www.uamentalhelp.org





Annual Report 2024

UA Mental Help

ABOUT UA MENTAL HELP

UA Mental Help was established in 2022 to protect and improve the mental health of Ukrainians, in particular in response to the devastating consequences of the war in Ukraine.

Initially, we began as a volunteer community that provided psychological support to Ukrainians.

> **Thanks to the support of partners, we expanded our projects and officially became a charitable institution.**

→ Our mission is:

to make psychological assistance accessible.

→ Our vision:

Ukraine is a country where mental health is a fundamental part of well-being

→ Our role:

our role is not about completing projects and tasks in order to tick the boxes. We believe that people, in a state of resource and well-being, will be able to change the world for the better. And this is our role – to change the world for the better through care.

1 Empathy

We understand that each person has a unique experience and deserves understanding and compassion. We respect each person's unique path to healing. We provide care and support along the way.

2 Professionalism

We strive to provide a high-quality and customer-oriented comprehensive approach to the provision of services. Not only for beneficiaries, but also for employees, innovation, training for specialists, work ethics, work efficiency.

3 Transparency

We are open and accountable at all levels and with all stakeholders. Transparency in all processes of the organization. Transparency as a prerequisite for building trust.

4 Human-centered

When a person is at the heart of any work, when not a person works for the system, but the system for the person; caring for relationships, mutual respect; a global basic approach around which we are built.

5 Accessibility of psychological support

We believe that psychological support should be available to all Ukrainians, regardless of their social status, financial opportunities, or place of residence. We strive to provide affordable and inclusive services so that no one is left behind.

6 Taking care of relationships

Respect, professionalism, decency, support. We care about each other. We help each other grow. We are one team, wherever we are. The importance of highlighting trust in each other as a value, a team is a value, and an interaction between people. The importance of highlighting trust in each other as a value, a team is a value, and an interaction between people

7 Growth

We put growth at the heart of everything we do: continuous professional and personal development helps us ensure the growth and success of our beneficiaries, customers, partners, and employees. Be able to identify their areas for growth and improve them through training, both within and outside the organization.

In the three years since UA Mental Help was founded, we have provided critical mental health support to more than 14,000 people, providing more than 24,000 free psychological consultations and more than 15,000 online chat sessions, offering emergency care.

Our team of 80+ qualified professionals, including psychologists, psychotherapists and psychiatrists, addresses a range of mental health issues such as depression, eating disorders, insomnia, and trauma.

4+ years – UA Mental Help has been working	**15 000+** chat sessions of online support	**14 000+** people received mental health support
80+ certified specialists in the team	**15 000+** free psychological consultations	**5+** therapy directions

Who we support

We focus on vulnerable people, including:

- Internally displaced persons (IDPs) and war-affected persons
- Children and adolescents in need of psychological assistance
- Medical and humanitarian workers, who faced stress and exhaustion
- Survivors of physical and sexual violence
- People with disabilities in need of accessible mental health services
- Families of military defenders
- Unemployed
- Victims of war
- LGBTQIA+ Community

Here's how we support:

- Free psychological support for adults and children
- Psychoeducation and learning through workshops and webinars
- Community-based Support Networks to promote sustainability

We remain committed to expanding access to high-quality mental health care, ensuring that war-affected people receive the care they need to rebuild their lives.



OUR DONORS AND PROJECTS

This year was significant for our Foundation not only because of the variety of projects, but also because of the opportunity to provide substantial assistance to Ukrainians.

We noted numerous achievements and launched new initiatives aimed at supporting different segments of the population through online consultations, trainings, webinars, support and self-help groups, a hotline, a chatbot and psychoeducational videos. Each of these steps is an important contribution to strengthening resilience, healing, and inspiring new achievements.

In **January**, we launched a year-long collaboration with **DanChurchAid (DCA)** aimed at providing psychological and psychiatric care to war-affected communities.

The project focused on vulnerable groups, including IDPs, survivors of gender-based violence, people with disabilities, veterans and their families, and minorities.

Through individual counseling, group support sessions, and self-help initiatives, we created a safe space for healing and development.

Also, the **Brave Together project,** supported by Maybelline New York, has become a beacon of support for Ukrainian youth. This is an international initiative that is active in more than 20 countries around the world and is aimed at ensuring that young people receive quality psychological assistance.

Through Brave Talk training, individual online counseling and support through a chatbot, young people aged 14 to 30, including representatives of vulnerable groups such as the LGBTQIA+ community and people with disabilities, learn to recognize mental health problems and help each other.

To expand the availability of psychoeducational information, our cooperation with **UNDP** (November 2023 – April 2024) was aimed at increasing the psychological resilience of Ukrainians, in particular IDPs, veterans and other vulnerable groups.

The creation and distribution of 16 short psychoeducational videos on social networks and on Intercity helped to convey important information about mental health to thousands of people.

Moreover, at the beginning of the year, thanks to the support of the Americares **Foundation, Inc.**, we also implemented the **Mental Health Support for Ukraine project** (January-May 2024). Its purpose was to improve the emotional state of Ukrainians through individual psychological consultations using the case management method.

During the summer period, we again joined forces with the **Americares Foundation,** Inc.to implement the **Ukraine Mental Health Assistance Program**, which runs from July 1 to October 30, 2024. The initiative provided essential mental health support to men and women between the ages of 18 and 65, children, humanitarian workers, parents and caregivers, and military families. Individual and group counseling helped those affected by ongoing conflicts to find inner stability and emotional balance.

In **July**, thanks to the support of the **Ukrainian National Women's League of America (UNWLA)**, we expanded our psychological care for women affected by gender-based violence, for those forced to leave their homes, as well as for children, adolescents, and health workers. Providing direct psychological and psychiatric support has become a key element in helping to overcome trauma and restore a sense of security.

Since **October**, we have also focused on supporting children from **the Nadiya orphanage**. The program was aimed at strengthening the mental health of children and helping to form trusting relationships with the outside world. Through group sessions for younger children, individual counseling for adolescents, and play-art therapy activities, we created an environment where children could heal and develop.

Looking back at this year, we understand that each initiative – whether it is direct assistance, education, or community support – has left an indelible mark. Together, we strengthen awareness of mental health and make it accessible, ensuring that no one is left alone in their difficulties.

BENEFICIARIES

In 2024, our organization continued to provide comprehensive psychological and psychosocial support to all who need it. We sought to ensure the availability of quality services through various assistance formats, including individual consultations, group support, online resources, and training sessions.

Moreover, thanks to innovative methods of work, we were able to increase the efficiency of our activities, because we sought to create a safe and accessible space for everyone who asked for help, regardless of their social or emotional state.

Thanks to the multicomponent approach, we were able to reach a wide audience, adapting support to the needs of different groups of beneficiaries. Our services were used by people of different ages and social status, among whom women predominated, but men, children, and representatives of other gender identities also received assistance. Particular attention was paid to those in difficult life circumstances and in need of urgent support.

This section of the report presents the main results of our work for the past year and the impact of the assistance provided on the well-being of those who contacted us.

7975
All beneficiaries for 2024

5846
Women 18+

636
Girls

1300
Men 18+

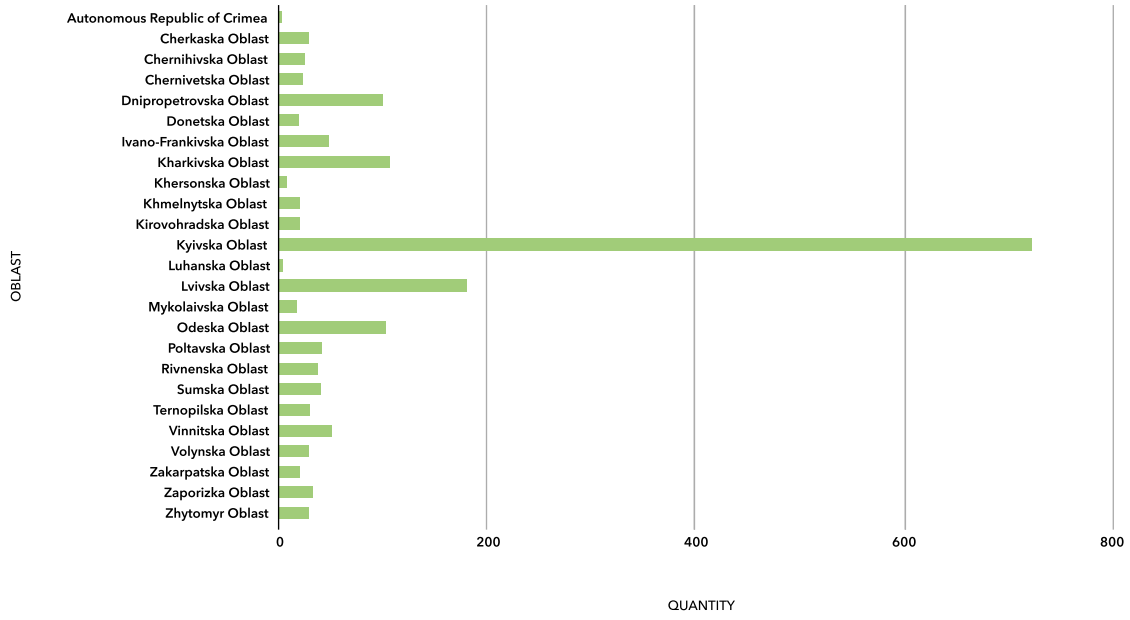
98
Boys

95
Non-binary persons

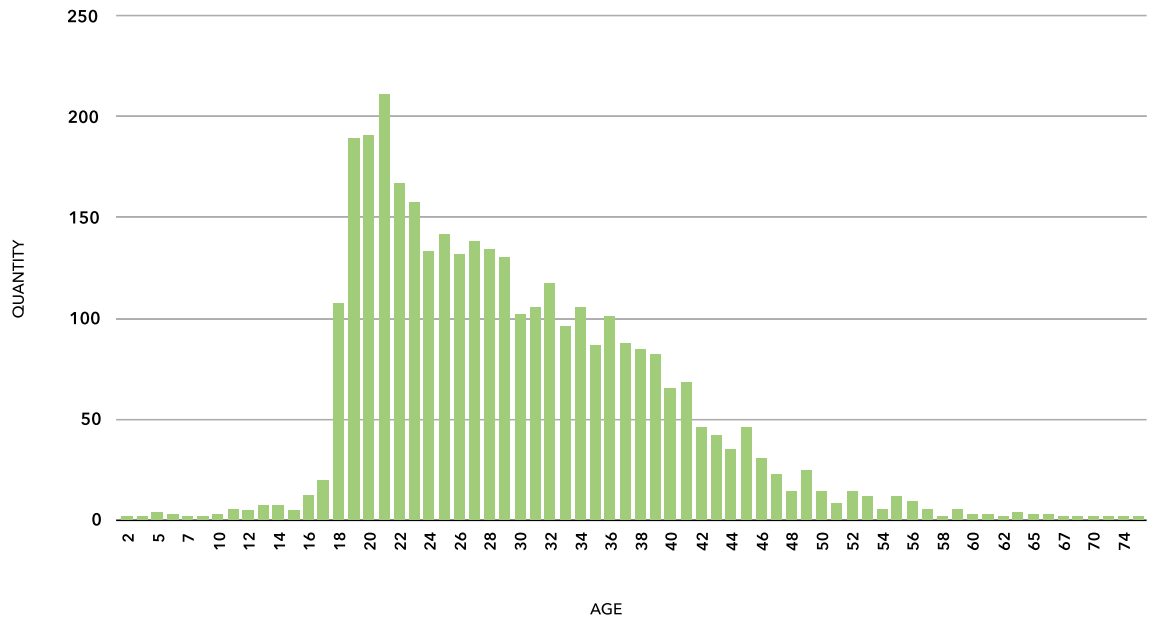
Assistance provided

- **consultation** with a psychotherapist and a psychiatrist, which consisted of 10 sessions
- **support groups,** which consisted of 10 sessions and consisted of up to 10 people, so that everyone feels comfortable and has their own safe place to share their thoughts and experiences
- **group on the course "Self-help+",** which consisted of 5 sessions for up to 30 people, so that people learned how to provide independent support to themselves in times of crisis
- **weekly webinars** on relevant topics
- **chatbot:** everyone had the opportunity to directly write to a psychologist and get a free consultation online. Also, the bot consists of various interactions where beneficiaries could read relevant articles on various topics, get advice or useful exercises, and check their emotional state
- **telephony:** beneficiaries could call the hotline and get free help by phone from our specialists

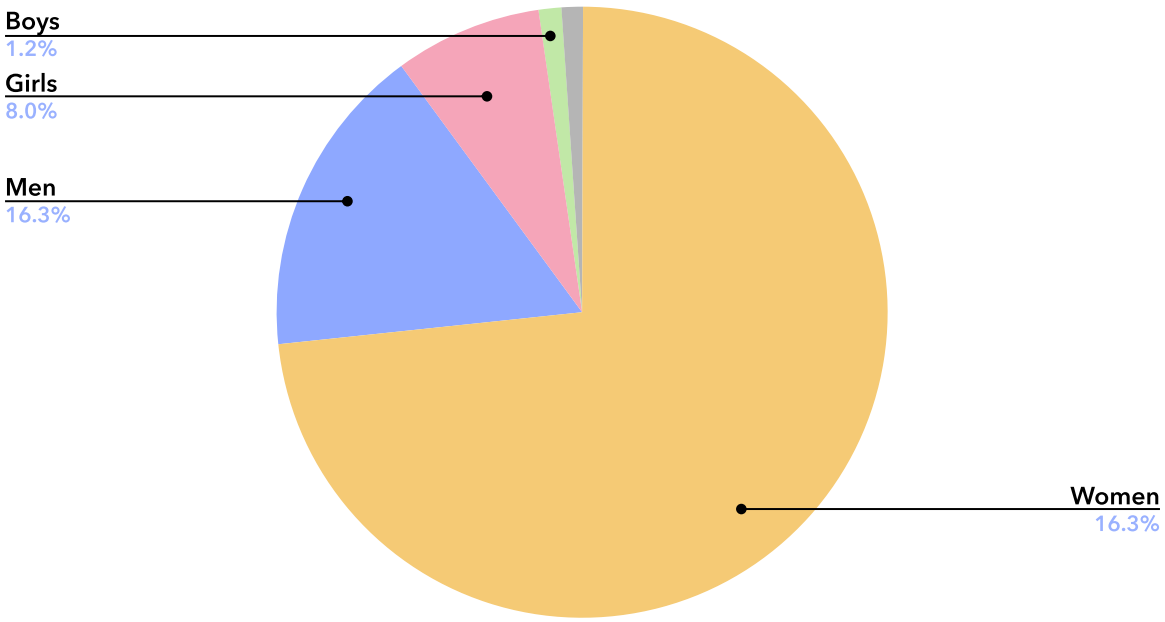
Data distribution by regions of Ukraine



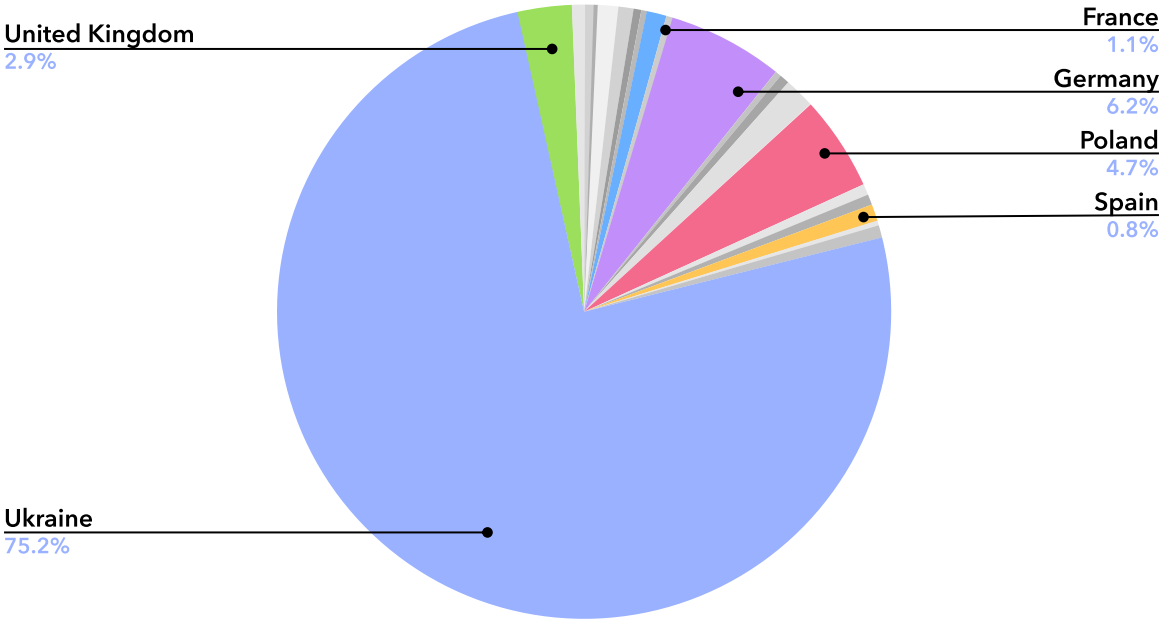
Distribition on data by age groups



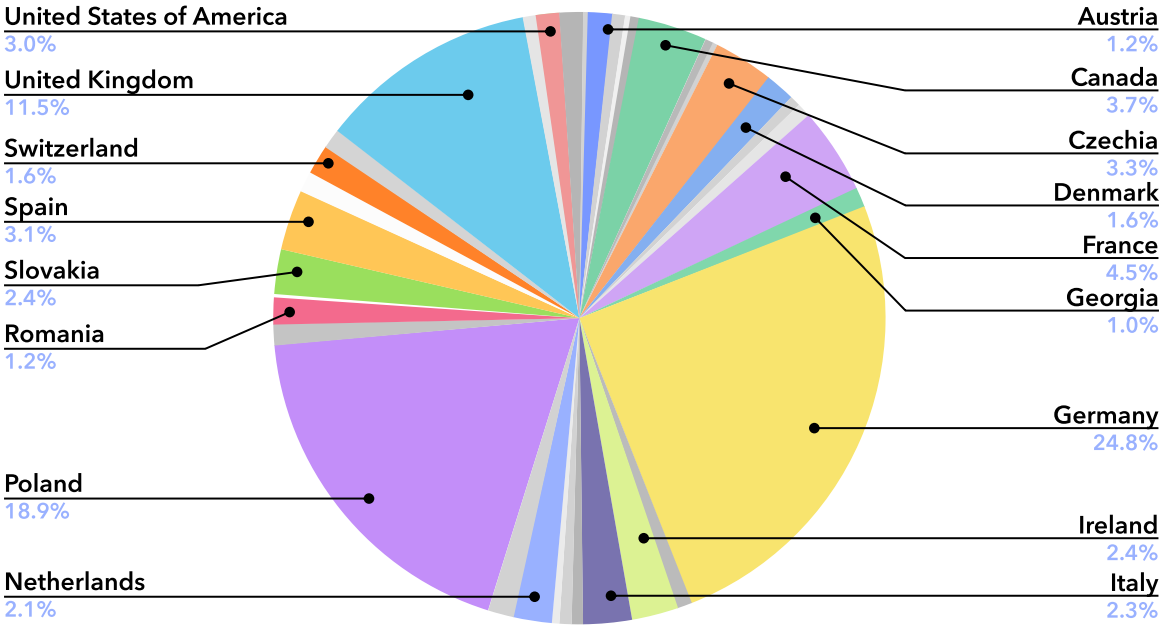
Data distribution by gender



Data breakdown by country



Data breakdown by country



SUPPORT AND DEVELOPMENT OF A TEAM OF SPECIALISTS

In 2024, we actively worked on the professional development of our specialists, providing them with opportunities for training, exchange of experience and supervisory support.

Professional development activities were organized for 100 specialists:

52 intervisions

where specialists were able to discuss complex cases and exchange experiences.

33 supervisions

10 of them with a psychiatrist, which contributed to improving approaches in working with clients.

Training activities for specialists:

A course on the basics of trauma therapy
which helped specialists to work more effectively with people who have experienced traumatic experiences.

Training on resilience development
from the Israeli Trauma Coalition, which provided practical tools for dealing with crisis states.

Training "Psychological Support for Families of Missing Persons"
from the International Association of Psychologists for Work with Grief and Grievous Loss NGO.

Offline trainings
"Psychosocial support of patients during drug treatment", aimed at improving interaction with people undergoing treatment; **"Suicidality and self-harm: determining the risk and managing the patient"**, which increased the level of competence of specialists in dealing with crisis conditions.

These activities have helped the team to improve their skills, strengthen the professional environment, and provide better assistance to our beneficiaries.

REQUESTS WITH WHICH UAMH WORKED

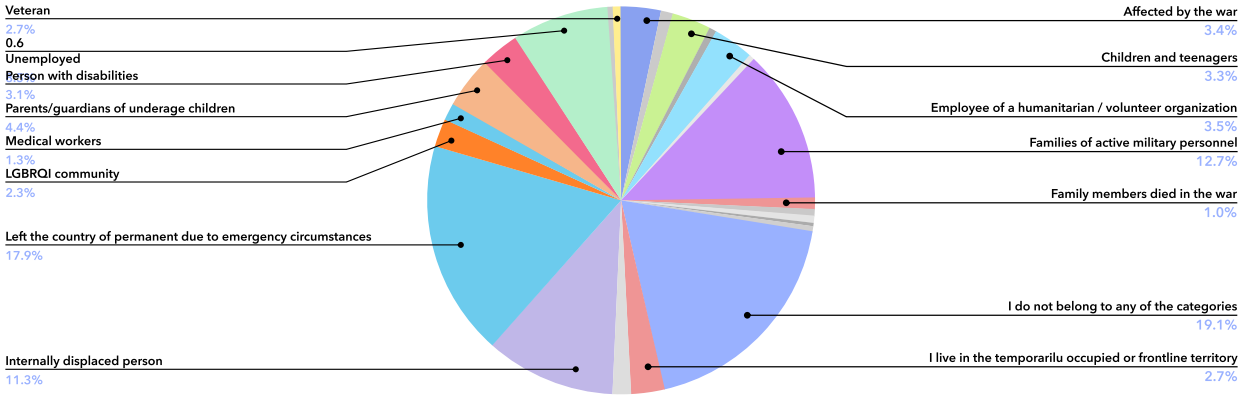
Understanding the vulnerability categories and underlying psychological symptoms of our beneficiaries is key to providing quality and effective support. In the process, we analyzed the social factors that affect the emotional state of people, as well as the main difficulties they face.

This data allows us not only to better adapt current assistance programs, but also to develop new approaches to support focused on the needs of different groups. They also serve as an important tool for evaluating the effectiveness of our methods and finding ways to further improve them.

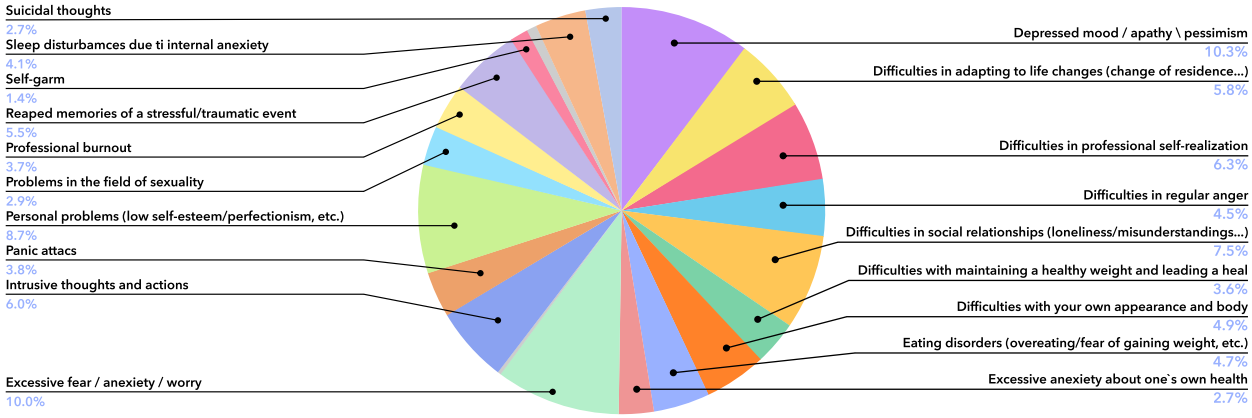
This section provides detailed statistics on vulnerability categories and common symptoms among our beneficiaries. This information will help to better understand the specifics of the requests people make for help, as well as identify trends and challenges that affect their psycho-emotional state.



Distribition of data by vulnerability category



Distribition of data by symptoms



SOCIAL MEDIA

In 2024, SMM and communications played a key role in supporting the mission of our charitable foundation:

1 Raising awareness of mental health

Many Ukrainians still face prejudices about mental health, so thanks to our posts, we tried to reduce this stigma and explain why it is important to seek help, and promote mental health as an important part of overall well-being.

How did we implement this?

⟶ **Psychoeducational content:** posts, videos from our specialists, answers to questions in stories

⟶ **Personal stories** of people who received help and improved their condition.

⟶ **Simple tips** for maintaining mental health.

2 Increase people's awareness of support and counseling programs

People often don't know where to go for help, so we focused on reminding users that we had different projects and types of help they could get:

⟶ **hotline and chatbot**

⟶ **Individual consultations**

⟶ **support and self-help groups**

⟶ **webinars**

3 Interaction with media and celebrities

In 2024, our activities received wide support among well-known bloggers and public figures.

A special achievement was the cooperation with a millionaire **blogger Oleksandra Tarnavska (Sasha BO)**, who initiated fundraising for the provision of psychological assistance. Thanks to her efforts, **UAH 500,000** was collected, which allowed holding **533 consultations** for those who needed them.

We also collaborated with other well-known bloggers who supported our **Brave Together** initiative, including:

Olha Shelby · **Melovin** · **Nazar Grabar** · **Jerry Heil**

In addition to individual partnerships, we had joint information campaigns and posts with various organizations, including:

- "Building Ukraine Together (BUR)" NGO
- Adoption from the front center "Patron Pet Center"
- The project to support the mental health of children "Academy of Care"
- "Come Home" NGO
- Gay Alliance NGO
- IT school "Darwinland"
- "Qiso"
- Neuromed Medical Center
- Sun Clinic Medical Center
- "Self-Help Community" NGO
- UN Office in Ukraine

Загальна статистика за 2024 рік

Facebook





Instagram

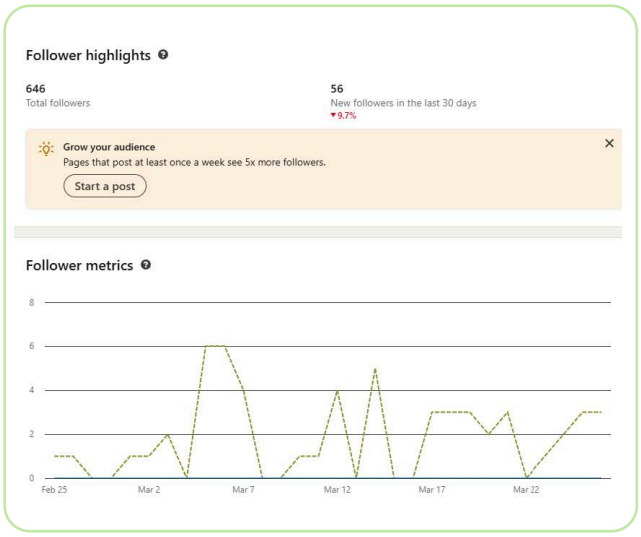


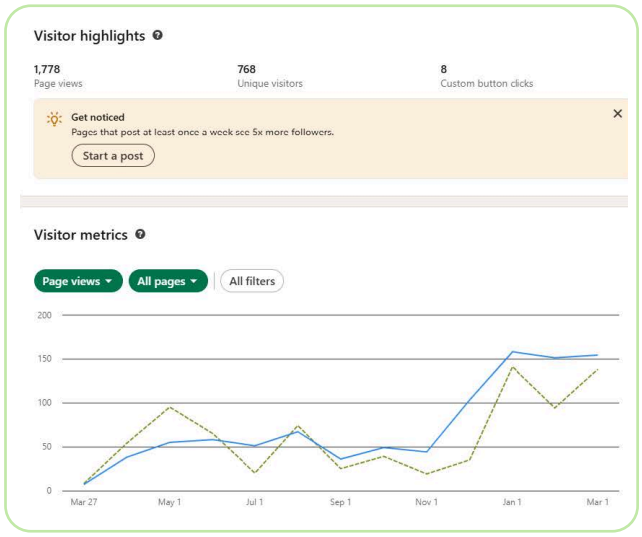


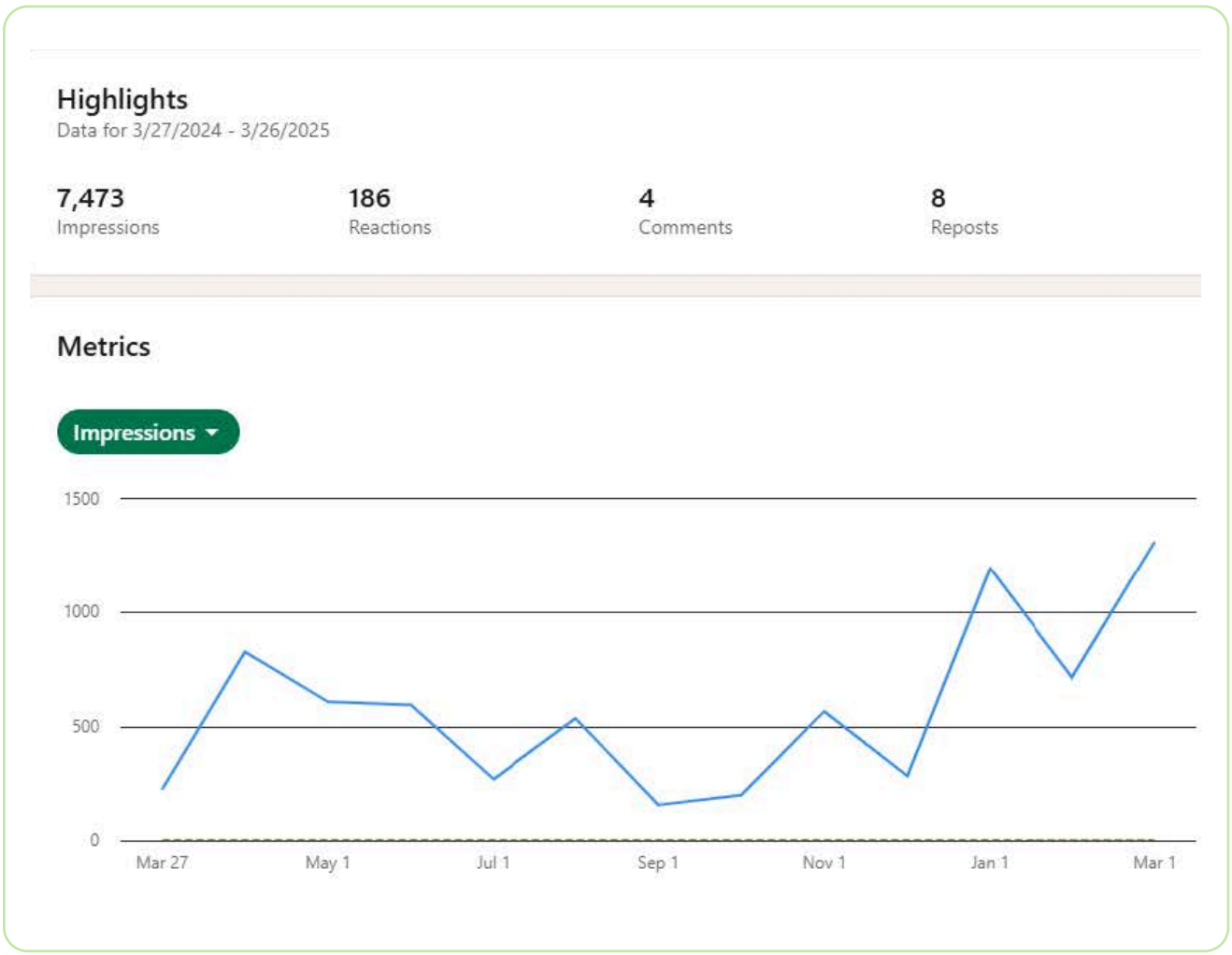
YouTube



LinkedIn


Follower highlights
646
Total followers
56
New followers in the last 30 days
▼9.7%
Grow your audience
Pages that post at least once a week see 5x more followers.
Start a post
Follower metrics
8
6
4
2
0
Feb 25
Mar 2
Mar 7
Mar 12
Mar 17
Mar 22


Visitor highlights
1,778
Page views
768
Unique visitors
8
Custom button clicks
Get noticed
Pages that post at least once a week see 5x more followers.
Start a post
Visitor metrics
Page views
All pages
All filters
200
150
100
50
0
Mar 27
May 1
Jul 1
Sep 1
Nov 1
Jan 1
Mar 1


Highlights
Data for 3/27/2024 - 3/26/2025
7,473
Impressions
186
Reactions
4
Comments
8
Reposts
Metrics
Impressions
1500
1000
500
0
Mar 27
May 1
Jul 1
Sep 1
Nov 1
Jan 1
Mar 1

SUCCESS STORIES AND REVIEWS

Feedback from beneficiaries:

Acknowledgement letter

I want to sincerely thank the UAMH team for the tremendous work you are doing! And, of course, all those involved (psychologists, organizers, sponsors, and everyone else).

For me, this program was like a breath of fresh air! I am now abroad, and I can say that this is not the easiest experience, because I came here to France completely alone, and now I am also changing my job (that is, today I am unemployed). For me, this course of therapy was the most valuable support in this difficult time.

I can write a lot, but I just want to say thank you!

Best regards, **Yulia**

Dear Foundation team,

From the bottom of my heart, I want to express my gratitude to you for the opportunity to take care of my mental health for free in these difficult times for Ukrainians. Your support is extremely important to me. I actively participate in all the seminars that you organize and feel that they provide me with the necessary emotional and psychological support. I especially want to thank you for the sessions with the therapist, which have become vital for me. Thanks to them, I already see a significant improvement in my condition and my life is gradually stabilizing. Thank you again for your concern in this difficult time. Your work brings invaluable benefits to people who need it.

Best regards, **Yulia Kodolova**

Thank you for the words that were valuable to me. I felt much better. This is exactly what I needed for a long time. So that I am not just listened to, but it is also important to hear words of support. I will definitely recommend you to my family and share my impressions on my blog

Thank you very much for the conversation! I used to think that it was not so significant, but now I understand that it does matter. The right conversation and words. I realized that it is necessary to take a lesson from mistakes, because this cannot be changed, but thanks to this, we will be able to live better here and now, and build a happy future. Thank you very much!

Thank you very much for your help and dedication to the cause that saves the lives and health of people! I very much hope to get rid of my anxiety conditions, and I want to wish your team more peace, health, comprehensive support, and assistance so that the project always flourishes!

This was my first experience with a psychologist. I really liked it, and we were able to understand one of the ways how, in my case, to deal with stress due to perfectionism. I'm grateful I found you. I'll definitely be back.

Stories of beneficiaries

Beneficiary of the Foundation, 22 years old

Internally displaced person. She grew up in a large family with dysfunctional parents who abused alcohol and drugs. Her childhood was spent in a destructive environment, which significantly influenced her perception of the world and the level of trust in the environment.

A history of two cases of sexual violence, one of which was committed by a relative. At the beginning of therapy, the client was in a relationship with a significantly older man and worked in a job that she did not choose on her own and did not feel interested in. She was withdrawn, spoke little, and showed emotional restraint.

During the therapeutic work, it was possible to establish trusting contact and gradually expand her ability to express herself. She became more open, more self-confident. However, when her level of independence increased, her partner broke their relationship. This was a serious blow to her, causing a sense of hopelessness and fear for the future. In search of a way out of the situation, she decided to go abroad, selecting Germany.

Situations of this level of complexity require considerable effort, patience, faith, and systematic therapeutic work. An important factor in this case was to maintain confidential contact and support the client in the process of her adaptation to new living conditions.

Beneficiary of the Foundation, 24 years old

She turned to therapy because of self-doubt, destructive thoughts, and self-critical biases. Feeling useless and helpless. Inability to build close interpersonal relationships due to feelings of guilt of a neurotic nature.

There was bullying at school. She grew up in an emotionally dysfunctional family. Grandma drank a lot of alcohol – she saw her fall out the window; her father could be absent from home for months. There were scandals, conflicts, moral and physical violence against the mother (in her presence). Increased emotional sensitivity, the body's response to challenges by stomach pain. She wakes up tired, exhausted, because she falls asleep late. During the shelling, she cannot sleep for several days because of fear and anxiety.

At the time of 10 consultations, she was able to change and develop herself: she found a new high-paying job according to her interests and education (animator). She lives separately from her parents. She started dating a guy.

Feedback from psychologists:

"I have been working with UAMH for almost a year, and it is extremely valuable for me to be part of a team that cherishes resilience in these difficult times. We provide support, resources and very often help our beneficiaries to restore the meaning of life. This is important because many people suffered from the war, had losses or were forced to leave their homes and build a life from scratch. That is why the opportunity to seek help today is extremely necessary.

I'm sincerely glad and grateful that I can be a part of this support. I feel comfortable working in our team thanks to excellent coordinators who are always in touch and resolve issues quickly and clearly. Special thanks to the technical department for convenient work with the platform, as well as for supervision, especially supervision with a psychiatrist. After all, beneficiaries come to us in completely different states, with different diagnoses and life circumstances, and supervision helps me not only to work qualitatively, but also to distance myself from the emotional burden in order to provide professional assistance. They also prevent burnout, which is extremely important to me.

I thank all who are related to our work: donors and the team. Such projects are really of great importance!"

Iryna Ilyinova
psychotherapist at UAMH

I am sincerely grateful that, despite all the difficulties that every Ukrainian and every specialist in Ukraine now faces – constant shelling, air raids, power outages – we have a fantastic opportunity to support Ukrainian families, especially those in difficult life circumstances.

My beneficiaries are parents and their children, and I am immensely grateful to the donors for helping us to continue to provide them with the necessary assistance. Many families were forced to leave their homes, many children are currently unable to live with their father and feel full family support. Today, Ukrainians need our qualified assistance more than ever.

It is thanks to the existence of such platforms that we can support children and their parents, providing them with the necessary resources, helping them adapt to the difficult conditions in which they find themselves.

Anna Lushchyk
child psychologist at UAMH

"During the implementation of projects during the year, we faced a number of external challenges that could undoubtedly affect their implementation. These were mass missile attacks, blackouts, as well as situations where consultations had to be held during explosions. However, all this in no way prevented us from achieving an excellent result. We nurtured our inner resilience, strengthened our own supports, and I, in turn, shared this with our beneficiaries, helping them overcome the challenges that war brings.

I am sincerely grateful to our donors for their support, common goal and achieved results. Thank you for the fact that we, specialists, have the opportunity to develop and work even in wartime, and our beneficiaries – to receive the necessary resources, not to give up and move forward!"

Yevheniia Boichenko
psychologist at UAMH

PHOTOS FROM EVENTS AND TRAININGS



Training "Building Organizational Capacity of Americares Partners in Ukraine" from Divchata NGO



Trainings in Uzhhorod **for the administrative team and Foundation specialists**



Project in **the Nadiya orphanage**







Heap Up Training with L'Oréal





Values in Measurement: Introduction to Effective Monitoring and Evaluation in MHPSS Training



Crisis Leadership Program Training from the Centre for Humanitarian Leadership





Problem Management + Training



Domestic Violence is Not a Private Affair Training

Meeting with **Markus Lux**, Vice President for Global Affairs at **Robert Bosch Stiftung**







Conference **“The Challenges of War: Psychological Support for LGBTQ+ Communities”**

CHALLENGES AND PLANS FOR 2025

In 2024, our organization faced a number of challenges that significantly affect the field of mental health in Ukraine:

The growing demand for psychological assistance. Due to the war, social instability and economic difficulties, more and more Ukrainians need psychological support. According to WHO, more than 10 million people in Ukraine may need mental health care.

Sudden and **global changes in the humanitarian sphere.** Ongoing changes in humanitarian assistance, funding, and international support can affect the sustainability of our programs.

World news and their impact on the psycho-emotional state of the population. Information flows related to war, crises, and catastrophes create an additional burden on the psychological state of Ukrainians.

Financial Sustainability. Effective use of the budget remains a key task, because we strive to reach as many people as possible, providing quality service

1

OUR TEAM



Olha Yudina
Founder of **UA Mental Help Foundation**

MHPSS and Programs Department:

- **Anna Vashchuk**
  Head of Mental Health Programs
- **Tetiana Samoilichenko**
  MHPSS Manager
- **Iryna Pikhovych**
  Specialist in Monitoring, Evaluation, Accountability, and Learning
- **Tetiana Filina**
  Program Specialist
- **Sofiia Dorofeeva**
  Project Specialist
- **Anastasiia Prytula**
  MHPSS Coordinator

Operations Department:

- **Tetiana Nahorna**
  Operations Manager
- **Anastasiia Muraviova**
  HR Specialist
- **Nataliia Yablonska**
  Financial Specialist
- **Yuliia Lypka**
  Accountant
- **Grygorii Synieok**
  Platform Specialist

Partnerships and Development Department:

- **Tetiana Struk**
  Head of Partnerships and Development
- **Kateryna Chalenko**
  Partnerships and Development Specialist
- **Hanna Radchenko**
  Grants Specialist

Hotline Department:

- **Varvara Vikarii**
  Hotline Manager
- **Inna Herasymenko**
  Hotline Coordinator
- **Iryna Kovtun**
  Hotline Coordinator
- **Olena Kovalchuk**
  Hotline Coordinator



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THANK YOU FOR YOUR ATTENTION!