

RINAT AKHMETOV FOUNDATION'S FOOD AID INITIATIVE

SOCIAL VALUE STUDY BRIEF



Rinat Akhmetov
FOUNDATION



In 2014, a conflict came to Donbas. At that time, each of us thought about what to do and how to help the weakest and most vulnerable: pensioners, disabled people, children, and single mothers. In response, I established the Humanitarian Center. Its task is to save lives. To make the assistance that we provide more effective, we have united all those who have a soul, who have a heart, who are not indifferent to these sufferings and to the fate of the civilians of Donbas. We have combined the full potential of SCM's enterprises, FC Shakhtar, and the Foundation. The Foundation's staff and volunteers worked 24 hours a day to help those in need to survive.

Rinat Akhmetov
Founder of The Rinat Akhmetov Foundation

EXECUTIVE SUMMARY

This report shows the impact of Rinat Akhmetov Foundation’s work in Donbas. It shows some of the consequences of the conflict on civilians, and how important the Rinat Akhmetov Foundation’s Food Aid Initiative has been to those affected. It demonstrates the huge social value that has been created by everyone who has contributed: the Foundation, our staff, volunteers, and partner organisations.



3.5
MILLION
PEOPLE

have benefited from the Rinat Akhmetov Foundation's humanitarian aid, including 3.2 million who have benefited from the Food Aid Initiative representing nearly two-thirds of those affected by the conflict in Donbas.

2 out of 3 affected by the conflict received support from the Rinat Akhmetov Foundation.

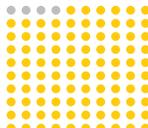
 of those supported, the Foundation was their only source of aid.
FOR 75%

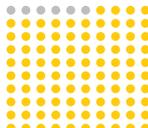
FOOD SECURITY

 of those supported were provided with aid to meet their basic needs.
83%

 of those supported would not have been able to feed themselves and their families without the food aid; many would have faced starvation conditions.
72%

WELL-BEING

 of beneficiaries said that they felt they were cared for and had not been forgotten by the outside world.
96%

 of beneficiaries felt that the food aid made them feel more valued and less isolated.
94%



1.1
BILLION
US DOLLARS

In total, the food assistance has created **social value** of **over USD 1 billion** for the people of Donbas. This value represents the things that matter to aid recipients and their friends and families: improvements in their health, well-being, and financial situation, and their ability to remain in their own homes¹.

IMPACT OF THE CONFLICT IN DONBAS ON CIVILIANS

UN OCHA 2019 Report shows:

5.2 MILLION directly affected by the armed conflict in the Eastern Ukraine, including:

- 3.4 MILLION people require humanitarian assistance (about half a million are children)
- 1.4 MILLION became internally displaced people, moving to other parts of Ukraine
- MORE THAN 1 MILLION require food aid and support for other essential needs



Because of the war, many civilians, including me, had to move to other areas. However, not everyone had this opportunity. Many people had to stay and witness all these explosions and shootings. Many people were injured, and their homes were destroyed. My family and I have changed our place of residence many times. I had to change my school.

Anastasia, Hnutove

In 2014, an armed conflict erupted in Donbas region in the Eastern Ukraine. The conflict has resulted in large numbers of casualties and has forced many Ukrainians to leave their homes and seek refuge in other regions. Around 13,000 people have died in the conflict, and around 30,000 have been injured².

At the height of the conflict, Donbas faced a humanitarian catastrophe. Food, medicine, and other essentials were in desperately short supply. By 2016, the conflict had “left around 1.5 million people hungry, including almost 300,000 people who were severely food insecure and in need of immediate food assistance”, according to the UN World Food Programme³. Stores, banks, and pharmacies were closed. Travel was not safe for those near the conflict line, and people lived in fear for their lives.

Throughout the conflict, millions of people have had to deal with disruption to water, heating, education, and healthcare facilities. Many businesses have shut down, and unemployment has risen. The psychological impact on children of having to take cover in school basements has meant that “in many cases, children have become too terrified to learn”, according to UNICEF⁴.

ABOUT THE FOUNDATION

The Rinat Akhmetov Charitable Foundation (the Foundation) was founded in 2005. Since its establishment, it has been implementing national-level projects in Ukraine aimed at saving people's lives and solving social problems. Using the Foundation's achievements and global philanthropic practices, it creates opportunities for the entire society to become better and live better, for the sake of the future.

In May 2014, when the hostilities broke out in Donbas, the Rinat Akhmetov Foundation responded quickly to the urgent humanitarian needs driven by the conflict. These needs included evacuation and resettlement of particularly vulnerable groups, the provision of food aid, psychological and medical assistance for children.



3.5
MILLION
PEOPLE

civilians have benefited from the Rinat Akhmetov Humanitarian Center.

2 out of 3 affected by the conflict

received support from the Rinat Akhmetov Foundation.



FOOD AID INITIATIVE

3.2
MILLION PEOPLE
benefited

12.5
MILLION
FOOD PACKAGES
were delivered



REHABILITATION, PSYCHOLOGICAL ASSISTANCE AND MEDICAL SUPPORT FOR CHILDREN

135
THOUSAND
PEOPLE
have been assisted



EMERGENCY EVACUATION AND RESETTLEMENT

47
THOUSAND
PEOPLE
were evacuated



MEDICINES, HYGIENE PARCELS AND INDIVIDUAL MATERIAL ASSISTANCE

50
THOUSAND
PEOPLE
have been assisted



THE RINAT AKHMETOV FOUNDATION'S FOOD AID INITIATIVE

Since the very beginning of the conflict, the Foundation has provided emergency food and medical assistance. Over 5,000 volunteers were mobilised to support the distribution effort, which enabled the development of a wide distribution network covering 753 settlements across Donbas.

Aid was focused on those identified by the UN as most vulnerable⁵. In total, the Foundation has delivered 12.5 million food packages – including around 900,000 for children – and 4,400 medical packages over five and a half years.



HOW THE INITIATIVE CREATED VALUE

Several features of the Food Aid Initiative enabled its success. The Foundation was able to mobilise volunteers and resources from local businesses and local people⁶. This meant that the Foundation could respond rapidly to the conflict, delivering large quantities of food aid early in the conflict and across the whole region. The Foundation continued to deliver food aid at regular intervals throughout the conflict, and recipients were given vouchers to redeem when food was delivered. This gave recipients security that their food needs would continue to be met.

GROUP	FACTOR
NATURE OF FOUNDER AND ORGANISATION	<ul style="list-style-type: none"> · Understanding of the people and long-term commitment to area · Perceived neutrality in the conflict
ORGANISATIONAL CAPABILITIES	<ul style="list-style-type: none"> · Ability to act fast and adapt: rapid decision-making process and resources already in place, immediate respond to the feedback collected from recipients · Ability to move from reactive to systemic, proactive response and sustain support over long period of time
CROSS-SECTOR COLLABORATION	<ul style="list-style-type: none"> · Ability to leverage existing resources of local businesses and engage their infrastructure, machinery, and expertise · Ability to mobilise volunteers on the ground with varied skillsets
DELIVERY MODEL	<ul style="list-style-type: none"> · Ability to plan distribution in advance, confirm next receipt date to beneficiaries · Ability to deliver food packages at home for disabled and most vulnerable beneficiaries

THE SOCIAL VALUE STUDY

The Foundation commissioned Envoy Partnership to conduct a social value study of the Rinat Akhmetov Foundation's Food Aid Initiative, and to explore the impact of the Rinat Akhmetov Foundation's Food Aid Initiative and the value that it created for the people of Donbas⁷.



Over 1,650 beneficiaries and volunteers of the Food Aid Initiative were engaged in the study. The analysis largely follows the Social Return on Investment (SROI) methodology.

Social value is the measurement and valuation of outcomes, expressed as a monetary figure, where those outcomes include social and environmental changes, as well as financial and economic changes⁸. Social Value International defines social value as follows:

"Social value is the quantification of the relative importance that people place on the changes they experience in their lives. Some, but not all of this value is captured in market prices"⁹.



"The stores were gone, the money was gone, the work was gone.

People were left on the brink of survival".

Valentyna, Donetsk

HELPING PEOPLE SURVIVE

The Rinat Akhmetov Foundation's Food Aid Initiative helped many civilians in Donbas to survive. Food became very difficult to obtain and very expensive during the conflict.

 of beneficiaries said that they **could not have fed themselves** without the food aid.

72%

The food aid increased the resilience of recipients. Without food aid, **many people would have faced extremely difficult situations:**

ABOVE  may have faced starvation conditions.
70%

ABOVE  may have gone without essentials and medicines.
70%

AROUND  may have become displaced and left Donbas.
30%

SUPPORTING CIVILIANS' WELL-BEING

In the past, evaluations of humanitarian aid have focused on the number of people supported and the quantity of aid delivered. This study goes further by applying best-practice well-being measurement to a humanitarian aid situation for the first time. This means that the change in well-being for beneficiaries was measured directly.

Overall, the Rinat Akhmetov Foundation's Food Aid Initiative **improved beneficiaries' well-being by nine percent.** This is a substantial improvement, particularly given that beneficiaries were still living in a conflict zone that is still facing huge challenges.

 of recipients said that they felt they were cared for and had not been forgotten by the outside world.
96%

 of recipients felt that the food aid made them feel more valued and less isolated.
94%

 increase in well-being created by the Food Aid Initiative.
+9%

IMPACT ON VOLUNTEERS

Over **5,000 volunteers were involved** in the Rinat Akhmetov Foundation's Food Aid Initiative. Volunteering helped them not to give up and cope with the war, made them feel less isolated, allowed them to worry less about themselves, improved their life satisfaction, made them more optimistic about the future, and **significantly improved their well-being.**

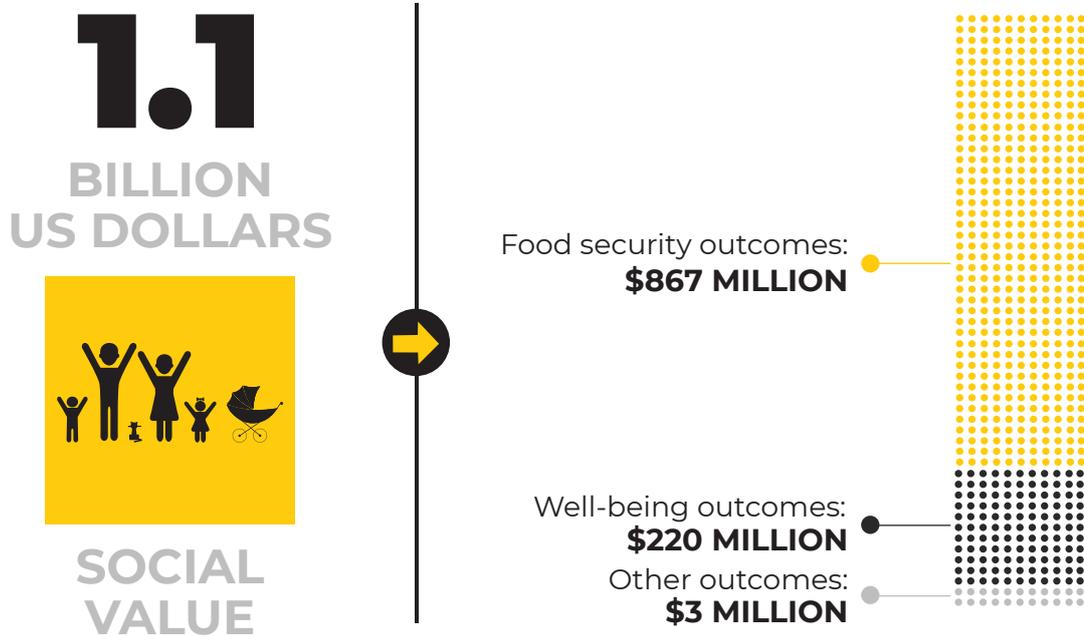
 of volunteers said that volunteering made them feel useful to society.
95%

 of volunteers said that it helped them cope with the war and not give up.
78%

 increase in well-being created by participation in the Food Aid Initiative.
+20%

THE SUCCESS OF THE RINAT AKHMETOV FOUNDATION'S FOOD AID INITIATIVE

In total, the Food Aid Initiative created **over USD 1 billion of social value**, in 2018 values.¹⁰ This is equivalent to UAH 30 billion of social value. This value represents the things that matter to aid recipients and their friends and families: improvements in their health, well-being, financial situation, and their ability to remain in their own homes.

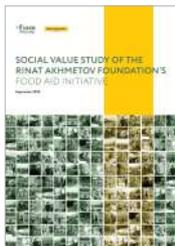


BENEFICIARY GROUP	TOTAL (USD million)
Older people	\$812
Families	\$194
Disabled people	\$69
Others	\$15
All	\$1,090

USD 1,100
PER DIRECT RECIPIENT OF AID

NEXT STEPS

For the six years of the conflict, the Foundation has collected and catalogued stories of the civilians who suffered as a result of the military conflict. These eyewitness accounts testify to the extremely negative impact of the conflict on the lives of civilians and demonstrate the importance of aid. These stories will serve as the basis for a new project of the Foundation to collect and preserve stories of civilians: **the Museum of Civilian Voices** (civilvoicesmuseum.org) founded by Rinat Akhmetov Foundation, which will be launched in November 2020.



[Link to Museum of Civilian Voices](#)



[Link to full version of report](#)

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-  <https://ru.linkedin.com/company/foundation-for-development-of-ukraine>
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1 – 2018 values, using market exchange rate conversion from UAH.

2 – OCHA, February 2020, Ukraine Situation Report, retrieved from https://reliefweb.int/sites/reliefweb.int/files/resources/Situation%20Report%20-%20Ukraine%20-%204%20Nov%202019_1.pdf

3 – <https://www.wfp.org/news/conflict-eastern-ukraine-leaves-15-million-people-hungry>

4 – Henrietta Fore, UNICEF Executive Director, <https://news.un.org/en/story/2019/05/1038861>

5 – HNO Report, UN OCHA, 2019.

6 – The resources included transportation, venues for food distribution, and logistics support.

7 – The study was conducted by Envoy Partnership, a social value consultancy: <https://envoypartnership.com/>

8 – Outcomes were given a monetary value through a healthcare economics approach, drawing on techniques used by the World Health Organisation, World Bank, and others. Health and well-being outcomes were converted into Quality Adjusted Life Years (QALYs) or Disability Adjusted Life Years (DALYs). These were given a monetary value equivalent of 2 x Gross National Income per Capita. For a useful discussion of the approaches, see: Leech, Ashley A. et al. (2018) Value in Health Use and Misuse of Cost-Effectiveness Analysis Thresholds in Low- and Middle-Income Countries: Trends in Cost-per-DALY Studies. Volume 21, Issue 7, 759 – 761.

9 – Social Value International, <https://socialvalueint.org/social-value/what-is-social-value/>

10 – The total value is USD 1.1 billion in 2018 values, converted from UAH using market exchange rate. If a purchasing power parity conversion is used, then the figure is USD 3.5 billion. If nominal rather than real values are used, the figures are UAH 20 billion, USD 870 million (market exchange rate), and USD 3.6 billion (purchasing power parity).