

TECHIIA



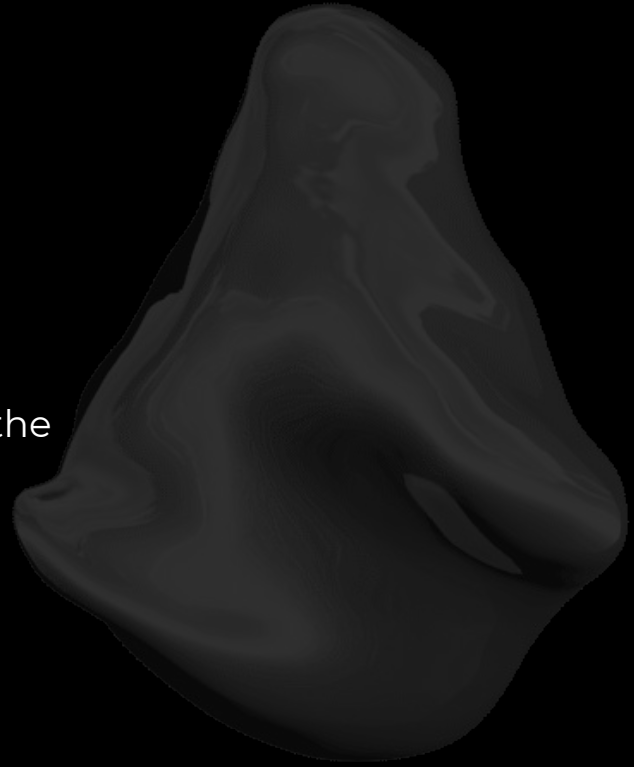
# GET WELL SOON!

TECHIIA's Charity Project



# TECHIIA's Social Responsibility

On the Sustainable Development Goals and the  
NGO Techiiia Foundation



# TECHIIA's Sustainable Development Policy

We focus on solving the decisive social problems of society. We act independently, investing holding funds, as well as attract funds from our partners, implementing projects through the NGO "Techiiia Flow".

We have developed and adhere to the [Sustainable Development Policy](#) at the level of the holding and its companies.

## Key areas of sustainable development:

- Employee health
- Development of areas where our businesses operate
- Caring for the environment
- Business ethics



# TECHIIA's Sustainable Development Goals

In 2019, TECHIIA holding united more than 10 businesses created by Oleg Krot and Yura Lazebnikov. One of the main reasons for this merger was the desire to develop a sustainable business.

We now adhere to five Sustainable Development Goals:





ТЕСНІА  
ФУНДАЦІЯ

# The Face Of Kindness

**The NGO Techiiia Foundation** is a public organization for the implementation of charitable projects and social initiatives of the holding. It saves lives and makes them better for those who are in need ❤️

**The main KPI of the NGO Techiiia Foundation** is the maximum benefit to the largest number of people.



Since the beginning of 2018, the founders of the NGO Techiiia Foundation Oleg Krot and Yura Lazebnikov have invested over UAH 15 million in social projects.

## ■ **Healthcare**

Our goal is to prevent children in Ukraine from dying of cancer. That is why we provide hospitals with medical equipment and finance the Eva Inclusion and Rehabilitation Center.

## ■ **Development of STEM education**

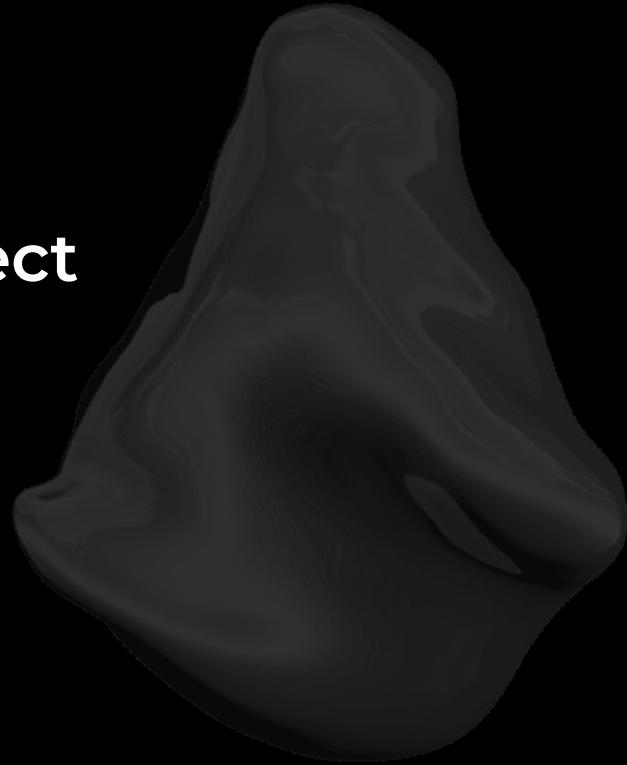
We support university- and student education initiatives. We partner with the Ivan Franko National University of Lviv and the student organization BEST.

## ■ **Direct assistance**

Life goes with the flow. Life is calm and turbulent. We support people with direct assistance.



# The 'Get Well Soon' project



# Children in Ukraine should not die of cancer

This is the **global goal** of the project, which we are taking small but effective steps towards. We help one and one rehabilitation center to show by their examples that Ukraine's health care system can be modern, efficient and effective.

During the 2020 pandemic the 'Get Well Soon!' project aimed at an **additional goal** that is not only to benefit medical institutions and their patients, but also the holding team. It helped unite the team and strengthen internal communications during remote work.



# The beginning

In 2019 the NGO Techiiia Foundation has started public cooperation with the children's hospital in Kropyvnytskyi.

Later on, holding employees learned about charitable initiatives thanks to reports in internal channels, [publications](#) in the media, and [stories](#) on TV.

In 2020 TECHIIA employees decided to join the charitable initiatives. And the start of the pandemic as well as the transition to remote work increased the need for colleagues to communicate with each other beyond work.



‘Get Well Soon!’ is a project that unites the employees and founders of TECHIIA around the CSR goal – the fight against childhood cancer.

The project is complex and consists of three parts:

## ■ **Helping hospitals**

we investigate hospitals and their needs to provide them with modern equipment

## ■ **Equipping the EVA center**

we finance and help the organizationally unique center of inclusion and correction

## ■ **Cooperating with the Tabletochki Foundation**

we join initiatives that involve as many employees as possible





# How it works

The NGO Techiiia Foundation does not have a staff responsible for the project. But in addition to their work tasks, employees of various holding companies are willing to join charitable initiatives.



## An algorithm for implementing a typical project of purchasing the equipment for hospitals:

- 1** TECHIIA's founders learn about the need for help from a medical institution or partner foundations.
- 2** The team of the tender department helps to select and purchase the best options of equipment.
- 3** Legal officers work on the purchase process and transfer agreements to protect the hospital from fraud and to ensure that the equipment is used as intended.
- 4** The PR team prepares internal communication to engage employees in fundraising, and external communication to broadcast TECHIIA values to the media.



Following this algorithm, as of the beginning of 2021, the NGO Techiiia Foundation provided the hospital in Kropyvnytskyi with more than UAH 8 million worth of help. Our joint work saves more than 100 children every year.





The algorithm of interaction with the Eva Inclusion and Correction Center is different. It is based on the children's pool rehabilitation project by the NGO Techii Foundation and became a full-fledged center with its own premises and staff – doctors, rehabilitators and psychologists.



# About EVA

The center helps children who have undergone oncology treatment to return to normal life as well as also provide assistance to children with such disabilities as:

- Cerebral palsy of various forms
- Down syndrome
- PAC
- childhood autism
- mental disorders
- speech delay
- hearing loss
- musculoskeletal disorders



Motivated by the stories of children who were able to walk after rehabilitation, TECHIIA design and communication teams actively joined the project.

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Our designers created the corporate identity (you can see its elements on these slides), the interior design of the Center and the visual communication.

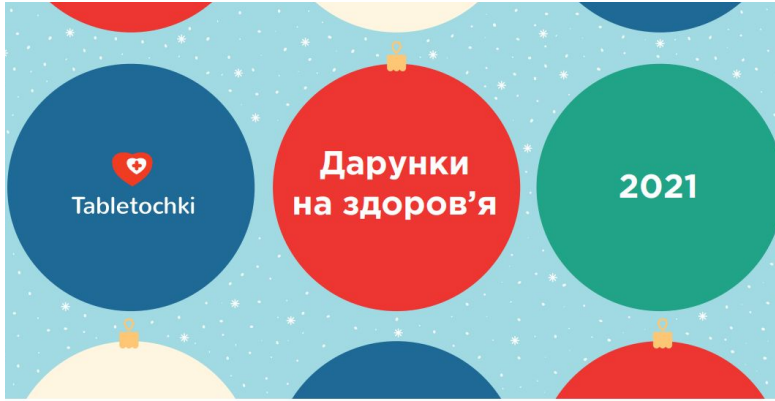
2

The PR department helps the Center with communication so that as many children as possible can use the free correction and rehabilitation services here.





Due to our mutual cooperation, in the first week of public communication, the Eva Center formed groups up to February 2022. And these are three groups of 40 children, who will receive a unique set of services for free for two months.



**Дякуємо!**

**Techiia holding**

**71 520 грн**

**ВИ ПОДАРУВАЛИ НАЙЦІННІШЕ  
ТА ДОПОМОГЛИ ДІТЯМ ОДУЖУВАТИ**

# Cooperation with Tabletochki Charitable Foundation

The third part of the project is joint initiatives with the Tabletochki Foundation. Our goal resonates – we work to ensure that children in Ukraine do not die of cancer.

The NGO Techiiia Foundation has transferred funds to purchase medicines, and during the New Year holidays, we launched a joint charity store, where TECHIIA employees donated more than UAH 35,000.

# How we engage employees

The main tool is the **internal communication channels** in [Slack Messenger](#). We talk about the positive results of joint projects and of those who need our help.

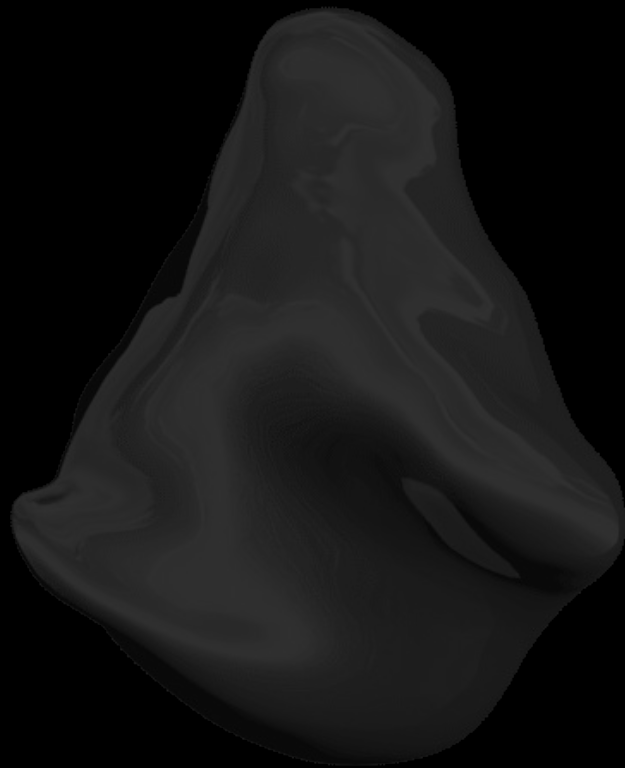
**External communications** are no less important. We cover every equipment-related project and Eva Center news in our own TECHIIA media, as well as national and regional media.

## Engagement indicators

As of the beginning of 2021, the NGO Techiiia Foundation has implemented charitable projects worth **almost UAH 11 million**, and more than **120 TECHIIA employees** have been engaged in these initiatives financially or non-financially. For example, designers, communicators, financial and legal officers took part in the projects as specialists.



# Feedback





**Oleg Krot, TECHIIA's Managing Partner:**

"When a company grows very fast, there is a risk that team members will be people of different values. Projects such as "Get Well Soon!" give us the opportunity not only to provide help, but also to form a friendly team united by common values."



**Tatiana Voloshina, TECHIIA's HR Business Partner:**

"Charitable projects grew out of the seemingly spontaneous initiative of TECHIIA's founders to help children. This aspiration was supported by the staff – for the second year in a row we support our team members who strive to help the ones in need. And we bring together colleagues who share our values."



**Svitlana Pugach, Director of Strategic Partnerships of the Tabletochki Foundation:**

"Children's cancer is a challenge not only for a particular family but also for society as a whole because it is the cause of child mortality from the world's №1 diseases. But we can change that! Children must recover, grow, and continue on their path. In order for more children in Ukraine to fight cancer, we need medicine, equipment, access to modern therapies, and more importantly, support from individuals and companies. We are very proud to partner with the NGO Techiiia Foundation because we are joining forces and resources to create a future in which children do not die of cancer."



**Svitlana Yezhova, Director of the Eva Inclusion and Correction Center:**

"We are grateful to TECHIIA holding for constant support and being there for children with cancer and children with disabilities. The Eva Inclusion and Correction Center already provides professional assistance to three dozen children every day. Thanks to TECHIIA, this is the only center in Kyiv that can help children for free."



**Alexander Pyzin, the Head of the Surgical Department of the Kropyvnytskyi hospital:**

"Thanks to the TECHIIA team, we were already able to help hundreds of children. We have received and continue to receive equipment that has turned the provision of neurosurgical care to children into a modern process, and the department into the most modern medical center in Ukraine."



**Marianna Konina, TECHIIA 's Chief Public Engagement Officer:**

"Sustainable development is a way to maintain a balance between economic development, environmental protection and social responsibility. We convey the importance of adhering to the sustainable development principles to employees and stakeholders in Ukraine and around the world. We are convinced that positive changes are easier to make in synergy, so we invite everyone from GRC ranking to cooperate. "



**Volodymyr Dedyshyn, 'Get Well Soon!' Project Manager:**

"When we were working on 'Get Well Soon!' we were feeling the wave of drive and cohesion that we had before 2020. Online calls will not replace the feeling when you create something being offline, being alongside your team. When we went to the Eva Center, brainstormed about the design, the communication – these were exactly the feelings. So the team is in good shape and did a good job for the children."



Let's do good together!

