

How businesses can support the people of Ukraine

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The war in Ukraine has triggered a large-scale refugee crisis, as well as considerable hardship for Ukrainians still within the country. The human impact of the war is likely to be significant and long lasting. Businesses are already developing practical support measures in response.

Donate items to social initiatives gathering supplies

- The most-needed items are fresh batteries, torches, warm clothes, shoes, sanitary products, baby formula, towels and bedding.
- Pharmaceutical manufacturers, including Novo Nordisk and Eli Lilly, have announced donations of medicines to Ukraine, General Electric has announced it is donating medical equipment and L'Oreal is donating hygiene products.
- Car rental companies Panek CarSharing and 4Mobility will allocate parts of their fleet for transport to the border, while Uber has announced unlimited free rides from the Ukrainian border to Polish cities.

Matching employee and customer donations

- John Lewis Partnership has given £100,000 to the British Red Cross and also pledged to match donations from customers and employees up to the value of £150,000.

Volunteer your time and expertise

- The National Residential Landlords Association has urged "all private landlords" to consider what accommodation they have to offer Ukrainians settling in the UK. Airbnb has announced a similar initiative across Europe.
- More than a dozen telecom providers including Orange and Vodafone are providing free international calls to Ukraine or scrapping roaming charges there.
- Some communications and PR professionals are also working to put Ukrainians who wish to share experiences or evidence of the conflict with journalists. This includes Labour in Communications and members of the PRCA.
- Translators Without Borders, a well-established NGO is currently looking for volunteers. In particular, they need help from people with the knowledge of one of the following languages: Ukrainian, Russian, Polish, Hungarian, Czech, Romanian, and German.

Cutting ties with Russian headquartered suppliers and businesses and pulling out of Russian markets

- Many companies are ending commercial relationships with Russian businesses. This includes manufacturers ending the purchase of raw materials such as timber, as well as supermarkets and restaurants refusing to sell Russian vodka.
- Businesses with operations in Russia are exiting the market, particularly as Russian state oversight over the economy becomes heightened and the risk of being caught in sanctions increases. Companies including Maersk shipping, Marks and Spencer and IKEA have confirmed they will exit the country.

Apply to be a sponsor

- The government will be launching a new sponsorship scheme to make sure that Ukrainians who have been forced to flee their homes have a route to safety.
- The scheme will match people, charities, businesses and community groups to Ukrainians who do not have family ties to the UK.
- Details of the scheme and how businesses can apply will be published shortly by the Department for Levelling Up, Housing and Communities.

Resources



Donate money to registered charities offering resources and support to Ukrainians

- The [Disasters Emergency Committee \(DEC\)](#) has launched a joint fundraising appeal to help Ukrainian refugees. Every pound donated by the British public will be matched by the government - up to the value of £20 million, Prime Minister Boris Johnson has said.
- [Association of Ukrainians in Great Britain \(AUGB\)](#) has launched a fundraising effort to deliver humanitarian supplies to Ukraine.
- The [Ukrainian Red Cross](#) is continuing to operate inside Ukraine and is requesting donations.
- The [Ukraine Humanitarian Fund](#) is one of the UN's country-based pooled funds and is currently requesting donations to support its work.
- [Voices of Children](#) helps children affected by the war in eastern Ukraine with psychological and psychosocial support.
- The [Ukrainian Institute London](#) also maintains a regularly updated list of ways you can support Ukrainians, including where to send donations.

Donate supplies to deliver to Ukrainian refugees

- Donation drop off points have been set up across the country, typically requesting items including blankets, cold weather clothing, sleeping bags, medicines and first aid kits, as well as toiletries and baby products.
- The best way to identify local drop-off points is to check your local newspaper. Please note that the public response so far has been extremely positive, and many donation sites have stopped accepting items until they ship current donations to Europe.
- If you live in London:
 - The [White Eagle Club](#), a Polish social club in Balham is one of the largest donation hubs in London. It is now requesting help sorting and transporting donated goods to refugees in Poland.
 - UCL School of Slavonic and East European Studies (SSEES), London has undertaken a major donation drive over the past week. It is not currently accepting donations but is scheduled to provide an update in the coming days. It has also collated an excellent [list](#) of other ways to support Ukrainians.

- If you cannot find any local collections to donate to, an alternative option is to buy "survival items" from the [online aid shop of the charity RefugEase](#). It sells food parcels, hygiene packs and medical packs which it then transports to the Ukrainian border.

