

REPORT

2022 - 2023 - 2024

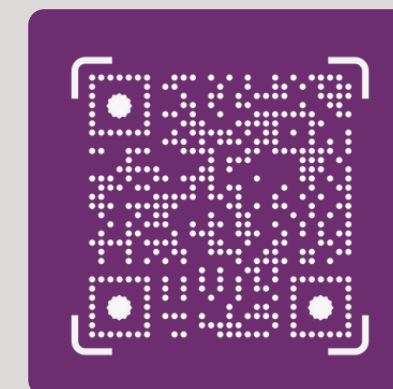
Recovery & Resilience



**ASSOCIATION OF
WOMEN AMBASSADORS
OF UKRAINE**

ASSOCIATION OF WOMEN AMBASSADORS OF UKRAINE (AWAU)

NGO «Association of Women Ambassadors of Ukraine» (AWAU)



NGO «Association of Women Ambassadors of Ukraine»

Since 2019, we have been implementing social projects and initiatives aimed at economic empowerment of women and girls, including those from vulnerable groups.



MISSION OF THE ORGANIZATION

We encourage women to realize their own potential and be economically independent.

VISION OF THE ORGANIZATION

We are forming a society where all women have the opportunity to reveal their own potential and realize themselves.

Our work on economic empowerment is characterized by a systematic approach and includes psychological support and career guidance programs, an educational component, mentoring support, the opportunity to join a community of like-minded people, close cooperation with local authorities and businesses on internships, employment and launching their own business.

NGO «Association of Women Ambassadors of Ukraine»

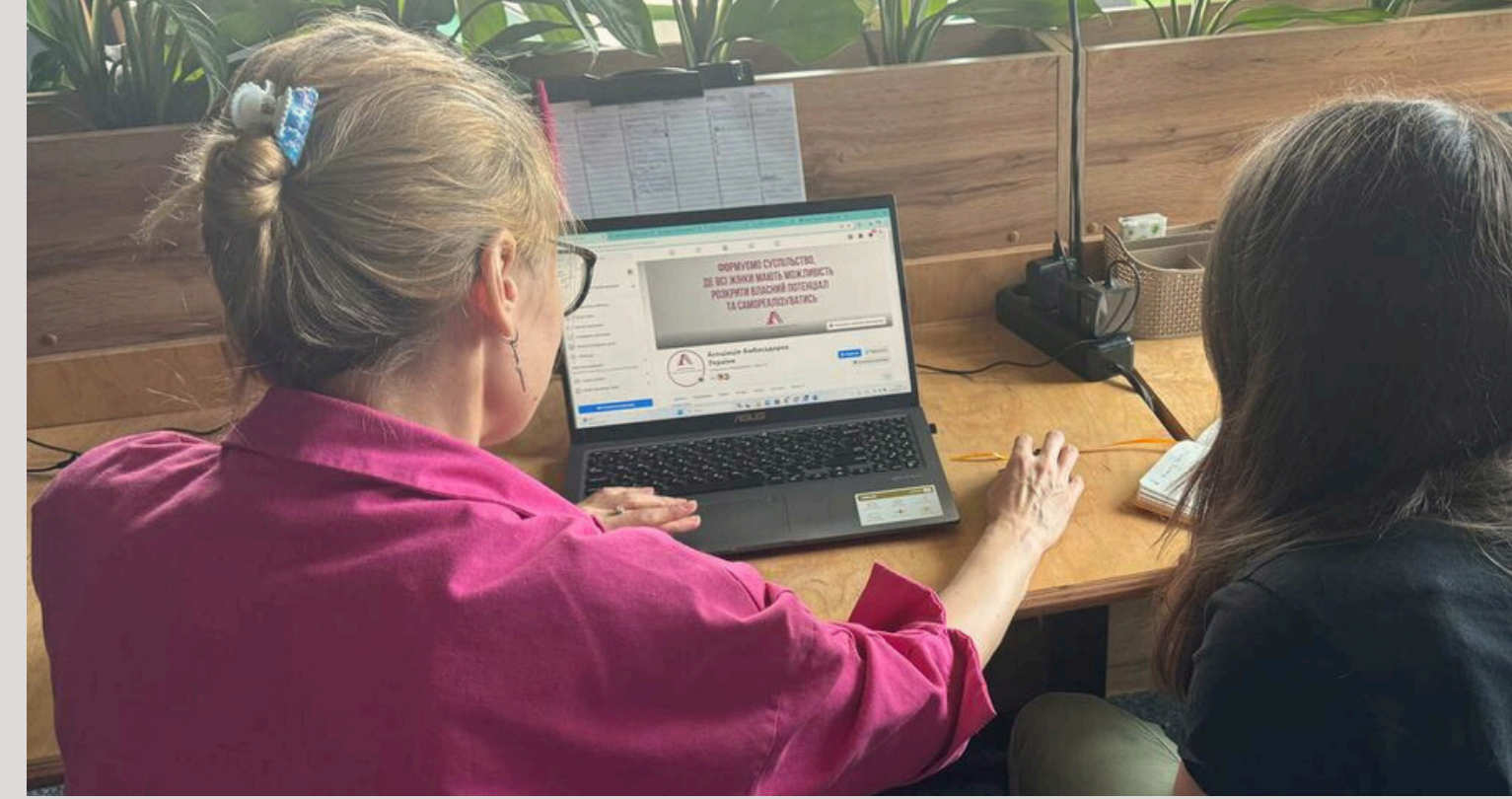
WE ARE IMPLEMENTING PROJECTS AT THE NATIONAL LEVEL

OUR MAIN BENEFICIARIES:

- IDP women and girls
- women and girls without a profession (completed school education and vocational training)
- women who have lost their economic capacity (basic income, job or business) due to the war
- women and girls survivors of domestic and/or gender-based violence (DV/GBV)

OUR ACHIEVEMENTS:

55,000+ people have received psychological, educational, mentoring, and humanitarian services during the work of the organization.





OBJECTIVE 1

To build, develop and support the economic capacity of women and girls who have lost their basic income, jobs or businesses due to the war:

- Provide women and girls with psychosocial support.
- Involve women in educational and career guidance programs to help them gain knowledge and skills to run their own businesses, find employment, and organize their lives productively.
- Provide women with internship and mentoring opportunities for employment or starting their own business.
- Provide women with tools for effective communication, self-development and self-improvement.

OBJECTIVE 2

To form, develop and popularize the All-Ukrainian community of women leaders for the implementation of educational programs, mentoring support and advocacy:

- Engage women in the All-Ukrainian community of women leaders to promote their personal and professional development.
- To create and develop centers for entrepreneurship and professional development of women to consolidate them and form a community of economically empowered women.
- Create and develop a mentoring institution, especially to address the problem of professional segregation and eliminate gender gaps in professional and entrepreneurial activities.
- Launch and develop internship and mentoring programs for women to find employment or start their own business.
- Support the establishment of local communities of women ambassadors as local change agents, promote their education and capacity building through experience exchange and networking.
- Promote the creation and operation of platforms for national dialogue on women's needs and opportunities and advocacy for their rights.

OBJECTIVE 3

To promote the creation of local centers for entrepreneurship and professional development of women to consolidate them and form a community of economically empowered women, namely:

- To create a supportive business environment, spread and develop an entrepreneurial culture in the community.
- Promote an attractive investment image of the community.
- Provide organizational support and assistance in launching and developing their own business.
- Promote employment and provide opportunities for internships: integration into the labor market through the acquisition of new or updating of existing knowledge and skills.
- To help catalyze the development of micro and small women's entrepreneurship.
- Form intersectoral cooperation for economic strengthening.

OBJECTIVE 4

To develop and support the system of combating DV/GBV by strengthening the economic capacity of women and girls:

- Strengthen the professional capacity of women survivors of domestic violence by providing access to training, advanced training or mastering a new profession.
- Strengthening communication and cooperation with business to implement prevention systems, combatting domestic violence in work teams and through services.
- Promote intersectoral cooperation between actors engaged in activities aimed at combating domestic violence.
- Promote a culture of zero tolerance for violence in communities.

NGO «Association of Women
Ambassadors of Ukraine»



THEORY OF CHANGE:

When women and girls, including those from vulnerable groups, are economically empowered—namely, in a supportive environment, have an opportunity to improve their knowledge and skills, are financially independent—employed or engaged in entrepreneurial activities—and receive and control economic benefits, then structural changes in the social, economic, and institutional systems in which women operate will become sustainable, ensuring the removal of barriers for future generations and the well-being of the nation as a whole.

OUR TEAM



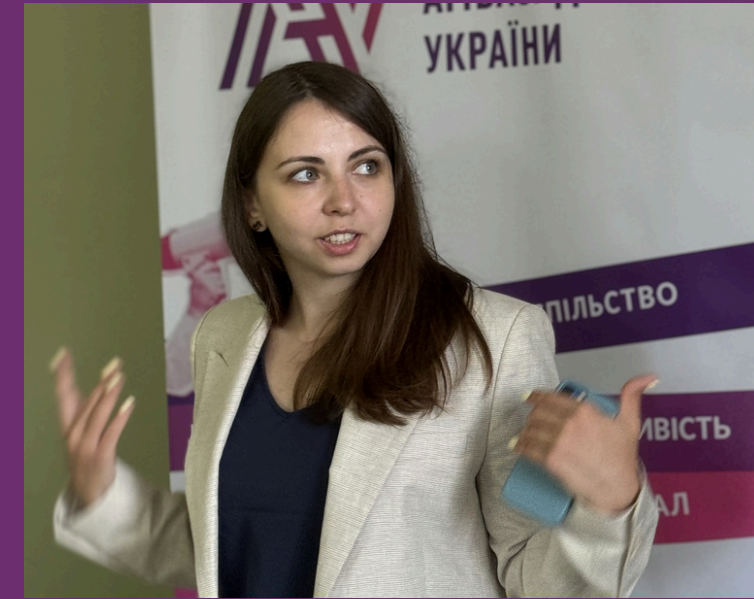
Head of the Organization

Olga Veselovska



Creative director

Ksenia Makarevych



Beneficiary coordinator

Anna Radionovska



Development Director

Vadym Zagarii

YOU CAN FIND OUT MORE ABOUT THE ORGANIZATIONAL STRUCTURE OF NGO AWAU
AND OTHER TEAM REPRESENTATIVES ON OUR WEBSITE [HTTPS://W-AMBASSADORS.ORG.UA/NASHA-KOMANDA/](https://w-ambassadors.org.ua/nasha-komanda/)

NGO «Association of Women Ambassadors of Ukraine»

IMPLEMENTED PROJECTS IN 2022-2023



PORUCH

Psychological support

The number of clients reached - 290,
860 consultations were conducted,
including **257** on DV and GBV



GROWTH POINT

Mentoring hub

98 women were reached,
including **63** survivors of DV/GBV



The leader is YOU

Development of
of women's leadership

712 women were reached,
of whom **368** received mentoring support



GOOD DEEDS

Humanitarian response

50,000 people were reached,
including from vulnerable groups

NGO «Association of Women Ambassadors of Ukraine»

IMPLEMENTED PROJECTS IN 2022-2023



PORUCH
Psychological support



The project is being implemented in cooperation with Kharkiv, Kherson and Mykolaiv city centers for social services for families, children and youth, and the Kyiv regional center for social services.

Our specialists provide support to war survivors, survivors of domestic and/or gender-based violence, family members of veterans and military personnel, etc.

Since 2022, **290** clients have been reached, **860** consultations have been provided, including **257** on DV/GBV, and **75** meetings of self-help groups have been held. All motivated beneficiaries have a possibility to join the educational opportunities offered by our organization and continue working with a psychologist for support during employment and adaptation in a new workplace (180 consultations have been provided).

Implementation period: June 2022 – ongoing.

NGO «Association of Women Ambassadors of Ukraine»

IMPLEMENTED PROJECTS IN 2022-2023



GROWTH POINT
Mentoring
HUB



A mentoring hub Growth Point was created on the basis of the Urban CAD social platform (26 I. Kulyk St., Kherson city).

As part of the hub's activities, mentors who are current business owners provided offline and online career counseling. The counseling included regular meetings and interviews, which resulted in the creation of professional development plans for each project participant, and a list of existing competencies, areas of growth, and sources of motivation for achieving career plans.

A total of **98** women were reached, including **63** survivors of DV/GBV.
Implementation period: 2021 – 2022.

NGO «Association of Women Ambassadors of Ukraine»

IMPLEMENTED PROJECTS IN 2022-2023



LEADER IS YOU Development of of women's leadership

The Project develops women's leadership in various sectors of Ukraine's economy, supporting today's leaders and creating tomorrow's leaders at the same time. The project is aimed at women and girls of all ages who need to develop their personal and professional qualities to become effective public, political or corporate sector leaders. The project includes educational, motivational, and networking activities and consists of thematic courses and seminars (e.g., courses on the basics of financial literacy and personal asset management, SMM courses, courses on effective interview preparation, etc.), workshops, mentoring sessions, and offline meetings. During the events, we create a professional environment where participants gain self-confidence, master effective presentation and communication skills, and build sustainable relationships. In total, **712** women and girls have completed training courses and **368** have received mentoring support. Implementation period: 2021 – 2023.



ІВЕНТ + PR менеджер
29 members, 3 online



#Pb_ACTIVATION
14 subscribers

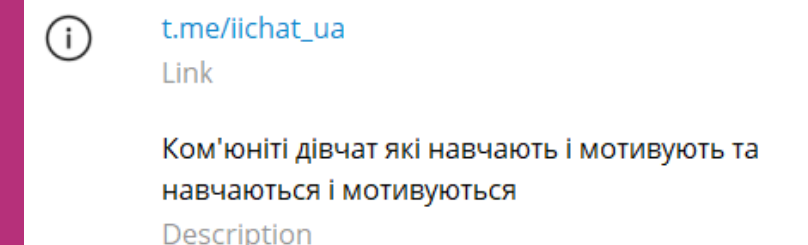
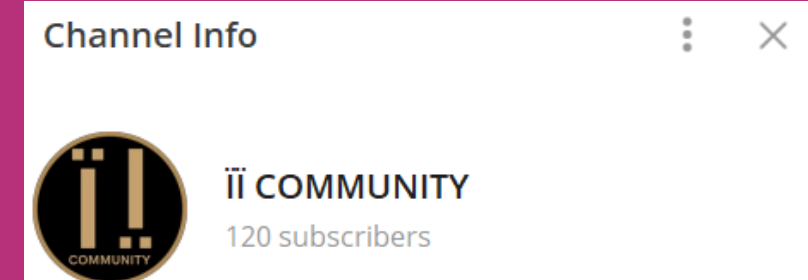


SMM+брендинг
65 members, 4 online



69 дописи 154 читачі 15 стежить за

Курс SMM ТА МОБІЛЬНЕ ФОТО
Освіта
Мотивуємо на розвиток особистого бренду
Про SMM
Про маркетинг
Про мобільне фото
Про любити себе



NGO «Association of Women Ambassadors of Ukraine»

IMPLEMENTED PROJECTS IN 2022-2023



GOOD DEEDS
Humanitarian
response



In the towns and villages temporarily occupied (Kherson region) and those in the combat zones (Kherson and Mykolaiv regions), our volunteers are actively involved in helping people from vulnerable groups: distribution of humanitarian aid, search for medicines, purchase of food, delivery of food packages to people with limited mobility, sorting of humanitarian aid, logistics of humanitarian cargo.

We have been continuously providing assistance to people in the occupied Kherson: psychological support, evacuation assistance, distribution and delivery of food packages.

50,000+ people were covered by services.

Implementation period: 2021 – 2023.

NGO «Association of Women Ambassadors of Ukraine»



AMBASSADORS` CLUB



AMBASSADORIA – embassy of knowledge, skills and abilities



INFORMATION SESSIONS
WITH COMMUNITIES



Building the organizational
capacity of the AWAU



EXPERT SUPPORT TO THE MINISTRY
OF ECONOMY OF UKRAINE
in the implementation of the state
employment policy (gender aspect)

IMPLEMENTED PROJECTS IN 2024



GRANT OPPORTUNITIES
for starting and strengthening business



STRENGTHENING THE
INSTITUTIONAL CAPACITY OF CSOS



ENHANCING THE ENTREPRENEURIAL
COMPETENCIES OF IDPS



ADVOCACY FOR WOMEN'S
ENTREPRENEURSHIP



ECONOMIC EMPOWERMENT GLOSSARY

NGO «Association of Women Ambassadors of Ukraine»

IMPLEMENTED PROJECTS IN 2024



AMBASSADORS` CLUB



The Ambassadors` Club is a space where women receive support and inspiration on their path to economic self-sufficiency. Club members have the opportunity not only to develop personal and entrepreneurial competencies, but also to engage in pleasant communication, experience exchange, and reflection.

The club was created for IDPs women and/or for the survivors of war, who need resource support.

Meetings and activities of the club are aimed at strengthening ties and creating a safe environment for mutual support and development.

As part of the Club's activities, ambassadors-mentors share their personal and professional experience, inspire participants as speakers, trainers, mentors in a peer-to-peer and other formats as part of AWAU events [meetings, training programs, projects, etc.].

During the project implementation, 140+ women were covered by training and mentoring activities, including 50+ survivors of DV/GBV.

Implementation period: from March 2024 on an ongoing basis.

NGO «Association of Women Ambassadors of Ukraine»

IMPLEMENTED PROJECTS IN 2024



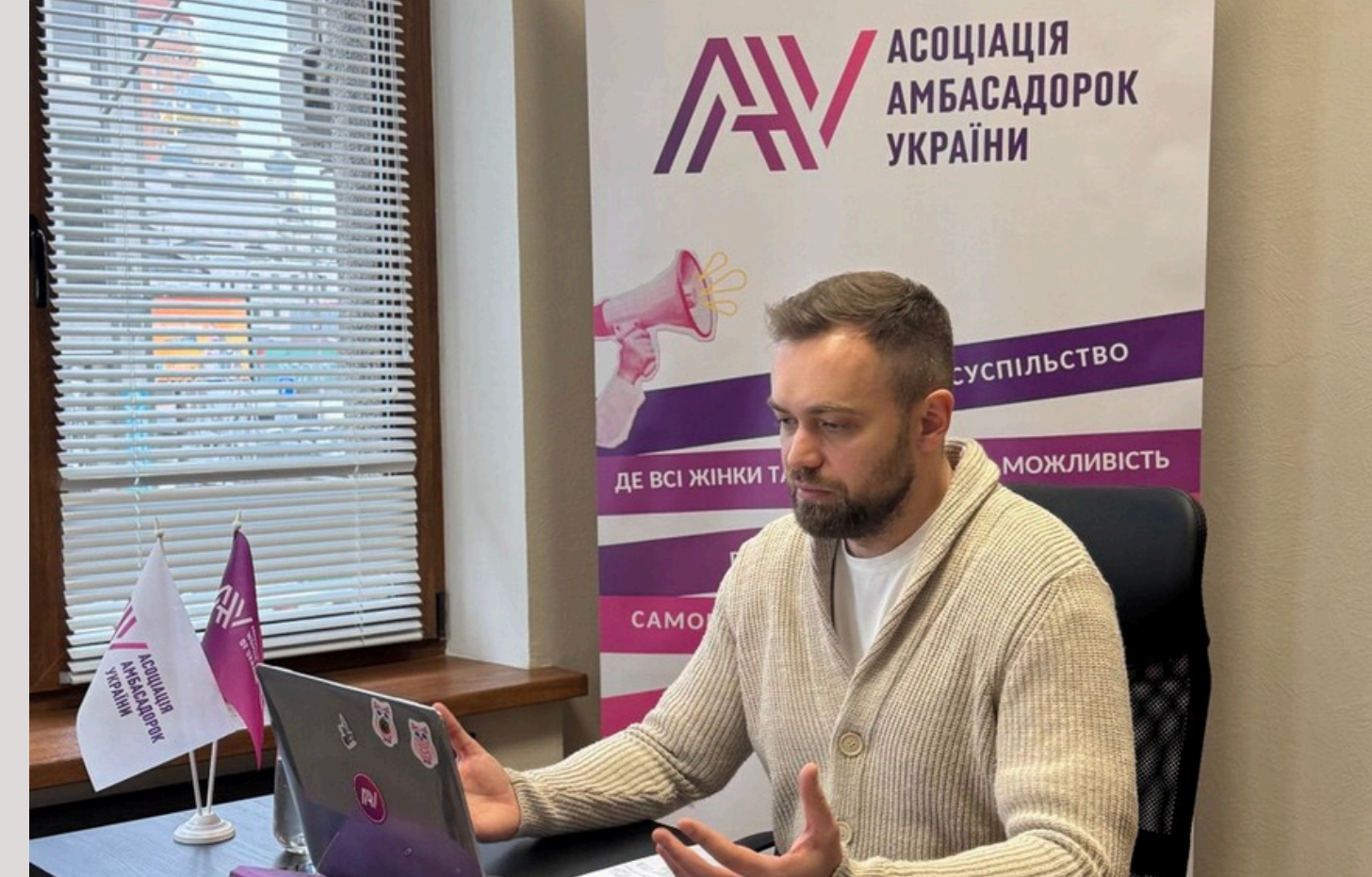
AMBASSADORIA embassy of knowledge, skills and abilities

A training platform created to unlock the potential of Ukrainian women and help them become economically self-sufficient. Its mission is to provide access to modern knowledge and life skills necessary for personal and professional growth.

It is a free space for learning, sharing experiences and support. The educational programs of training courses, interactive webinars, master classes, and other educational products are developed on the basis of the **author's competency-based approach** in accordance with the principles of the European Pillar of Social Rights and the EU Framework program for updated core competencies.

During the project implementation, 200+ people were covered by educational activities.

Implementation period: April 2024 – on an ongoing basis.



NGO «Association of Women Ambassadors of Ukraine»

IMPLEMENTED PROJECTS IN 2024



INFORMATION SESSIONS WITH COMMUNITIES



To introduce the organization's activities, discuss the role of human capital development in the rebuilding of the state and identify areas for future cooperation, information sessions were held with communities in the Kyiv region. Meetings were held with community leaders, opinion leaders, service providers, activists and IDPs. A survey on the importance of skills was conducted and community requests for training courses on self-presentation, social media promotion, career guidance, financial literacy and entrepreneurship development were collected in accordance with the State Policy Strategy on Internal Displacement until 2025 and the Operational Plan for its implementation for 2023–2025.

The sessions were attended by 185 people.

Implementation period: July 2024 - ongoing.

NGO «Association of Women Ambassadors of Ukraine»

IMPLEMENTED PROJECTS IN 2024



ENHANCING THE ENTREPRENEURIAL COMPETENCIES OF IDPS

The project is implemented in cooperation with the Department for Regulatory Policy and Entrepreneurship of the Ministry of Economy of Ukraine. The organization's specialists organized and conducted training courses on the basis of Regional Development Agencies to develop IDPs' entrepreneurial competencies, as well as provided mentoring support for employment and starting their own business.

3During the project implementation period, 550+ IDPs were covered by training and mentoring activities, including **140+** survivors of DV/GBV.

Implementation period: September 2023 – ongoing.

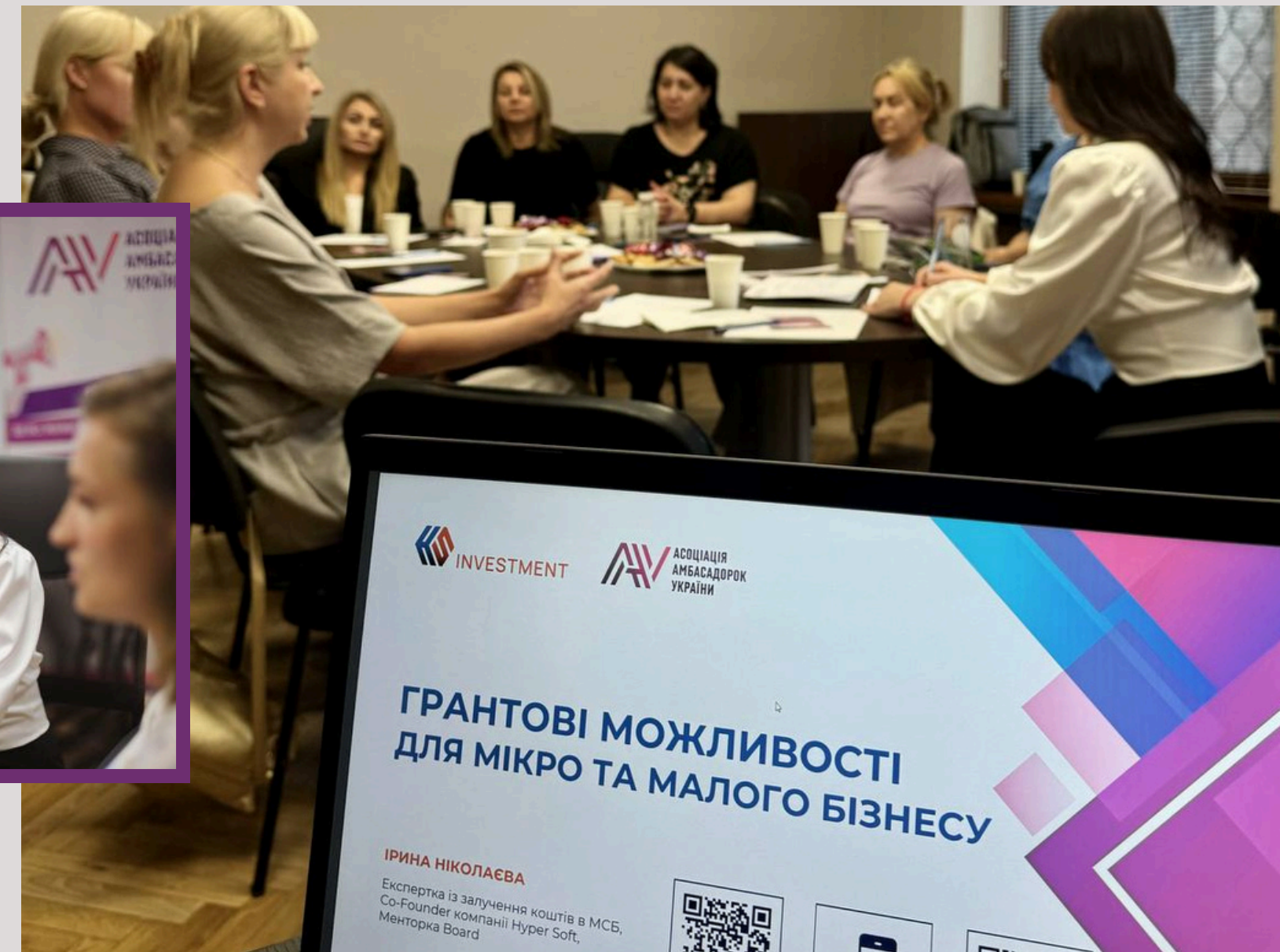


NGO «Association of Women Ambassadors of Ukraine»

IMPLEMENTED PROJECTS IN 2024



GRANT OPPORTUNITIES FOR STARTING AND STRENGTHENING BUSINESS



The joint initiative of the AWAU and an expert on attracting grants and investments Iryna Nikolaieva is aimed at supporting women and girls who are internally displaced or affected by war.

Participants learn how to create and submit grant applications for the development or relocation of their own businesses. Each participant is accompanied by a mentor, as well as consulting support from AWAU experts in financial planning, SMM strategies, communications, and team building.

Project participants: 40 women and girls from Kherson, Mykolaiv, and Kyiv regions.

Implementation period: September 2024 – ongoing.

NGO «Association of Women Ambassadors of Ukraine»

IMPLEMENTED PROJECTS IN 2024



EXPERT SUPPORT TO THE MINISTRY OF ECONOMY OF UKRAINE IN THE IMPLEMENTATION OF THE STATE EMPLOYMENT POLICY (GENDER ASPECT)



The project is implemented in cooperation with the Employment Department of the Ministry of Economy of Ukraine. As part of the implementation of the National Strategy for Overcoming the Gender Pay Gap for the period up to 2030 and the operational plan for its implementation for 2023–2025, the specialists of the NGO “Association of Woman Ambassadors of Ukraine” are working on the development of

- methodology for gender-neutral job evaluation (criteria for determining similar work and work of equal value)
- recommendations for ensuring transparency in gender-based remuneration;
- internal (at the employer’s level) mechanisms for responding to cases of gender discrimination, including in remuneration.

In addition, it is planned to conduct a study of the economic benefits of applying gender approaches for business and to train employers on creation and operation of internal mechanisms for responding to cases of gender discrimination, including in remuneration.

Implementation period: September 2024 - March 2025.

NGO «Association of Women Ambassadors of Ukraine»

IMPLEMENTED PROJECTS IN 2024



STRENGTHENING THE INSTITUTIONAL CAPACITY OF CSOS

The project supports women leaders through the development of capacity and sustainability of CSOs and initiatives led by women.

The target audience is women's initiative and volunteer groups that plan to women's initiative and volunteer groups that are planning to establish a civil society organization, as well as existing civil society organizations led by women with up to three years of experience.

Project participants received support in the form of training in project and financial management, communications, and social media promotion, as well as individual consultations with lawyers, financiers, and marketers. Additionally, webinars are held on the creation and development of public organizations.

Over the course of the project, 150+ participants from 30+ civil society organizations were covered by the training activities.

Implementation period: June 2023 – ongoing.



NGO «Association of Women Ambassadors of Ukraine»

IMPLEMENTED PROJECTS IN 2024



BUILDING THE ORGANIZATIONAL CAPACITY OF THE AWAU

The AWAU team implemented the project “Development of procedural manuals for teaching educational and mentoring programs according to the ‘recover to empower’ approach and communication strategy for 2025–2027”.

The project strengthened the organizational capacity of the AWAU by improving its educational, mentoring, and communication areas. With the participation of the involved specialists, internal procedural documents were created and updated according to the “recover to empower” approach, which allowed to improve the quality and efficiency of the organization’s activities.

Implementation period: September - December 2024.



“Ініціатива
секторальної підтримки
громадянського
суспільства України”

ПРОЄКТ

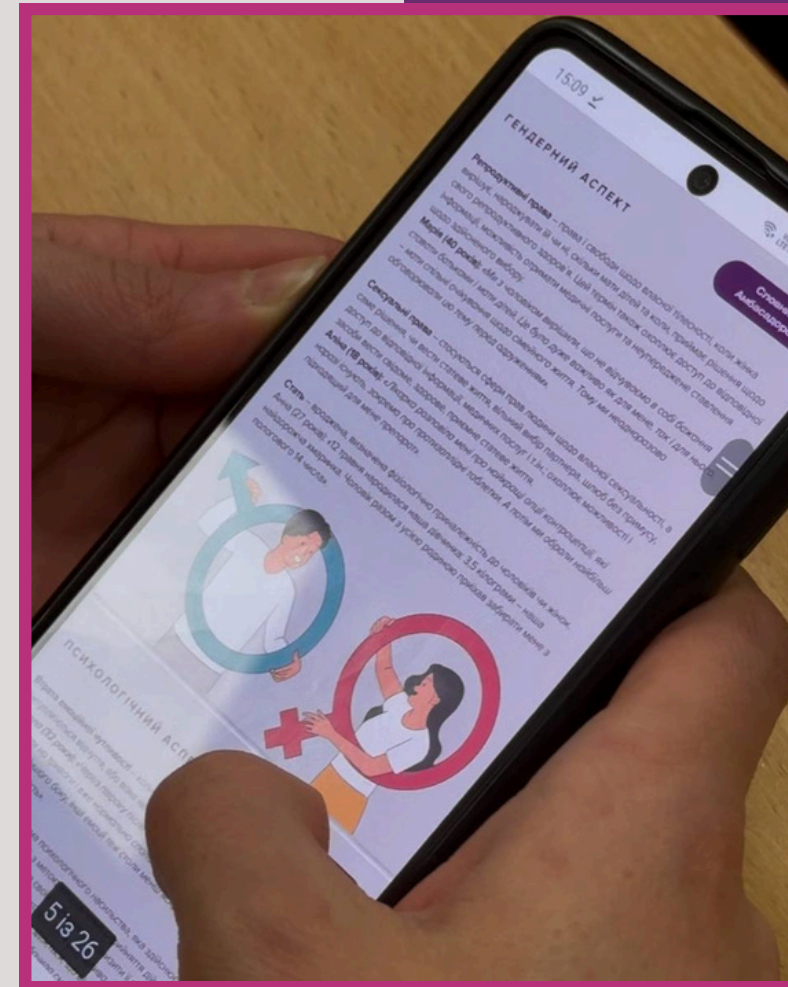


NGO «Association of Women Ambassadors of Ukraine»

IMPLEMENTED PROJECTS IN 2024



ECONOMIC EMPOWERMENT GLOSSARY



СЛОВНИК ТЕРМІНІВ ДЛЯ ЕКОНОМІЧНОГО НАСНАЖЕННЯ

Фахівці Асоціації Амбасадорок України
формулюють словник сучасних економічних термінів

The glossary is intended for a wide audience of readers. It outlines the current phenomena of economic empowerment, professional and entrepreneurial development, and gender aspects faced by modern women. The aim of the glossary is to actualize the concepts and expand the terminology of readers, to familiarize them with the tools and mechanisms for achieving economic independence and professional self-sufficiency. The glossary also raises important issues of identity, personal development and socio-economic development of women. The structure of the glossary covers three main aspects: gender, psychological and economic. The information is presented in an accessible form with practical examples for better retention.

The electronic version is available on our website.

Implementation period: July – December 2024.

NGO «Association of Women Ambassadors of Ukraine»

IMPLEMENTED PROJECTS IN 2024



ADVOCACY FOR WOMEN'S ENTREPRENEURSHIP

The AWAU is a friend of the **SME Resilience Alliance**, which brings together key international partners, including the Ministry of Economy of Ukraine, The Federal Ministry for Economic Cooperation and Development of Germany, European Bank for Reconstruction and Development, World Bank, UN, USAID, and other organizations. The Alliance aims to support small and medium-sized enterprises (SMEs) as a critical component of Ukraine's economic recovery. As part of the Alliance's activities, the AWAU advocates for inclusive entrepreneurship, in particular women's entrepreneurship, focusing on increasing women's economic empowerment and ensuring their active participation in the development of SMEs. AWAU promotes opportunities for women's entrepreneurship, supports the development of business mentoring, financial literacy and entrepreneurial skills. Implementation period: 2024 – ongoing.



art...
Дівчата, дуже вам вдячна, за те що надали такий поштовх до розвитку у соцмережах! Чесно кажучи, я інстаграм взагалі не сприймала, більше у фейсбуці... Завдяки вам, планую таки заглибитись в тему розвитку інстаграм сторінки, і навчитись сприймати її як спосіб комунікації з людьми, як свій власний телевізійний канал.))) Ще раз, щиро дякую! 🍷🍷🍷

Відповісти

mar...
Девочки, огромное Вам спасибо за разбор каждой темы "на пальцах". Простым языком о сложных вещах я благодарна за знания, за веру в каждую из нас! Благодаря вам я поняла, чем хочу заниматься 😊

Відповісти

vlas...
Девочки благодарю за этот курс. За вашу отдачу в любое время, в любом месте, в любом состоянии. Спасибо за такой объем. Как то большинство курсов это только вишенка на тортике. А у вас очень структурно и углубленно. И самое большое спасибо за стимулы "брать и делать". Девченки вы классные специалисты своего дела, крутые учителя и просто прекрасные девочки. С началом-начал нас всех! 🍷🍷🍷

Відповісти

_m...
Дуже дякую 🍷🍷
Відповісти

_m...
Я зрозуміла, що можливо все..треба просто не боятись і постаратись
Відповісти

_m...
Дівчата - ви супер!! Надзвичайні мотиватори!
Відповісти

n...
Огромная благодарность 😊 Всего за месяц поменялось видение окружающего мира, теперь я знаю куда иду и как туда попасть 🍷
Відповісти Переглянути переклад

k...
ДЯКУЮ!
Відповісти

k...
Буду дуже приємно і комфортно з вами навчатися! Дали великий заряд енергії і вектор розвитку!!!!Ви супер 🍷🍷🍷
Відповісти

g...
Дуже дякую 🍷🍷🍷 курс був дійсно дуже цікавий та пізнавальний. Ви надихнули мене та дали поштовх рухатись вперед
Відповісти



Відправила 🙏

08 вер. 2022

Дякуууу велике!
❤️ 1 🍷

11 вер. 2022

Забрали посилочку. Дуже вдячна.

Здравствуйте,это вам спасибо большое за что помогли нам с **ребенком.Как** не как,а кушать уже есть, пусть не много продуктов,я понимаю что на долго этого нам не хватит,но всё **равно.Как** то **так.Спасибо** ещё раз.

пн 11:52

Здравствуйте, скажите пожалуйста,а я могу обратиться к вам ещё?Нам очень нужны продукты питания и **памперсы.Пожалуйста**

Я фото скину, всё что **куплю.Только** пожалуйста помогите

Я вам сейчас скину фото того что у нас вчера было на ужин,у нас нет нечего



Спасибо большое, скину вам фото

30 апр., 17:18



Это всё что я смогла купить,у нас очень **подорожало.Цены** просто капец

Спасибо вам большое

Дякую! Колежанки, ви підняли глибинний пласт проблем, рухаємось далі))

12:43

АллаНаші
Всім дякую за зустріч. Була рада знайомству!

Відповісти

12:44

Вітаю!
Я сьогодні була присутня на онлайн лекції. Дуже корисна інформація та лектор з досвідом)

❤️ 3 🍷 1

21:11

Від офлайн відмовилася, бо з Борисполя важко добиратися із-за тревог

👍🍷

21:12

Дуже вдячна Вам, Ірині та всій команді))

❤️ 🍷

21:13

@iryna_nikolaeva і @OlgaHorban хочу подякувати вам за інформацію і рекомендацію податись про Міцність2! 🍷

14:22

ОльгаГорбань-Грант-ААУ
ЮліяГошій
@iryna_nikolaeva і @OlgaHorban хочу подякувати вам за інф...

Скажіть,будь ласка,Юліє,Вас відібрали,чи ще не озвучили результати?

21:05

ЮліяГошій
ОльгаГорбань-Грант-ААУ
Скажіть,будь ласка,Юліє,Вас відібрали,чи ще не озвуч...

Відібрали. Сьогодні була перша лекція. Наступна в середу)

❤️ 🍷

21:08

NGO «Association of Women Ambassadors of Ukraine»



WOMAN AMBASSADORS'S CLUB



AMBASSADORIA - an embassy of knowledge, skills and abilities



INFORMATION SESSIONS
WITH COMMUNITIES



ENHANCING THE ENTREPRENEURIAL
COMPETENCIES OF IDPS



DEVELOPMENT OF THE DRAFT
ANTI-CORRUPTION STRATEGY OF UKRAINE
FOR 2026-2030

PROJECTS PLANNED FOR 2025



WORLD FORUM
OF UKRAINIAN WOMEN



«PSYCHOSOCIAL SUPPORT
for IDP women and girls and people with disabilities”
with the support of UN Women in Ukraine and the
UN Women’s Peace and Humanitarian Fund (WPHF).



STRENGTHENING THE
INSTITUTIONAL CAPACITY OF CSOS



GRANT OPPORTUNITIES
for starting and strengthening business



ADVOCACY FOR WOMEN'S
ENTREPRENEURSHIP

NGO «Association of Women Ambassadors of Ukraine»



w-ambassadors.org.ua



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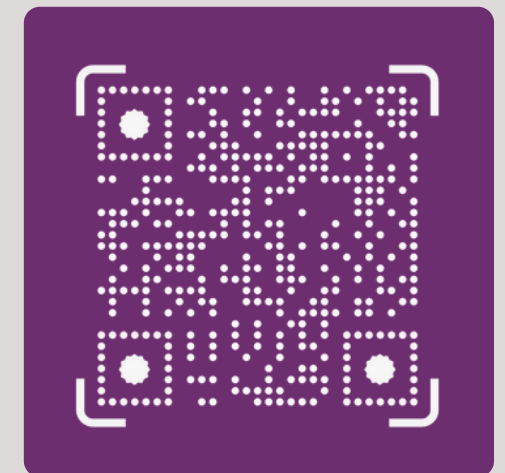
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CONTACTS