



Stichting Lifeline Ukraine

Humanitaire hulp Oekraïne

Tweede Kamer Commissie: Buitenlandse handel en ontwikkelingshulp

Humanitarian aid and projects delivered in the field in Ukraine since 04-03-2022

Jeroen Ketting
11-9-2024

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About Lifeline Ukraine

LifeLine Ukraine (LLU) provides demand-driven material humanitarian aid to those Ukrainians who do not receive large scale support in the Ukrainian regions that border with Belarus, Russia, or the frontline.

Since the 4th of March 2022 till today, 11 million euros worth of aid has been delivered and projects have been implemented.

Our focus

LLU identifies, funds, and implements impactful humanitarian projects for:

1. Mobile care solutions
2. Healthcare infrastructure repairs
3. Support for rural border and frontline communities
4. Support for IDP hostels
5. Donor and recipient-driven humanitarian supplies

Way of working

LLU is an ANBI Foundation with no overhead cost in The Netherlands. LLU also has an Ukrainian Charity Foundation, headed by Ukrainian national, Olga Krasko, with presence in Kyiv, Chernihiv, Sumy, Kharkiv, Zaporizhya, Kherson and Mykolaiv with a team of 3 staff and 7 Ukrainian professionals that implement the humanitarian projects in the field.

Core principles

1. Work demand/need-driven. This means that we first determine in Ukraine what the need is, where it is, and how we can get there with our help.
2. Focus on those areas where large-scale aid does not come (the rural areas of the Oblasts of Chernihiv, Sumy, Kharkiv, Zaporizhya, Kherson, and Mykolaiv that are within 50 km from the border with Russia or the frontline).
1. Deliver aid through our own end-to-end controlled supply chain. We arrange the transport ourselves and control the distribution from the origin to the final recipient of the aid.
2. Implement humanitarian projects with our own tried and tested Ukrainian team that was founded in the early days of the full-scale war in 2022.
3. Secure compliance and control of our projects and aid deliveries ourselves, in the field. We document our aid distribution and humanitarian aid projects, with photos video and receipts.
4. Personally know and vetted all our Ukrainian partners.
5. Spend substantial time in the field in Ukraine. The founder has spent over 12 months in our areas of operation during the full scale war.
6. We will work in Ukrainian as long as Ukraine has a red-travel advice.
7. We make sure that every cent of the donations of our donors ends up in concrete humanitarian projects in the field in Ukraine. This is because
 - a. We work on a pro-bono basis in The Netherlands.
 - b. We financially sustain our Ukrainian operation by helping Dutch companies and Dutch Government and Non-Government Organizations with the implementation of commercial projects in the field in Ukraine.

- c. We call this “Wartime Business Recovery Support” (BRS). BRS Services that LLU provides in Ukraine include:
- i. Practical field research
 - ii. Individual matchmaking
 - iii. Trade missions
 - iv. Background check and context information UA
 - v. Handholding support

Team

Founders

- Jeroen Ketting (NL)
- Olga Krasko (UA)

Advisory Board

- Dagmar van Ravenswaay Claasen
- Jasper van Mens

Executive Board

- Wouter Hollander
- Sylvia van den Brink
- Patricia Vogels
- Jeroen Ketting

General manager Kyiv

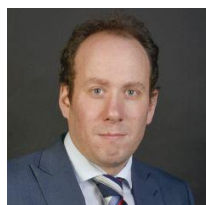
- Wouter Hollander

Project manager Kyiv

- Alexander Ryabokon

Volunteers

- Frank Klaassen
 - Ronald Kok
- Jürgen Sanders



Founder's story

- Jeroen Ketting has been living and working in Russia since 1994.
- Together with his wife and business partner Svetlana, they are the founders and owners of The Lighthouse Group (website non-active since the outbreak of the full-scale war against Ukraine) – a group of companies that was active in Russia, Ukraine, Kazakhstan in capital equipment distribution, operational management services, and corporate trainings.
- At the start of the full-scale war of Russia against Ukraine, Jeroen and Svetlana made the decision to discontinue the Russian businesses, to start providing humanitarian aid to Eastern Ukraine, and move back to The Netherlands.
- www.lifeline-ukraine.org was established on the 4th of March 2022 and became one of the largest Dutch private humanitarian initiatives focused on helping Ukraine (over 8 million Euro in aid delivered).
- Jeroen and Svetlana are now back in The Netherlands where they are making a new start after having had to leave their private and business assets behind in Russia.

How do our donors help?

Funding

- Financial donations are much needed.
- The LifeLine Ukraine Foundation is financially healthy, thanks to constant significant financial donations. In order to continue to fulfil our mission, we require financial support.
- Larger financial donations are regularly earmarked in consultation with the donors.

Networking

- Networking is very effective and valuable.
- For every 1 euro donated, LifeLine Ukraine receives 5 euro worth in corporate in-kind donations, such as: new clothes, new mattresses, building materials, generators, long shelf-life foodstuffs, hygienic products, and so on.
Your contacts with potential corporate donors are of crucial importance.
- LifeLine Ukraine is supported by a relatively small, high-quality network of engaged private and corporate donors and volunteers. You can help us by raising awareness about our unique organization inside your network and help us build the LifeLine community.
- Fundraising speeches are regularly organized at the initiative of donors and given by Jeroen Ketting – the founder of LifeLine Ukraine.

Donations

For donations by bank transfer

- BIC-code/swift: RABONL2U
- IBAN: NL11 RABO 0131 7892 95
- Stichting LifeLine Ukraine

Legal and financial details

- Stichting (foundation) LifeLine Ukraine has an ANBI status. An ANBI is a church, religious, charitable, cultural, scientific or other institution that serves the general interest of society. An ANBI does not have to pay any inheritance or gift tax on the income it receives through gifts or legacies.
- Company Register Number (KVK): 858 69562
- RSIN: 863775962

Address: Uiterweg 377 ws2, 1431AL Aalsmeer

Links with useful information

- [Lifeline Ukraine website](#)
- www.wintrade.org.ua
- [LifelineLifeline Ukraine LinkedIn](#)
- [Jeroen Ketting LinkedIn](#)
- [Lifeline Ukraine promo video April 2024](#)
- [Lifeline Ukraine Transport, April 2023](#)
- [Jeroen Ketting at the Friday Move, April 2023](#)
- [Jeroen Ketting Matterhorn, October 2022](#)
- [Impression of how our aid is distributed in Eastern Ukraine, 2023](#)
- [Jeroen Ketting, BNR de Wereld, January 2023](#)
- [Jeroen Ketting NPO Radio 1 Je geld of je leven, December 2022](#)
- [Jeroen Ketting, MT Sprout, December 2022](#)
- [Jeroen Ketting, 'Gebrek aan capaciteit nekt onze ambities bij wederopbouw Oekraïne', BNR, March 2024](#)
- [BNR Perestrojkast, Lifeline Ukraine in Zaporizhzhia, July 2024](#)
- [BNR, Lifeline Ukraine, Episode 1, Koblevo, July 2024](#)
- [BNR, Lifeline Ukraine, Episode 2, Kherson & mobile health, July 2024](#)
- [BNR, Lifeline Ukraine, Episode 3, Kherson hospitals, July 2024](#)
- [BNR, Lifeline Ukraine, Episode 4, Sumy, July 2024](#)
- [BNR, Lifeline Ukraine, Episode 5, Chernihiv, July 2024](#)
- [BNR De Wereld with Bernard Hammelburg & Jeroen Ketting, August 2024](#)

Contact details

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Results since the 4th of March 2022

In total 11.000.000 euro in aid has been delivered

Humanitarian aid

- **86 Euro liner trucks** (2838 euro pallets) with humanitarian aid delivered to Eastern Ukraine (Oblasts of Chernihiv, Sumy, Kharkiv, Zaporizhya, Kherson, Mykolaiv)
- **2 IDP** (Internally Displaced Person) **hostels** (**400** persons, **340** beds) supported with food, furniture, and covering of operational expenses for meals, electricity, heat, internet, etc.
- **6 NGOs** supported with funding and humanitarian supplies.
- **4 hospitals** supported with medicines, medical consumables, and medical equipment.
- **60 generators** in operation in Ukraine.
- **1300 wood-stoves and wood-boilers** ordered from Ukrainian producers and installed in Ukrainian homes and shelters
- An **established distribution network of 25 local Ukrainian partners** in **22 cities** and towns.
- Support of Sumy Rescue State rescue service with **firefighting suits** and **stoves**.
- Support of Sumy Rescue State rescue service with **evacuation van** and **rescue suits**.
- **2 social care vans** provided to Yunakivka and Voroshba (Sumy Oblast) which are now used as evacuation vans.
- **1 evacuation van** provided to “our” IDP hostel in Zaporizhzhia.

Municipal infrastructure support

- **4 drinking water wells** in Chernihiv oblast providing clean drinking water for more than 3500 people.
- **6 rapid needs assessments of water supply and sanitation organizations (Vodokanals)** completed
- **Critical Infrastructure Rapid Needs Assessment Tool (CIRNAT) MVP** for International Financial Institutions and Drinking water and sewage sanitation companies developed.
- **1 excavator** delivered to Snihurivka to restore drinking water supply for 3000 villages.

Healthcare support

- **2 mobile dental clinics** in operation in Kherson and Mykolaiv in cooperation with Dental Health International Netherlands.

(Female) entrepreneurship

- **16 Ukrainian women- and family-owned businesses** supported with microloans, equipment grants, EU-export support, and business mentorships. 7 women owned businesses started exporting to The Netherlands. 80 jobs secured.
- A **web platform** for matching Ukrainian and Dutch women- and family-owned businesses launched. www.wintrade.org.ua.
- 500 Christmas Gift Baskets with Ukrainian products sold in The Netherlands.

Reconstruction of buildings

- Complete **renovation of X-Ray room** in maternity ward in Kherson City.
- **1 hospital roof repaired** (in cooperation with Open Door Ukraine).
- **7 Shelters** (points of unbreakability, bomb shelters, and an emergency administration point in operation in the city of Kherson).

Energy

- **1 energy efficient reconstruction** of the kitchen block of the Chernihiv Oblast Children's Hospital.
- **200 solar panels installed on oncology hospital in Mykolaiv**, including energy storage, to better withstand power outages.
- **1 large generator** provided to Kherson Maternity ward providing electricity to the surgery rooms

Veteran support

- **16 veterans** who successfully received their IT Software Tester certificate and 4 veterans who started home-based jobs.
- **1 rehabilitation gym** for veterans in operation in the Kyiv Military Hub.
- **1 boxing gym** for veterans in operation in the Kyiv Military Hub

General

- **Connecting Ukrainian and Dutch experts** in the fields of Healthcare, Municipal Infrastructure, Reconstruction and business.
- **1 LifeLine Ukrainian-Dutch Economic and Humanitarian Forum** held at the Heineken experience in Amsterdam.
- **Data driven interactive impact dashboard** of Lifeline's past, current and future projects.
- **Project Implementation Unit in Kyiv** with own office, means of transport, 2 Ukrainian and 1 Dutch – English speaking – FTEs - powered by Monday.com.
- **Wartime Business Recovery Support** team and Office in Kyiv.

Projects planned for Okt-2024 and 2025

- **Repair 2 kilometers of damaged water pipes** to provide constant supply of clean drinking water to 3500 people of Snihurivka, Mykolaiv Oblast.
- **1 mobile medical crew** in operation in Mykolaiv Oblast.
- **2 temporary Housing Solutions** for temporary shelter for families whose houses are destroyed in Krasnopilya (Sumy Oblast).
- **1 rebuild of the medical administration point** (FAP and TSNAP) in Kizomys, Kherson Oblast (when it is safe).
- **10 Euroliner trucks** with humanitarian aid delivered to Eastern Ukraine (Oblasts of Chernihiv, Sumy, Kharkiv, Zaporizhya, Kherson, Mykolaiv).
- **1 business pitching competition** for Ukrainian women-and family-owned businesses.
- **Continued support to 6 hospitals** with medicines, medical consumables, medical equipment, and clothing for treated veterans.
- **30 generators** in operation in Ukraine.
- **Continued support of 2 IDP hostels** (400persons) with food, furniture, and covering of operational expenses for meals, electricity, heat, internet, etc.
- **Continued support of Ukrainian NGOs** with funding and humanitarian supplies.
- **Wines of Ukrainian producers sold** in Netherlands to fundraise and stimulate Ukrainian economy.
- **Continue building unbreakable bridges NL-UA.**
- **1 LifeLine Ukrainian-Dutch Economic and Humanitarian Forum** held.

Observations from the field

1. Major observations from the field in Ukraine:
 - a. Resilience of the population
 - b. Nation building
 - c. Ukrainian language
 - d. Now is the chance to change everything and come out stronger
 - e. But, many severe challenges
2. Ukrainian Population
 - a. People are tired but still around 50% of the population believes in a victory.
 - i. There is a widespread fear for a prolonged frozen / simmering conflict.
 - b. War fatigue
 - i. There is not a day without attacks
 - ii. People are now euphoric about the Ukrainian incursion in Russia but there is a fear of the counter attacks by the Russians.
 - iii. People are tired
 1. Widespread trauma
 2. Exhaustion
 3. Insecurity
 4. No perspective
 5. Fear of the winter
 6. No idea where it will go
 - c. Ukrainian mood for post-war or post-victory is somewhat pessimistic –
 - i. a destroyed country and economy
 - ii. poverty
 - iii. the largest outflow of Ukrainians in the entire history
 - iv. psychological trauma of people who defended Ukraine with weapons in their hands, as well as the civilian population.
 - d. Population is dispersed over the country and outside of the country. The IDP (Internally Displaced Persons) problems are impacting the economy, society and social infrastructure and cohesion.
3. Economic impact
 - a. Brain drain inside the country – from East to West
 - b. Brain drain to outside the country – from UA to the EU
 - c. 50% of the state budget depends of foreign aid
 - d. In the beginning of the war logistics was the main problem (how do you get supplies to the war-torn areas). Today, poverty is the main problem (you can buy Moët-Chandon champagne 30 km from the frontline, but people simply have no money to cover their basic needs).
 - e. The amount of remittances coming from abroad to UA has also drastically reduced.

4. Contrast UA – Russian Federation

a. Individual	versus	collective consciousness
b. Low power-distance	versus	high power-distance
c. Open society	versus	closed society
d. Community thinking	versus	clan thinking
e. Developing middle class	versus	disappearing middle class
f. Rebellious character	versus	docile character
g. Resilience	versus	endurance in the face of challenges
h. Humor	versus	depression
i. David	versus	Goliath
j. Pluralistic society	versus	monolithic society
k. Competition in corruption	versus	institutional systemic corruption.

5. Internal Risks inside Ukraine

- a. Fault lines may be exposed after the war
 - i. Pro Ukraine – Pro Russia
 - ii. Military – passive part of the population
 - iii. Military – politicians
 - iv. Military – military
 - v. Veterans – society
 - vi. Active volunteers - passive part of the population
 - vii. Those who stayed - those who left and returned
 - viii. Donetsk/Luhansk – Ukraine
 - ix. Incorruptibles - Corruptibles
- b. Many talk about the "war" after the war
 - i. Along these fault lines
 - ii. Exacerbated by the billions of foreign aid funds
 - iii. And the corruption that has not yet been eradicated

6. Challenges that exist unrelated to the war

- a. Lack of trust in society
- b. Weak judicial sector
- c. Corruption and Impunity of offenders
- d. Weak state finances
- e. Dependence of foreign aid

7. Learnings from two-and-a-half years of humanitarian aid in the field.

- a. How and why to act
 - i. It is better to do something sub-optimal, than to do nothing at all.
 - ii. In case of uncertainty, set a course and move forward.
 - iii. Your values are the driving force behind your motivation, your decisions and your actions.
 - iv. By acting, you take back control and direct your thoughts, minds, and resilience.

- v. Your contribution to the world around you is your sense of purpose.
- b. Important in helping
 - i. Attention to people is at least as important as physical help.
 - ii. Finding a balance between giving and doing.
 - iii. Maintaining the dignity of the recipient of the aid.
 - iv. The quality of thoughts, intentions, actions, means, and results is crucial.
 - v. Help regardless of the outcome in UA. The minimal outcome for ourselves is our own growth and improvement.
- c. How to help responsibly
 - i. Help (and control) from the field. Demand-driven.
 - ii. Working with people in confidence but without naivety.
 - iii. Combining informal and formal reality.
 - iv. Don't idealize.
 - v. Clear agreements, consistent, consistent action.

8. Ukraine

- a. Has, and deserves, a chance for a better future
- b. Should formulate a concrete perspective for the future as a free, dignified and responsible member of the European family.
- c. A perspective that shows Ukraine how to fulfil its potential
- d. And we need to help create the conditions that will allow Ukraine to actually fulfil this its potential

9. Way forward for the Netherlands compared to Ukraine

- a. Feel the real urgency that exists in Ukraine. Too few people in Dutch government institutions understand the urgency in Ukraine. Ukraine is battling for its survival as a country, a nation and a people, and this happens on the border of the EU.
- b. Be ready to sacrifice more resources if needed and make a real commitment for the long-term.
- c. Realize that Ukraine has a chance, deserves a chance, and that it is up to us to offer perspective
- d. Reconstruction must begin now.
- e. Involve and engage – much more actively than we do now.
- f. The basic rules for cooperation must now be established.
- g. Non-political bilateral institutions and cooperation platforms with guaranteed continuity should be created now.
- h. Making connections between Dutch and Ukrainian people, companies, institutions and NGOs.
- i. Joining forces, sharing knowledge, linking networks and connecting people in the Netherlands.
- j. We need to build capacity to deal with Ukraine and cooperate. This capacity needs to be built inside employers organizations, but for sure

within the key Dutch ministries that are dealing with Ukraine and within RVO.

- k. We need to diversify our communication channels with Ukraine.
- l. Go all-in, or stay out.
- m. Go local, don't go native.
- n. Revive successful programmes for Eastern Europe.
 - i. PSO Eastern Europe Cooperation Programme
 - ii. President's Program
 - iii. Nuffic Neso
 - iv. Pum
 - v. PESP
 - vi. Business skills training and exchanges.
 - vii. English language courses.

Photo impressions from the field















