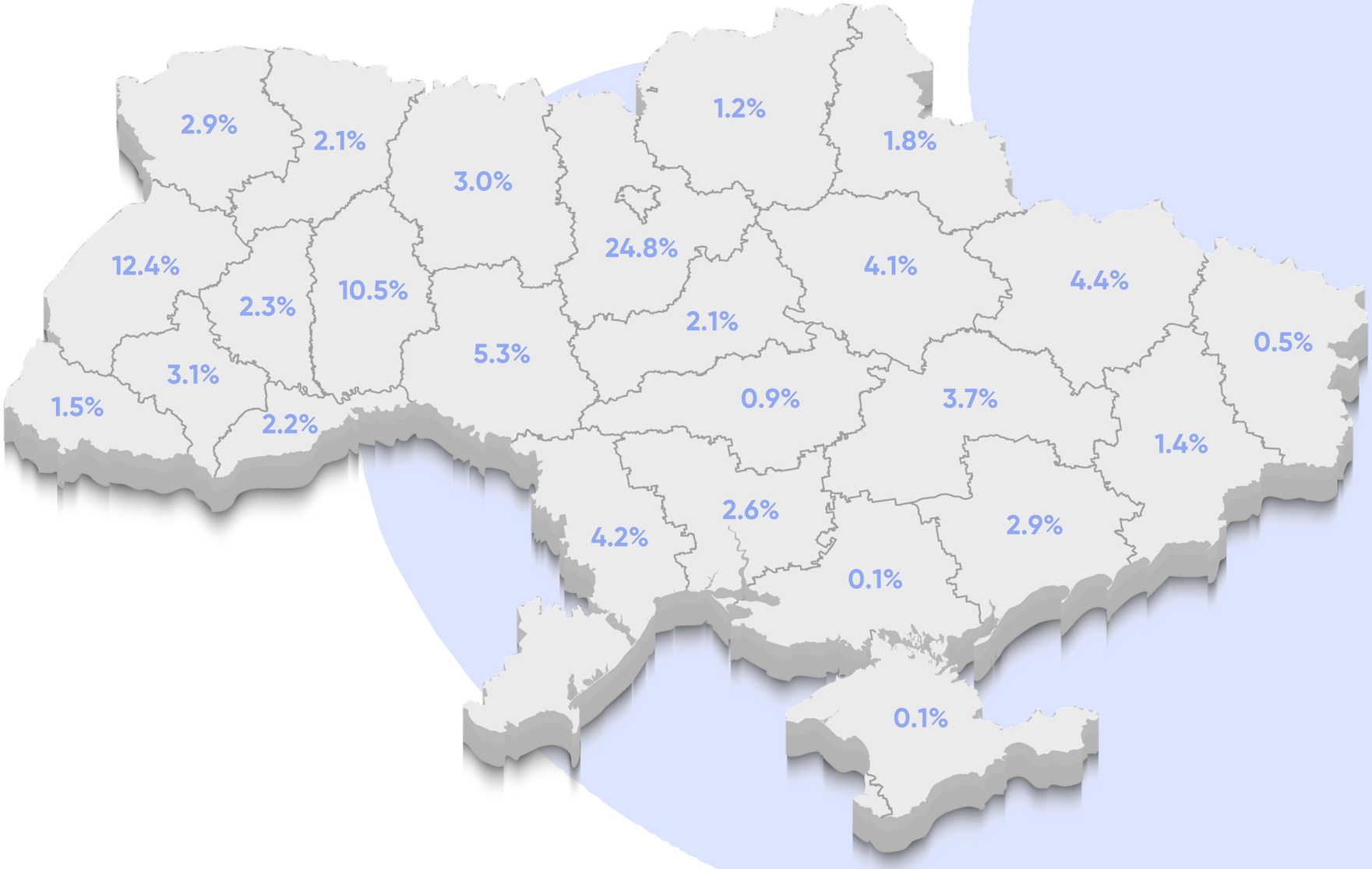
Gender Breakdown



Geographic Distribution (by Oblast)

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Vinnytsia Region — 5.3%
Volyn Region — 2.9%
Dnipropetrovsk Region — 3.7%
Donetsk Region — 1.4%
Zhytomyr Region — 3.0%
Zakarpattia Region — 1.5%
Zaporizhzhia Region — 2.9%
Ivano-Frankivsk Region — 3.1%
Kyiv Region — 24.8%
Kirovohrad Region — 0.9%
Crimea — 0.1%
Luhansk Region — 0.5%
Lviv Region — 12.4%
Mykolaiv Region — 2.6%
Odesa Region — 4.2%
Poltava Region — 4.1%
Rivne Region — 2.1%
Sumy Region — 1.8%
Ternopil Region — 2.3%
Kharkiv Region — 4.4%
Kherson Region — 0.1%
Khmelnytskyi Region — 10.5%
Cherkasy Region — 2.1%
Chernivtsi Region — 2.2%
Chernihiv Region — 1.2%



Vulnerability

The majority of beneficiaries **do not indicate belonging to a vulnerable group in the intake form.** This may be due to a reluctance to self-identify as vulnerable, a lack of understanding regarding category criteria, privacy concerns, or beneficiaries focusing on their immediate request rather than their legal/social status.

40.6% War Impact and Displacement

Displaced abroad — 17.3%
IDPs — 16.0%
Frontline areas— 3.2%
Loss of loved ones — 3.3%
Captivity — 0.8%

15.8% Family and Vulnerability

Caregivers of persons with disabilities — 7.6%
Children — 7.3%
Elderly individuals — 0.8%
Persons with disabilities — 0.1%

9.8% Professional Groups

Healthcare workers — 4.0%
Humanitarian workers — 3.9%
First responders — 0.9%
Veterans — 1.0%

1,6% Crisis Cases

GBV — 1.4%
Other — 0.2%

Program Activities

In 2025, UA Mental Help focused its efforts on developing a comprehensive mental health support system that combines **individual care, psychoeducation, digital solutions, and targeted assistance** for vulnerable populations.

The programs were implemented in collaboration with international organizations, private foundations, and corporate donors, ensuring service sustainability and scalability.



Photo: Ukraine Recovery Conference, Rome

Individual and Group Support

Free psychological assistance was provided via individual consultations, hotlines, chat support, and group sessions for the general public, helping professionals, and vulnerable populations.

Support for Specialists

Dedicated initiatives aimed to mitigate professional burnout, enhance psychological resilience, and sustain the quality of care provided by helping professionals.

Support for Vulnerable Groups

With a specific focus on war-affected individuals, programs ensured accessible care regardless of location, prioritizing women, children, and crisis-impacted communities.

Psychoeducation

Educational programs and workshops were conducted throughout the year to improve psychological literacy and self-help skills.

Digital Services

The deployment of digital tools was expanded, including chatbots and the **"I Am Here"** ("Ya Tut") mobile application, offering accessible support in a user-friendly format.



Communication and Destigmatization

Ongoing efforts focused on reducing social stigma around mental health through awareness campaigns and educational initiatives.





Photo: Ukraine Recovery Conference, Rome

In 2025, UA Mental Help achieved a systemic impact at both individual and community levels:

At the Individual Level: Support services improved beneficiaries' psycho-emotional well-being, reduced anxiety, depressive symptoms, and stress levels, and helped restore daily functionality. Beneficiaries gained self-regulation tools, better emotional awareness, and coping skills to navigate prolonged crisis conditions.

At the Community Level: Programs strengthened social ties, built peer-support networks, and raised mental health awareness, increasing help-seeking behaviors and reducing stigma.

Capacity Building: Assisting helping professionals preserved their operational resilience and effectiveness, ensuring uninterrupted care for broader populations.

Overall, the organization's activities contributed not only to overcoming the immediate effects of the crisis, but also to building the long-term capacity of individuals and communities to adapt and recover.

Support and Professional Development for the Team of Specialists

In 2025, we continued to invest in the professional development of our team of specialists, **paying special attention to qualification enhancement, professional support, and the exchange of practical experience.**

Regular supervision meetings and educational activities helped specialists refine their skills in handling complex cases and elevate the quality of psychological assistance.

Throughout the year, the following were conducted:

- **17 supervision sessions,** during which specialists analyzed casework, discussed practice challenges, and received professional guidance.
- **8 clinical supervision sessions,** which contributed to deepening the clinical approach in working with clients.



Photo: Brave Talk training sessions from the Brave Together project

Educational events for specialists included:

Assertive Communication Training: Focused on developing confident and constructive interaction skills with clients and colleagues

Training on Gender-Based Violence (GBV) and Other Forms of Violence: Helped specialists deepen their understanding of the specifics of working with survivors

Professional exchange sessions with the "Eney" Club team: Engagement with specialists working with individuals facing addiction (both in remission and active use), sex workers, and women who have survived violence. These meetings served as an opportunity for experience sharing and gaining a better understanding of the needs of these vulnerable groups

"Counseling Individuals Affected by Traumatic Events" Course: Delivered by the International Center for Coping and Continuity of the Israel Trauma Coalition, under the guidance of trainer Nataliia Makiienko.

Training on Inclusive Interaction and Compliance with Inclusivity Policies: Conducted by the NGO "Association for the Protection of Rights and Assistance to People with Disabilities 'Open Hearts'"

These initiatives strengthened the professional capacity of the team, developed specialized skills, and enhanced the quality of psychological support provided to our beneficiaries



Photo: For ALL Women and Girls, UN Women event

In 2025, the Hotline team completed **58 supervision** sessions (including 6 psychiatric supervisions) and **24 intervision** sessions.

Training activities included:

- **Online training by the "Euromed" clinic** on the specifics of counseling clients with various psychiatric conditions.
- **"Introduction to Trauma-Informed Care" training.**
- Ongoing clinical supervisions provided by "Green Cross."

Primary Client Requests

Brave Together Support Line: **Top 8 Most Common Requests (2025)**

№	Request Category	Annual Count
1	Excessive fear, anxiety, worry	1075
2	Relationship/romantic issues (conflicts, infidelity, misunderstandings)	781
3	Personal issues (low self-esteem, perfectionism, etc.)	750
4	Low mood, apathy, pessimism	681
5	Interpersonal difficulties (loneliness, misunderstandings)	622
6	Information support (organizations, types of assistance)	166
7	Violence / Bullying	34
8	Loss of a loved one	28

In the structure of beneficiary requests for 2025, inquiries r**elated to anxiety, fear, and emotional tension clearly dominate**, accounting for the largest share across all categories. At the same time, interpersonal difficulties and personal challenges form a significant portion of the requests, **highlighting high levels of emotional strain and a strong need for support regarding self-esteem and social interaction**. Furthermore, a notable number of inquiries pertain to low mood, apathy, and social isolation, indicating a high prevalence of depressive states among beneficiaries. Overall, these data underscore **the complex nature of the requests and the necessity of combining crisis intervention, therapeutic care, and psychoeducational support.**

Individual Consultations

№	Request Category	Annual Count
1	Excessive fear / anxiety / worry	371
2	Low mood / apathy / pessimism	314
3	Personal issues (low self-esteem / perfectionism, etc.)	299
4	Interpersonal relationship difficulties	264
5	Challenges adapting to life changes	200
6	Professional self-realization challenges	188
7	Intrusive thoughts and behaviors (OCD symptoms)	165
8	Recurrent memories of a stressful / traumatic event	158
9	Anger regulation difficulties	146
10	Dissatisfaction with body image / appearance	144
-	Other requests (outside the top 10)	848

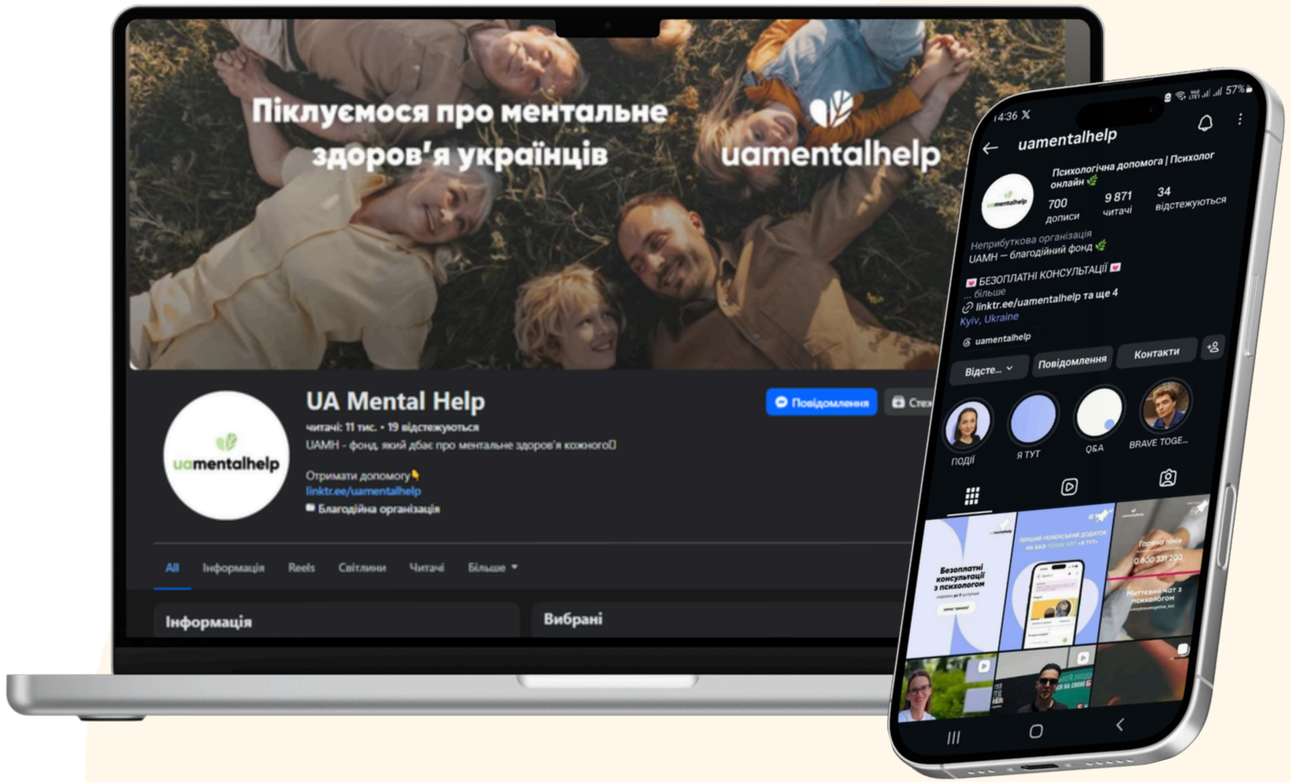
The most frequent client requests center on **anxiety, low mood, self-esteem challenges, and interpersonal issues.** A substantial portion of inquiries also concerns adjusting to major life changes, professional self-realization, and intrusive thoughts. Additionally, 848 requests fell into other categories beyond the top 10 (including physical health issues, sleep disturbances, eating behaviors, panic attacks, suicidal ideation, etc.), reflecting the wide diversity of psychological challenges clients present with.

Social Media

In 2025, social media remained a crucial communication channel for UA Mental Help, combining information delivery, psychoeducation, and audience engagement across the organization's services. Throughout the year, we expanded our presence on Instagram, Facebook, Telegram, and LinkedIn, tailoring content to suit various target audiences.

In total, the organization's digital platforms generated over **926,000 views** in 2025 across social media networks and the official website. This demonstrates the effectiveness of our communication strategy and reflects growing public interest in mental health.

Ultimately, social media plays a strategic role in expanding access to information, raising awareness, and building trust in UA Mental Help.



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Success Stories
and Testimonials

In 2025, UA Mental Help's activities continued to make a direct impact on the lives of people seeking support during challenging times. Behind every consultation, group session, or digital tool are real stories of transformation, ranging from the first steps toward emotional stabilization to deeper changes in self-perception, personal needs, and relationships with others.

This section gathers **the experiences of both beneficiaries and specialists**, showcasing not only the effectiveness of the assistance provided, but also its human dimension, the sense of support, safety, and restored inner strength.

These testimonials and case studies reflect a wide diversity of requests and therapeutic approaches, highlighting the vital importance of accessible, high-quality, and safe psychological support in the face of ongoing crisis challenges.



Фото: Форум розвитку громадянського суспільства

Beneficiaries Feedback

1

"I am deeply grateful to Iryna for her help! Thank you for helping me find my way back to myself, for teaching me to value my worth, and for helping me understand my needs. Thank you for equipping me with emotion regulation skills and the ability to find the right supportive words within myself during difficult moments. Now I feel a sense of lightness, as if freed from an internal burden that prevented me from understanding myself and my path. I want to thank the platform for this truly vital support at a time when it is so necessary. I turned to you for a second time, again during a difficult period in my life, and you pulled me out of a state that prevented me from living and enjoying life. Thank you!"

2

"At the beginning of our sessions, I was struggling immensely: I suffered from sleep disorders, constant anxiety, apathy, and a total lack of motivation to do anything. Thanks to my work with Oksana, positive changes gradually emerged, my sleep has improved significantly, anxiety now occurs only episodically, and most importantly, I found the strength within myself to take action and plan for the future. I consider this work to be extremely productive and valuable for my life."

3

"Thank you to Ms. Oleksandra for her help! Thanks to our collaboration, I have already taken several steps toward improving my psychological state: I started tracking my emotions, learned the importance of separating judgments from facts, learned how to respond to my own mistakes, interact with loved ones, and reduce anxiety levels. I understood how to dare to act despite fear, how to process certain phobias, navigate grief, and practice self-acceptance, along with gaining many other insights. I am sincerely grateful to the UA Mental Help platform for giving Ukrainians the opportunity to receive care. This is extraordinarily valuable, because +1 person is already one step closer to a mentally healthy nation! :)"

Beneficiary Stories

Anna, 23 years old

Anna turned to our program after a forced relocation abroad, experiencing deep emotional exhaustion. The loss of a loved one, a painful relationship breakup, adapting to a new environment, and constant anxiety over her hometown of Kherson led to persistent anxiety, depressive thoughts, and a fear of losing self-control. Having learned about our program in 2023, Anna eventually gathered the courage to seek help. According to her, the psychologist helped her cope with acute symptoms, reframe her perception of crisis situations, and gradually reduce levels of anxiety and depression.

"I was finally able to put my mind in order," shares Anna. Today, she regularly uses self-reflection practices that help maintain her emotional stability.

Anna is convinced that seeking psychological help is a sign of inner strength: *"Asking for help is not a weakness; it is bravery. Not all problems can be managed alone."*



Olena, 40 years old

Originally from Kyiv Region, Olena turned to our program during a period when life's challenges felt overwhelming. Following forced emigration and adapting abroad, her family faced her mother's severe illness back home. Returning to Ukraine brought new struggles: reintegrating amid ongoing war, searching constantly for necessary medications, and worrying about her children's safety.

Upon her sister's recommendation, Olena decided to enter therapy. During the sessions, she felt relief for the first time in a long while. Professional support helped her regain emotional balance and the strength to move forward despite difficult circumstances.

"I learned to let go of things I cannot control," says Olena. After completing her therapy course, she feels significantly calmer, with a noticeable reduction in anxiety levels. Today, she maintains her well-being through music, yoga, and relaxation techniques.

Olena is convinced that caring for one's mental health is vital: *"Just try it! Therapy is an effective path toward better well-being and a deeper understanding of yourself."*



Nataliia, 36 years old

A native of Kyiv, Nataliia turned to our program due to constant anxiety that emerged with the onset of the full-scale invasion and gradually began to severely interfere with her daily life.

The hardest part was when the anxiety manifested physically: severe hand tremors, dizziness, and abdominal pain deprived Nataliia of a sense of control and trapped her in a cycle of constant stress. She discovered the opportunity to receive help by chance, through an advertisement for a psychological workshop in a local Viber group.

After several online consultations with a psychologist, Nataliia noticed positive changes. She learned to reframe the triggers that previously caused panic and gained practical tools to manage her anxiety.

“The quality of my life has improved. I’ve learned to minimize my anxious state,” shares Nataliia.

Today, she feels significantly calmer and knows how to react when anxiety resurfaces.

Nataliia is convinced that one should not wait for a "special" reason to seek help: *“If you have thought about seeing a psychologist even once, that is already the first and most important step toward recovery.”*



Kateryna, Veteran of the Ukrainian Forces

Kateryna, originally from the temporarily occupied territories of Ukraine, reached out to us due to prolonged physical pain and emotional exhaustion. She suffered an injury during her service in the combat zone, which subsequently escalated into a severe chronic condition. Her symptoms gradually intensified over two and a half years, and medical professionals are still finalizing her ultimate diagnosis. Following her injury, Kateryna repeatedly faced the invalidation of her condition and a lack of support, which led to deep apathy. Upon turning to our program, she felt for the first time that her experience was being taken seriously. The psychotherapist helped her process her emotional responses, while the psychiatrist prescribed a treatment plan that reduced her physical pain and eased daily life.

"I was finally able to tell my story calmly," Kateryna shares.

Since starting treatment, her emotional state has stabilized. Her energy has returned, along with a desire to connect with people, learn a foreign language, and regain control over her own life.

Kateryna emphasizes that accepting the changes in her body and ignoring the judgment of others was the most crucial step for her: *"Therapy reminded me of the resilience skills I learned during my military service."*



Specialists' feedback

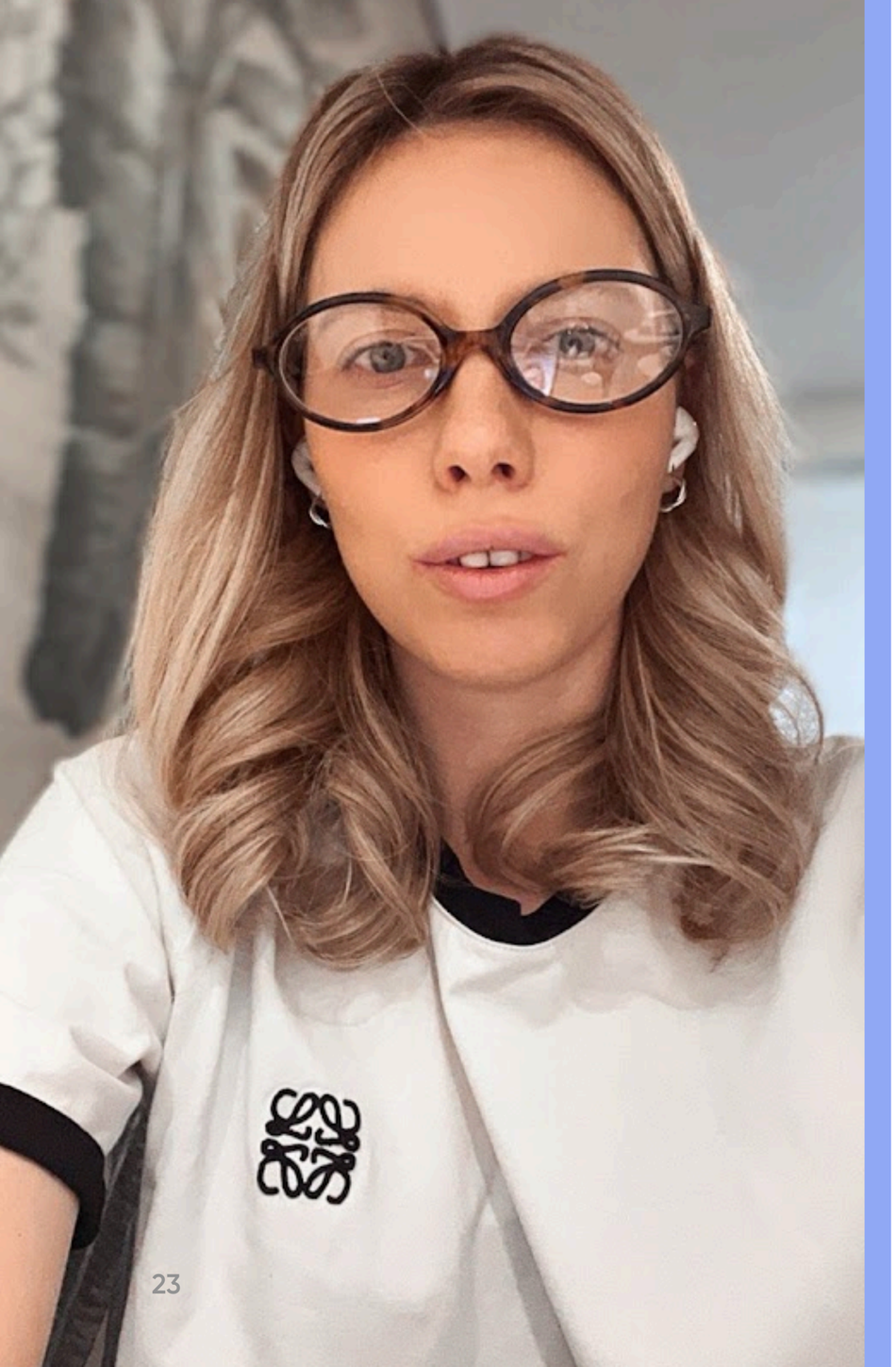
*"For me, working at UA Mental Help is an opportunity to help others, develop my own skills, and be part of a wonderful professional team. T**hanks to the foundation, I can realize my desire to be involved in social projects.***

Working with diverse clients and their unique requests offers a constant opportunity to refine my professional skills and knowledge. Supervisions and intervisions with colleagues serve as a way to feel part of a community of like-minded professionals.

I have been collaborating with the foundation for exactly three years now, and I will be happy to continue being part of the team!"

Olesia Moroz





*“It has been almost 1.5 years since I joined the UA Mental Help team, and during this time, **I have felt immense care from the project coordinators** and seen how dedicated they are to helping with various issues.*

Many thanks to the team and the entire support service, whom you can always reach out to for help with resolving any matter. Working with you and in such an organization is truly motivating and inspiring. Thank you for this opportunity!”

Oleksandra Chekmarova

“I have been collaborating with the charitable organization UA Mental Help as a psychologist since March 2023. During this time, I have had the opportunity to take part in various projects dedicated to supporting the mental health of Ukrainians during the difficult period of war.

UA Mental Help is a team of highly professional specialists united by a common mission: to make psychological assistance accessible, high-quality, and free of stigma for those in need.

The foundation actively provides free consultations, manages support hotlines, conducts webinars, and runs psychoeducational programs for diverse population groups. For me, this collaboration has been a deeply valuable professional experience. I would particularly like to highlight the high level of operational organization, clear project coordination, and the exceptionally supportive atmosphere within the team. The terms of collaboration are comfortable and professional, allowing specialists to focus entirely on what matters most - delivering quality assistance to people.

The foundation's team is open, responsible, and genuinely dedicated to its mission. ***You feel true partnership, mutual respect, and a shared commitment to helping people*** *restore their psychological resilience and inner resources. I am grateful to UA Mental Help for their trust, the opportunity to be part of vital social initiatives, and the atmosphere of professional support.*

I am convinced that the organization's work is of immense importance for fostering a culture of mental health care in Ukraine.”

Oksana Nekypila



Plans for 2026

In 2026, UA Mental Help initiates the first stage of implementing its long-term **Strategy 2030**, focusing on transitioning toward a more systemic, scalable, and sustainable model of mental health support.

The key directions for development include enhancing service accessibility through a blend of online and offline formats, expanding partnerships at both national and regional levels, and advancing digital solutions to ensure continuous access to assistance.

The organization also plans to **strengthen integration with the state mental health system**, develop psychoeducational initiatives, and foster an open societal attitude toward mental health. An important area of focus will be expanding analytical capacity, including systematic data collection and program impact evaluation.

At the same time, UA Mental Help will continue to reinforce its institutional capacity, develop its team, and refine internal management processes, establishing a solid foundation for the further scaling of its activities.

Overall, 2026 serves as a foundational stage for laying a systemic framework for the organization's sustainable growth and increasing its impact on mental health in Ukraine.



Our Partners

We are sincerely grateful to all our partners for their trust, support, and collaboration in 2025. It is precisely thanks to this cooperation that we were able to expand access to psychological support, implement vital initiatives, and assist thousands of people during difficult periods of their lives.

We deeply value your engagement, expertise, and shared commitment to fostering a culture of mental health in Ukraine. Together, we are creating systemic change and making support more accessible to those who need it most.

INSTITUTIONAL DONORS:

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Robert Bosch Stiftung

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MAYBELLINE NEW YORK

BRAVE TOGETHER

PRIVATE DONORS:

We are sincerely grateful to all private donors for your support and caring attitude. Your contribution helps us provide timely psychological assistance and support those who need it most. Every donation is an important step toward strengthening the mental health of society.

Our Team

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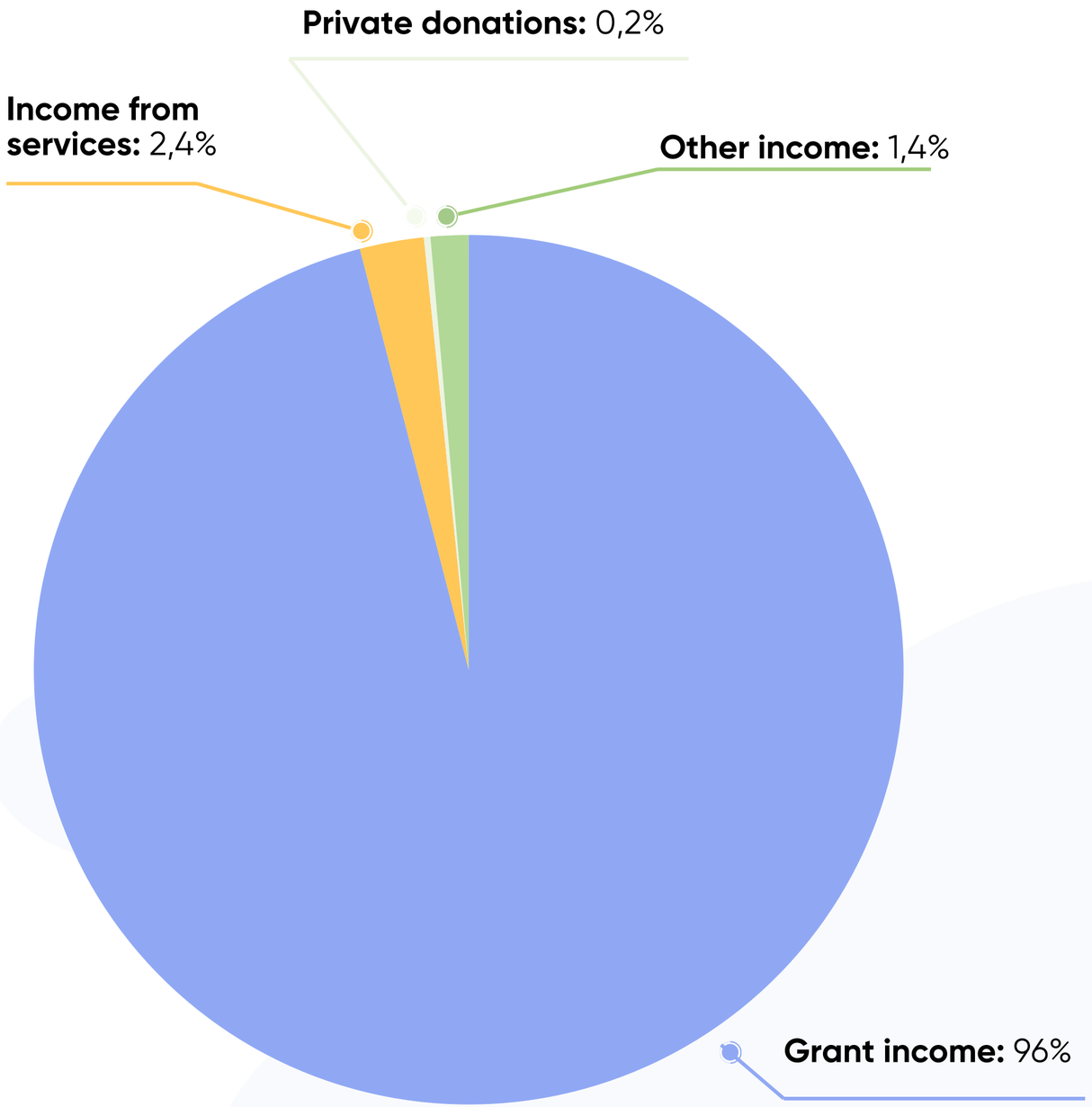
Iryna Kovtun
Hotline Coordinator

Olena Kovalchuk
Hotline Coordinator

Results Report

Income

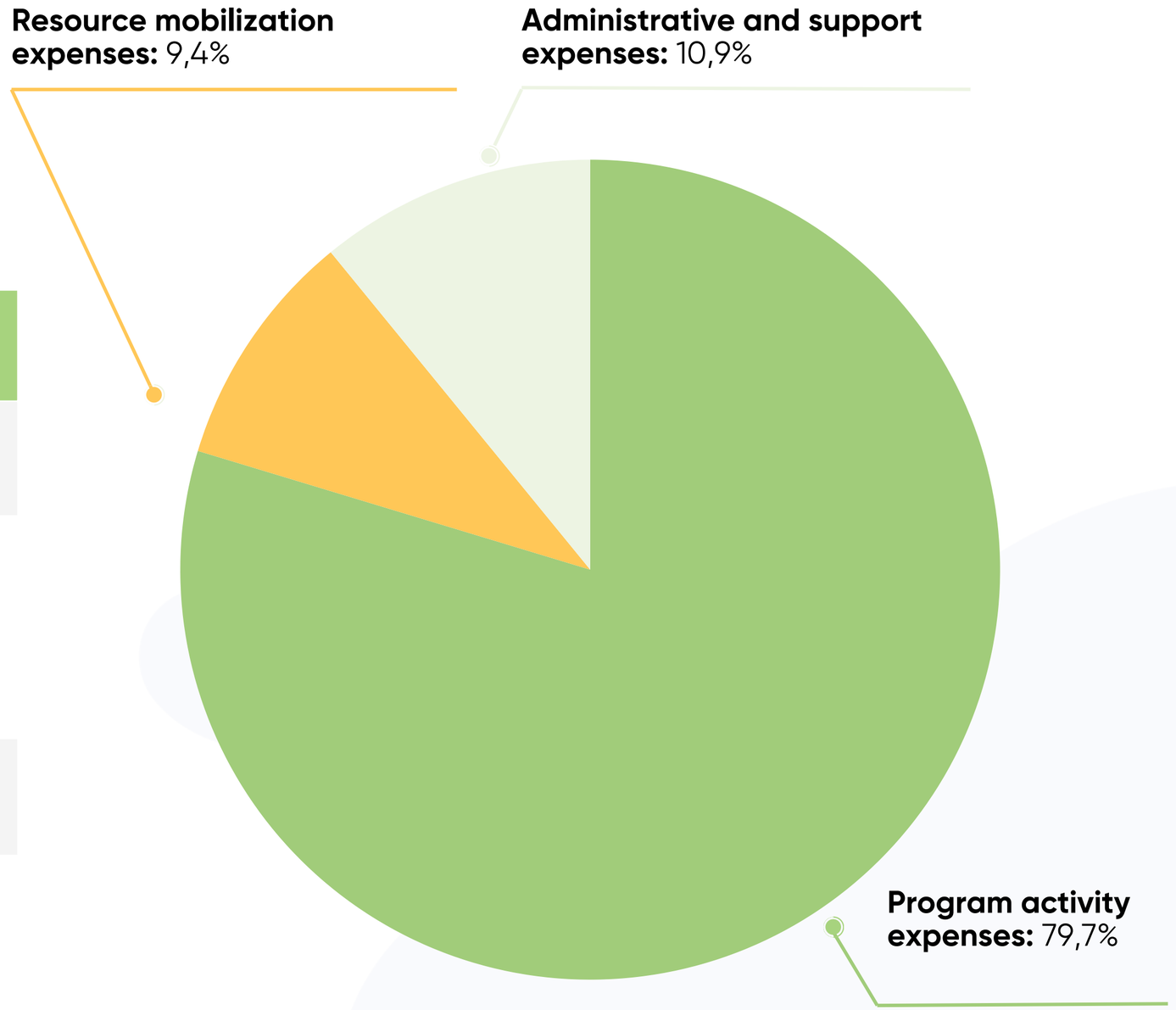
Income breakdown:	
Grant income	17 124 071
Income from services	424 700
Private donations	43 130
Other income	250 764
Total income	**17 842 665**



Results Report

Expenses

Expenses	
Program activity expenses	18 776 607
Resource mobilization expenses	2 218 868
Administrative and support expenses	2 570 300
Total expenses	**23 565 775**



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