

# МРИЄМО ТА ДІЄМО

## Youth volunteering in Ukraine

Type of research: Focus-group discussions

Timeline: July 2022



(Field work was conducted by Socio Inform)

## DETAILED METHODOLOGY

Online focus groups with the help of professional addition of Zoom platform

7 FGDs

Status	Date	Age	Volunteering	Region*	All participants should be:
Main	13.07.22	16-23	Volunteers	Rear	<ul style="list-style-type: none"> <li>Participants in focus groups include participants who are both from:               <ul style="list-style-type: none"> <li>o rural and urban communities</li> <li>o not more than 2 people from one oblast for the whole project)</li> </ul> </li> <li>Participants in the same focus group session don't know one another.</li> <li>No participants not have participated in a focus group or in-depth interview study in the past 12 months.</li> <li>Focus groups have gender parity</li> <li>Each group had 1-2 IDPs</li> </ul>
Main	13.07.22	24-35	Volunteers	Rear	
Main	14.07.22	16-23	Volunteers	Frontline	
Main	14.07.22	24-35	Volunteers	Frontline	
Main	15.07.22	16-23	Non-volunteers	Mixed	
Main	15.07.22	24-35	Non-volunteers	Mixed	
Test	04.07.22	22-28	Mixed	Rear	

# Research Purpose

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## TO UNDERSTAND

- How young people understand volunteering?
- What is volunteering for young people, and do they want to become volunteers?
- What are the main motives and barriers of youth volunteering in Ukraine?
- How to expand the involvement of young people in volunteering?
- How young Ukrainians see their future role as a volunteer, the role of volunteering in the post-war reality and the place of Ukrainian volunteering in the international context?





## KEY FINDINGS

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# Finding 1: UNDERSTANDING THE ESSENCE OF VOLUNTEERING

Volunteering for Ukrainian youth is mostly about::

- **helping those in need**
- **a response to an acute social problem**

Possible forms of assistance: financial, material, physical, advisory, organizational. Assistance must comply with the principles of **altruism**.

The interpretation and understanding of the essence of volunteering largely depends on the degree of **involvement in volunteering**:

- professional volunteers associate volunteering with the community, a field for self-realization, growth and acquisition of new opportunities.
- non-volunteers consider it as a source of benefits, a tool for their collection and distribution. Their first associations with volunteering are types of assistance that one can receive from volunteers.

Young people associate volunteering with physical volunteering, assistance through providing services, charity, informational volunteering. Less commonly, they include shelter in their own homes, event volunteering, and the organization of charity concerts.

However, there are discussions around the inclusion donations in the types of volunteering. Most young people position donations as volunteering. However, professional volunteers tend to separate the concepts of charity and volunteering

## Finding 2: THE NATURE OF VOLUNTEERING

Volunteering has different significance for the target audiences:

### Professional volunteers

Volunteering is part of a worldview that is based on altruism, empathy, values. And at the same time, it is a sphere of opportunities (self-realization, networking, development, leisure).

### Non-volunteers

Volunteering is not a life priority. One participates if it is not too burdensome, or in a critical situation at the request of family and friends. Many do not want to take on unnecessary responsibility or obligations, and do not believe too much in the altruism of volunteers.

All young people **are proud of volunteering in Ukraine.**

Young people have really been actively involved in volunteering since February 24, 2022:

**50%** of the participants joined for the first time

**67%** of volunteer youth do it on a regular basis

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**20%** engaged as volunteer full time

**~33%** does not volunteer (only donates or shares posts)

## Finding 2: THE NATURE OF VOLUNTEERING

### 50% of the young volunteers are involved in the work of volunteer organizations

#### Key reasons:

- higher efficiency (ability to solve large-scale problems, sustainable activity);
- infrastructure and a ready-made "algorithm" of actions;
- offer clear, simple and understandable tasks;
- provide everything necessary for their implementation;
- personal opportunities: educational, leisure, networking.

#### During the last months engagement into volunteering is decreasing:

##### Personal reasons:

- ✓ return to work/school vs. looking for a job;
- ✓ getting used to war, burnout

##### Social reasons:

- ✓ optimization of work (increasing efficiency);
- ✓ reduced the demand for volunteer assistance (due to a decrease in humanitarian aid, relocation of IDPs).

## Finding 3: MOTIVES AND BARRIERS TO VOLUNTEERING

General motivation is based on the global values of Ukrainian society nowadays:

- PATRIOTISM
- CONTRIBUTION TO THE VICTORY
- A SENSE OF UNITY
- THE OPPORTUNITY TO BECOME A PART OF THE COMMON CAUSE

**The motivation for engagement of non-volunteers is narrower.** The dominant factor here is **empathy**:

- For younger TA – a certain idealism, the desire to change the world for the better;
- For older TA – practicality, understanding that mutual assistance is the mechanism insuring against the risks in the future.



## Finding 3: MOTIVES AND BARRIERS TO VOLUNTEERING

All barriers to volunteering can be divided into 4 groups:

### General:

1. Objective barriers arising from everyday life circumstances: lack of time due to work / study, financial factors, family circumstances
2. Subjective barriers arising from the personal features: fear of the new, lack of desire, fear of responsibility, lack of faith in oneself, emotional burnout.

### Especially relevant for non-volunteers:

3. Informational barriers: how and where to join volunteering, what are the requirements for volunteers (how long it takes, what obligations it imposes), how to start their own initiative. There is a noticeable lack of information about open volunteer initiatives
4. Lack of trust in organizations or beneficiaries

## Finding 3: MOTIVES AND BARRIERS TO VOLUNTEERING

In order to popularize volunteering, a number of measures can be implemented:

- **Promotion** involves the popularization of volunteering, increasing its reputation and turning it into a social norm. In particular, through advertising, agitation, education
- **Offer of benefits** stresses the material (travel, benefits, finances) and intangible (educational) gains from participating in volunteering
- **Assistance** includes information and practical support in the implementation volunteer initiatives
- **Fruitful cooperation** with authorities, business, NGOs and religious organizations.

The active work of educational institutions (both educational and practical implementation of initiatives) will contribute to the spread of volunteering. The addresses of recognized leaders will be effective: V.Zelensky, S.Prytula.

**The best source of information** about volunteering and its initiatives are social networks and organizations.

## Finding 4: FUTURE VOLUNTEERING IN UKRAINE

The share of professional volunteers will increase due to the established connections, experience, understanding of "how it works" and make volunteering more sustainable. It will also allow, in the moment of a crisis, to quickly mobilize young people who do not plan to volunteer after the war..

After the war, the efforts of volunteers will be concentrated more on the social areas that are relevant before **along with the new type of activity – Reconstruction of Ukraine**

### **It is a wide range of volunteer support opportunities ranging:**

- the reconstruction of the country (clearing of rubble, repair / construction work, logistics support, creation of a bank of building materials)
- economic transformation (search for investors, generation of ideas for reforms)
- social support (rehabilitation of the military, leisure for orphans, search for housing and work for IDPs).

However, young people are not well informed about organizations that already are working for the reconstruction of the country.

It is important to conduct a broad information campaign informing about the organizations which it is possible to join the reconstruction of the country and for which direction each of them is responsible.



**Finding 1: UNDERSTANDING THE ESSENCE OF VOLUNTEERING**

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## DEFINITION OF VOLUNTEERISM

### Key associations around Volunteerism



# DEFINITION OF VOLUNTEERISM

Volunteerism is a broad concept that covers all possible forms of assistance to those in need along with gaining the status of a social institution, wide community

## Various forms of help to those in need

Help to different groups in different situations

*"Help: physical, psychological, moral [...] with accommodation, money collection." (Mixed, rear 22-28)*

## Altruistic actions

Voluntariness, selflessness (work pro bono), usefulness

*"Willingness to help another person without expecting anything back." (Volunteers, frontline regions 16-23)*

## Resource management work

Mediation between the donor and those in need

*" This is a skill to acquire. Volunteers take where there is an opportunity and give to those who do not have the opportunity to earn. [...] That is, they are intermediaries." (Volunteers, front-line 24-35)*

## Community

Provides opportunities (self-realization, networking, learning, leisure)

*"They feed for free, there is a cultural and educational program, you get to know a lot of people and there are volunteer parties." (Mixed, rear 22-28)*

## Social institute

A community that operates in areas where the state is not sufficiently successful

*"These are the people thanks to whom our society is maintained..." (Volunteers, rear 24-35)*

# DEFINITION OF VOLUNTEERISM

Volunteerism is about a wide range of activities. At the same time, nowadays it is associated with helping such groups as: military, IDPs, local population affected by hostilities, animals, less often socially vulnerable groups (elderly people, children).



## TYPES OF ACTIVITIES in details

- **Physical volunteering:** work in humanitarian headquarters / work with humanitarian aid (procurement, unloading, sorting, delivery); weaving nets; cooking; Reconstruction of houses
- **Providing services:** psychological support; educational and medical services; animation; legal support, search for housing for IDPs; logistics: delivery of goods, taking people out of dangerous areas, their transportation to the border; assistance in collecting documents; Informing
- **Charity:** providing material and financial assistance, etc. (controversial)
- **Information volunteering:** dissemination of materials on social networks, counteraction to fakes, SMM/advertising for NGOs

# DEFINITION OF VOLUNTEERISM



**DIRECTIONS  
OF HELP in  
details**

## **Assistance to the military**

- Fundraising/donation of funds for defense equipment and equipment
- Collection/donation of humanitarian aid (food, hygiene products, etc.)
- Weaving nets
- Preparation of food/ food packages for the Armed Forces of Ukraine and territorial defense
- Informing about the movement of the enemy or a

## **IDP assistance**

- Provision of material and financial assistance
- Logistics (transportation to the border)
- Consulting and housing search
- Providing shelter
- Cooking lunches for IDPs

## **Assistance to the local population affected by the war**

- Humanitarian aid
- Evacuation of the population from the war zones

## **Zoovolunteering**

- Rescue of abandoned animals
- Assistance to shelters

## **Assistance to orphans / children (animation)**

## **Assistance to the elderly (humanitarian and educational)**



# DEFINITION OF VOLUNTEERISM

There are discussions & polar thoughts around what exactly can be perceived as a voluntary activities.

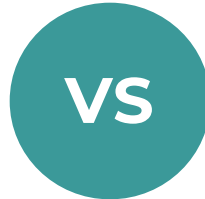
## Can DONATIONS (money or goods) be considered as volunteering?

- **YES** = voluntary and profitless assistance

*"Sometimes people are just busy and don't have time to deal with [funds], but they constantly transfer money. In fact, they are volunteers too, they just volunteer financially." (Volunteers, rear 24-35)*

*"If they collect for something specifically, or for a specific person [...], it is volunteering." (Volunteers, rear 24-35)*

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- **NO = RATHER CHARITY.** Volunteering here is only actions/deeds, as well as the use of intellectual and organizational potential. This position is supported in the legislation of Ukraine.

*"Volunteering is a story about responsibility [...] A volunteer is a person who is not afraid to take responsibility for the funds of donors and do their job, that is, they are responsible for accounting too." (Volunteers, rear 24-35)*

*"Volunteering is exclusively about individuals, [...] and when a person provides assistance including their time, skills [...] and charity is when people help through donations." (Volunteers , front-line regions 24-35)*

# DEFINITION OF VOLUNTEERISM

## Can volunteering be paid?

Volunteering should be free of charge. Selflessness is a key feature of volunteer work, so any benefit is not permitted (neither financial nor informational (advertising)).



Active volunteers believe that this principle is not relevant in the case of "full employment". A professional and effective volunteer is forced to switch from socially useful activities and receive some financial remuneration.

*"If you do any particular activity, you get funds for it, it's, for me, not volunteering anymore."  
(Volunteers, rear 16-23)*

*"Well, if it's an activity in which you make some profit, then it's definitely not."  
(Volunteers, rear 24-35)*

*"... someone has a main job, then yes. It can be unpaid activity. But if someone does not have a main job, and they, for example, did it all themselves, organized it, then I think they should get something for themselves."  
(Volunteers, front-line 24-35)*

*"... They think that a volunteer should be naked, barefoot, such a poor man and a homeless person [...] it seems that I just should [...] serve people and give away my last piece of bread"  
(Volunteers, front-line 24-35)*

## DEFINITION OF VOLUNTEERISM

### Image of a superior Volunteer





**Finding 2: THE NATURE OF VOLUNTEERISM**

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## THE NATURE OF VOLUNTEERISM during the war

After a full-scale invasion, volunteering has become more widespread, motivated, purposeful and organized. And at the same time, the decline in volunteer activity in recent months



**20-50% friends of volunteer youth joined volunteering after February 24**

**Up 70%** friends of active volunteers involved into volunteering

**50%** in the surrounding of volunteers from regional centers

**10-20%** among volunteers in the province

### DRIVERS OF CHANGES

- Growing motivation for volunteering
- Mobilizing around a common goal – victory in the war
- Growing number of volunteer headquarters
- Increasing information about volunteering opportunities
- Formation of volunteer associations, as opposed to private initiative
- A significant number of volunteers have chosen a sustainable area of work for themselves



*"It seems to me that everyone wanted to be useful at this time and at least somehow help. There were a lot of both headquarters and some volunteer opportunities on the Internet all the time. People have more motivation." (Non-Volunteers, 16-23)*

# THE NATURE OF VOLUNTEERISM during the war

The majority are proud of volunteering boom in their country. It unified a significant number of people, gave a sense of belonging to the "great mission." Volunteers have proven the ability to solve problems that state could not.

## Motives to be proud of volunteering

### The scale of the tasks that were solved

*"Our people have come together and are doing everything to make it all end as soon as possible, we can say they are doing the impossible." (Volunteers, rear 16-23)*

### Mass engagement

*"Since the beginning of the war, a large number of volunteers have appeared. A lot of people began to donate funds for humanitarian aid, transportation, evacuation, to help animals that were saved from war zones, many people wove nets, donated their clothes. Volunteering in Ukraine has grown a lot during this time" (Volunteers, rear 16-23)*

### Consolidation for common goals

*"I am proud of the unity of our people! That we began to do work together, rejecting ambitions, rejecting positions, who was who. [...] We have businessmen, teachers, doctors [...] everyone got up to do something. Everyone became a volunteer. This unity is inspiring, and makes me proud of the people, of the nation, that there are many of us together - we cannot be bitten. This is pride to tears" (Volunteers, rear 24-35)*

# THE NATURE OF VOLUNTEERISM

Volunteering has a radically different meaning for the target audiences of the study – volunteers and non-volunteers

## For volunteers

- Its basis is altruism, the interweaving of emotions and values (patriotism, the desire to help, the desire to be useful).
- Became especially significant in the context of the war
- Perceived as a sphere of opportunities: self-realization, development, leisure.
- Less important volunteering a pragmatic point of view.

*“For me, this is first of all patriotism, the spirit of the nation, because we help the military and the families who are leaving the war zone and it unites us all. We keep up our spirit because of this. We will stand against the invaders.”*  
(Mixed, rear 22-28)

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## For non-volunteers

- Volunteering is not a life priority.
- The pragmatic approach is dominant here: time and resources for volunteering are allocated only if it is not too burdensome, or according to the residual principle (after fulfilling their own goals: caring for the family, getting an education, career realization, recreation).
- A significant part of young people are not aspire to take on unnecessary responsibility or obligations, or are afraid that their resource will be used for someone's benefit. Only a few (often younger audiences) are a part of altruistic philosophy

*“Volunteering is far from being a priority, because on the first place I need to take care of myself, my family. I don't think about me helping anyone or being able to help. When I was able to help - I did it and forgot about it. If I can't help, I won't even try.”* (Non Volunteers, 16-23)

# THE NATURE OF VOLUNTEERISM

## For volunteers – KEY ASPECTS

### Altruism (dominant)

- ✓ A way to contribute to Ukraine's victory in the war
- ✓ Patriotism
- ✓ The opportunity to do something good, to help
- ✓ Compassion for those affected by the war
- ✓ The desire to be useful to people and the Motherland

### Pragmatism (rare)

- ✓ A way of self-realization (search for leadership, influence)
- ✓ A way to switch emotions (from negative news to emotionally rewarding work)
- ✓ Self-development tool
- ✓ Communication (networking), the experience of communicating with new people
- ✓ The ability to solve the problem, improve the situation in your city (few cases)

### Forced measure (few cases)

- ✓ Obligation/duty to the society, alternative to participation in war (rarely)
- ✓ The need to control the accurate spending of the collected funds (individually)



*"My heart is pounding, and I want to help everyone to speed up the end of the war that peace finally comes"*  
(Volunteers, rear 16-23)

*"A new experience of communication with people. And in principle, it is joyful that I can somehow help people"* (Volunteers, frontline regions 16-23)

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*"To demonstrate and use your strengths, your talents for the benefit of people [...] Opportunity to share knowledge and skills"* (Volunteers, rear 24-35)



# THE NATURE OF VOLUNTEERISM

## For NON-volunteers – KEY ASPECTS

### Altruism (TA 16-23)

- ✓ Aid to those who find themselves in a difficult situation
- ✓ Opportunity to be useful, to help
- ✓ Positive emotions from helping people
- ✓ Empathy for those affected

### Pragmatism (dominant)

- ✓ The opportunity to do a good deed, but without additional burdens for yourself
- ✓ Element of mutual support.
- ✓ Hope that I will be supported if I find myself in difficult circumstances
- ✓ New experiences (single cases)
- ✓ The ability to find friends, like-minded people (single case)

### Forced measure (TA 24-35)

- ✓ Conscious and difficult commitment
- ✓ The case "for the rich"
- ✓ Could turn into a tool to abuse the kindness of others
- ✓ Actions "under the pressure" of conscience (individually)



*"Volunteering is a pleasure for me. Because you understand that although you did not save a person's life [...] you still supported [...] I love to help." (Non-Volunteers, 16-23)*

*"There is no time for volunteering, as such. [...] There, if something turns up, I have to help in something, yes, I help, if not then no." (Non-volunteers, 16-23)*

*"To all the people, you still won't help. I don't have that much money to help everyone [...] Of course, this is a big responsibility, if you help, then help to the end and take responsibility to the end, not that you helped today, and tomorrow you said no." (Non-volunteers, 24-35)*

# THE NATURE OF VOLUNTEERISM

The main beneficiaries of TA assistance today are the Armed Forces of Ukraine, IDPs, the population affected by the war. Most young people who volunteered before the war claim that they did not change their focus of work (rather expanded them). At the same time, it is clear that certain areas have become not of a prime concern.

## The most common areas of volunteering

### During the full-scale war VERY OFTEN

- ✓ Assistance to the military (purchase of equipment)
- ✓ Collection and distribution of humanitarian aid for IDPs and the population affected by hostilities (assistance in warehouses)
- ✓ Weaving nets and kikimors

VS

### Before the full-scale war VERY OFTEN

- ✓ Assistance to animal shelters/ animals
- ✓ Assistance to the military (fundraising, purchase of equipment, medicines)
- ✓ Construction and repair of premises (for IDPs, the elderly, low-income families, public buildings, youth spaces)

# THE NATURE OF VOLUNTEERISM

## During the full-scale war – OFTEN

- ✓ Logistics (delivery of goods, unloading of trucks)
- ✓ Fundraising, monetary donations
- ✓ Cooking for the army, IDPs, the elderly, the population affected by the fighting
- ✓ Animation activities for IDP children / children
- ✓ Targeted delivery of food / medicine / baby food - to those in need

## RARE

- ✓ Making Molotov cocktails
- ✓ Evacuation of people from dangerous territories, bringing refugees to the border
- ✓ Assistance to animal shelters/ animals
- ✓ Conducting fundraising events / finding sponsors / donors
- ✓ Work in IDP reception headquarters Renovation of premises for IDPs (BUR volunteers only)
- ✓ Single: assistance in the hospital, humanitarian mission, information volunteering, toloky

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VS

## Before the full-scale war – OFTEN

- ✓ Financial and material assistance to IDPs, low-income families Landscaping, toloky
- ✓ Delivery of food / medicine to those in need (elderly people, people with limited mobility)
- ✓ Event volunteering (concerts and other cultural events)
- ✓ Organization of fundraising events
- ✓ Assistance to the elderly (in household chores, in leisure)

## RARE

- ✓ Blood donation
- ✓ Logistics (delivery of goods, unloading tracks)
- ✓ Animation activities for children
- ✓ Weaving nets, kikimors
- ✓ Evacuation of people from dangerous areas
- ✓ Removal of the bodies of the dead

## THE NATURE OF VOLUNTEERISM. Youth Volunteering In Quotes



*We helped low-income families in our area, and since the beginning of the war, our foundation has to serve universal needs. We have created a separate group for the displaced, they throw their needs there, we throw them into the general group that we have, and people there in a matter of minutes find from refrigerators to some porridges there that cannot be found. (Volunteers, rear 24-35)*



*They delivered, unloaded a humanitarian in a warehouse, organized a warehouse of a kind, provided assistance to targeted IDPs [residents of Donetsk, Luhansk, and Kharkiv regions]. Collected donations for the car and we accomplished that! (Volunteers, rear 24-35)*



*Helped to transport medicine at the beginning. We made Molotov cocktails and wove a net, transported food and materials for a checkpoint to a nearby village. They loaded and transported clothes and food collected by volunteers (Volunteers, frontline regions 24-35)*



*I was in Dyer in occupation with my family. These two weeks we were engaged in a humanitarian mission, because our mayor disappeared somewhere. As you know, the bridge blown off so that the invaders could not leave Belarus advance to Kiev. We were in complete blockade. We had a humanitarian crisis, because the shops were all defeated, looted. My family organized headquarters and people lived through the barter system. (Volunteers, frontline regions 24-35)*

# THE NATURE OF VOLUNTEERISM. Engagement



## Frequency

- ✓ 2/3 of the study participants volunteer regularly
- ✓ Of these, almost an equal number of those who volunteer daily, 2-3 times a week, 1 time per week
- ✓ Everyone else volunteers only when they are invited



## Time spent

- ✓ 20% volunteer full-time (live on savings, scholarships, dependent families, some are looking for job)
- ✓ 20% volunteer about 10-20 hours a week
- ✓ 30% - involved 3-8 hours a week
- ✓ 30% - currently do not volunteer (only donate funds, distribute posts)

The majority of young people had to reduce their volunteering activity due to return to work/school, optimization of work (increasing efficiency), decline of demand for volunteer assistance (declining need in humanitarian aid, relocation of IDPs), getting used to war, burnout. Job seekers plan to reduce volunteering time in the future but will not stop it.

## THE NATURE OF VOLUNTEERISM. Advantage and importance



**Believed it is possible to stop the war and overcome its consequences only by joint efforts. Everyone's participation is important**

*"If not me, then who? [...] If everyone thinks: "Who needs me there, and they will do without me there," then there really will be no one to do it. I believe that we are like a chain, everyone should cling to each other, then there will be a victory." (Volunteers, rear 24-35)*



**Support is important to avoid significant outflow of population from the country**

*"If we do not help our compatriots who have suffered, they will simply go abroad. We will simply become smaller as a population, and we will have fewer opportunities to defend ourselves." (Volunteers, frontline regions 24-35)*



**A significant part of fellow citizens found themselves in difficult circumstances and it is very difficult for them to overcome it without help**

*"I know people who can't afford good nutrition. For example, people live in modular houses where there is 1 kitchen with 17 rooms. And at most, up to 3 families can cook their own food while others do not, or for people who have lost part of the house and cannot now restore it. These people are very grateful for what they are fed." (Volunteers, frontline regions 16-23)*

## THE NATURE OF VOLUNTEERISM. Advantage and importance

Non-volunteers have nothing against volunteering, unless it becomes too burdensome and does not oblige to participate regularly. Currently, most of the none-involved participants are only observing volunteering.

### Actual Experience of Non-volunteers

**Some participated in volunteering** (help at the humanitarian headquarters, supplied ammunition and food for the military in 2014, distributed humanitarian aid to the elderly, distributed posts to collect money for the needs of the army)

- **For some, it was positive experience, but volunteering had to be limited due to lack of time or family circumstances.**
- **Still, sometimes – not successful:** burnout, conflict, disappointment in the team.

*“I was involved before the war. And now with the beginning of the war, there was no opportunity and time to engage in some volunteer practices at all. There were certain moments - scandals with certain people who were engaged in pseudo-volunteering and we then exposed this situation, that they appropriated some money.” (Non-volunteers, 24-35)*

*“On a permanent basis to join, I think there is no possibility. If any help in an orphanage or animal shelter is needed once a month or in half a year, I would join, not on an ongoing basis.” (Non-Volunteers, 16-23)*

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# THE NATURE OF VOLUNTEERISM. Advantage and importance

## Reasons for “boarding on”

- **It is more likely that young people will join volunteer initiatives if their friends are involved**– e.g. raising funds for the army, weaving nets, sorting and delivering humanitarian aid.
  - They are proud of their volunteer friends and do not mind joining volunteering "for to keep up company". An important factor here is **MENTORING – a clear algorithm of actions and emotional support.**
- **The most attractive areas for this group are:** assistance to animals, psychological assistance, donations to orphanages, care for the wounded, social entrepreneurship, toloky / improvement.
  - However, these areas reflect preferences rather than plans. Only a few took steps to start volunteering in the desired field.

*“I went for the company, it's always easier if you have a company, because it's hard to get into a new area alone, and when you're with someone, it always makes things easier. Therefore, yes, how to say, and not scary together.” (Non-Volunteers, 16-23)*

*“In general, yes, if I had been called, I would have joined. I think, just because there is no mentor, there is no example for volunteering, many people probably hold it back.” (Non-Volunteers, 16-23)*



## THE NATURE OF VOLUNTEERISM. Centralization

Participants could not come to an agreement which form of volunteering is the most common in Ukraine. Two approaches emerged: **individual volunteering vs. centralized volunteering**



### Arguments supporting the spread of individual volunteering

- ✓ There are no organizations in rural areas
- ✓ A significant number of initiatives are assistance to relatives and friends
- ✓ In social networks, a significant number of private initiatives are noticeable (many opportunities to join individually, or independently organize a collection)
- ✓ There are many volunteer initiatives of famous people / bloggers in Ukraine
- ✓ Young people often do not know volunteer organizations, do not understand how to join their work



### Arguments supporting the dominance of centralized volunteering

- ✓ There are many organizations in cities, they actively advertise volunteer opportunities
- ✓ It was the organizations that attracted the most new volunteers during the war
- ✓ Volunteering for young people should be simple and straightforward. Organizations offer ready-made solutions
- ✓ Organizations allow obtaining a permit to travel abroad (individually)

*"I think it spreads simultaneously in both forms [...] If fundraiser are friends, then you join, but if it is some kind of large-scale volunteering, then it is easier through the organization." (Volunteers, frontline regions 16-23)*

# THE NATURE OF VOLUNTEERISM. Benefits of centralized volunteering

1

Able to solve large-scale tasks (in particular, through the involvement of international donors)

*"This simplifies, facilitates the task and increases the volume of the humanitarian aid [...] That is, there is a team of people who can write dozens of letters to different organizations and get help. For Europeans, for donors, they see that there is a foundation writing to them, in their language, everything is certified there, all necessary stamps on the form. That is, everything is serious" (Volunteers, rear 24-35)*

2

Volunteer organizations offer a clear and easy way to join volunteering (ready-made tasks)

*"They told you where to come, they told you when, at what hour, what to do and you came to do it. And not just that you have to look for something, organize something yourself. It's easier that way" (Volunteers, rear 16-23)*

3

More organized and structured. Works on a sustainable basis and has become helpful

4

Offers community, new contacts, communication, and therefore opportunities

*"It gives feeling of unity, communication, teamwork, upgrading your skills." (Volunteers, rear 16-23)*

5

It has infrastructure, well-established processes; offers educational and entertainment opportunities (rarely mentioned)

*"I liked volunteering through old large organizations because they have established processes. When you go to an event [...] you know that you will be fed, you will have a cultural and educational program, you camp had a clear age group [...] It's a choice that has to make me feel good. I volunteer first for myself and then everything else." (Mixed, rear 22-28)*

# THE NATURE OF VOLUNTEERISM. Benefits of individual volunteering

1

Provides freedom of obligation, does not require constant participation, anonymous (which is important because russia persecutes volunteers in the occupied territories)

*"You have responsibilities, and when you volunteer individually, you want – you leave, you didn't want – you didn't, you choose what to do." (Volunteers, rear 16-23)*

2

High mobility, low level of bureaucratization, efficiency

*"Less regulations. Organizations have statutes, internal rules, and they impose restrictions. And when you make varenyky (food) in the basement, you are working for yourself, you just bring everything and do, and there are no additional responsibilities." (Mixed, Rear 22-28)*

3

The highest degree of trust. Directly visible result

*"I think they have important [selfish] goals there. There are large volumes of humanitarian aid and every volunteer has the opportunity to do something there. I don't need this, I do myself where I think I am needed." (Volunteers, rear 24-35)*

4

Does not require specific skills or education

*"For large organizations, you need either knowledge of English or IT, well, perhaps which I do not have."  
"In that organization, everyone is either lawyers or some important... no one calls ordinary people there." (Volunteers, rear 24-35)*

5

Focused on solving local problems (more accessible in rural areas)

*"Individual collections are not aimed to solve global goals [...] but mainly to solve the problems that we have here now." (Non-volunteers, 16-23)*

## THE NATURE OF VOLUNTEERISM. Involvement in the work of organization



**50%**  
volunteer youth  
engaged in volunteering  
through the  
organization

**Volunteers from frontline  
communities cooperate with**

**Local organizations:**  
The Good Samaritan, Malinovsky  
Center for Humanitarian Aid,  
Charitable Institute, Sokol, Lviv  
Humanitarian Headquarters, Daria  
Sayet Charitable Foundation,  
Fortuna, Palyanytsia, Volunteer  
Movement, SVOI.

**National initiatives:**  
BUR (Building Ukraine Together)

**Volunteers from rear  
communities cooperate with**

**Local organizations:**  
Youth Center "Paragraf", Pure  
hearts, Turbota v dii, Meni ne  
baiduzhe

**National organizations:**  
BUR, Caritas, NGO Civil Network  
Opora

**International organizations:**  
Red Cross, UNDP, Eleos

# THE NATURE OF VOLUNTEERISM. Conditions for participations

Non-volunteers prefer individual forms of volunteering due to lack of awareness about centralized volunteering

- Suspect organizations of corruption and consider them too bureaucratic.
- Young non-volunteers know little about volunteer organizations in Ukraine, do not have a clear idea of how to join them..

**However, all these cautions can be challenged by:**

- !!! Build up awareness
- Strengthening the reputation of organizations, their proactive work to attract young people, explaining the conditions for cooperation and the benefits that it offers.

## KEY REASONS

- Free volunteering schedule
- An interesting, friendly team of like-minded people
- Activities in a field close to their interests
- Transparent activity and regular reporting
- Spotless reputation of managers
- Informing about organizations, specifics and mechanism of their work (how it works, how you can join it)
- Accessibility for beneficiaries (really helping those in need)
- Salary for volunteers (single case)

## CONDITIONS FOR JOINING

*"I will join if my like-minded people are there, if there is a free work schedule. It is also very important that this organization is accountable, that is, how and for what humanitarian aid or finances are used. That is the honesty of this organization." (Non-volunteers, 16-23)*

## THE NATURE OF VOLUNTEERISM. Participation of young IDPs

The participation of young IDPs is assessed ambiguously both in the frontline regions and in the other communities: the participation of IDPs in the work of volunteer organizations is gradually declining due to the fact that they move

### Young IDPs are actively involved in volunteering

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- Part of them are professional volunteers
- Others are motivated by the opportunity to get aid

*“100%, there are many of them. We have a headquarters in Zaporizhzhia [...] - these people come to volunteer because we have food and the opportunity to live in this headquarters. (Volunteers, frontline regions 24-35)*

**МРИЄМО ТА ДІЄМО**

### Activity of IDPs is not noticeable

---

- Young IDPs are mostly women with children who are unable to leave them alone
- They had the initiative to participate in volunteering, but they were denied

*“You bring them some help, and they don't like it! [...] And they themselves sit more and wait for help. They don't really want to do something” (Volunteers, rear 16-23)*

*“When I arrived in Lviv, they said at those volunteer headquarters that “ You are an IDP, then we must help you” (Volunteers, frontline regions 24-35)*

# THE NATURE OF VOLUNTEERISM. Cooperation

Volunteers in Ukraine are cooperating with partners (authorities, businesses and NGOs). In the west of the country, volunteers also actively cooperate with the Church

## AUTHORITIES



- 1-2 participants had experience of cooperation in each of the groups (professional volunteers)
- The local authorities informed about the needs of the community
- In some cases, volunteers performed the functions of the authorities (due to its failure to act)

**МРИЄМО ТА ДІЄМО**

## BUSINESS



- Experience of cooperation had only older participants
- More active cooperation was in the home front regions (4 mentions, against 1 in the frontline).
- The main nature of cooperation: business donations

## NGOs



- Experience of cooperation with NGOs had 2-3 participants in each of the groups mostly of the older age
- Among the mentioned organizations are international (Red Cross) and all-Ukrainian (Caritas)

## RELIGIOUS ORGANIZATIONS



- Religious institutions were more often included in volunteer activities in the home front regions (4 people)
- In the frontline regions, only one person volunteered through the Church.



**Finding 3: MOTIVES AND BARRIERS FOR VOLUNTEERING**



# MOTIVES AND BARRIERS FOR VOLUNTEERING

**Volunteers declare a wide range of reasons for their participation. The dominant declared reason is empathy.**

- ▶ Realities of the war (many young people joined after February 24) – like the desire to contribute to the victory and help those who suffered from the war.
- ▶ **For the younger TA** – social relations and self-realization is important. A certain idealism is also present (the desire to change the world for the better)
- ▶ **The older participants** are more likely to help with their milieu or those who asked for help. They mostly guided by practicality (understanding that mutual aid practices are almost the mechanism that insures against the future risks).
- ▶ **For the professional volunteers** the opportunities of professional growth offered by organizations was important



*“There are many private reasons. I know a lot of examples where people started volunteering just for fun or wanted to chat because they were alone. It happened that people came to volunteer because there was a beautiful girl or guy there. There are people who go to another region of the country volunteering to see another city.” (Mixed, rear 22-28)*

*“Everyone joins in his way. Students who come to volunteer for the first time are either a friend of friend or need to get better rating or a scholarship. There is also a material motivation: a T-shirt, the opportunity to go to another city, a coffee break, get a certificate for better rating– this is for 70% of people. And then it's an environment where they found emotional comfort, social connections with a community of volunteers, corporate jokes, shared identity, and so on. That is, primary material, and then emotional social.” (Volunteers, frontline regions 24-35)*

# MOTIVES AND BARRIERS FOR VOLUNTEERING

42

The war significantly transformed the motivation of young people to volunteer. Motivation based on values & true emotions gained importance — patriotism, civic position, strive for unification.

## MOTIVATION AFTER THE BEGINNING OF THE WAR

- ▶ **Values came to the fore: patriotism, cohesion. The main message is to help Ukraine win**

*"The top 3 reasons - people wanted to overcome the panic they had [...] The second is emotional comfort because there are many people around who do something together [...] The latter is to win [...] to make their contribution to the victory." (Volunteers, frontline regions 24-35)*

- ▶ **Strengthened, due to the fact that everyone was in a situation of risk (survival motivation)**

*"...that I felt it on my own skin -before it was just a desire to help people, an abstraction". (Volunteers, frontline regions 16-23)*

- ▶ **Gained stronger emotional underpinning**

*"...the Russian occupier came to my house [...] such an insolent invasion affects me personally, my family, my village and my national identity [...] This raises emotions and anger." (Volunteers, frontline regions 24-35)*

## MOTIVATION AFTER THE WAR

- ▶ **The value of communication, community, will come to the fore; one of the main messages will be – "let's rebuild the country!"**

*"People will be kept by the community. The motivation for the need to volunteer, such an emotional necessity, will disappear [...] It will become more than just volunteering. It will become a friendship." (Volunteers, frontline regions 24-35)*

- ▶ **It will remain due to the growth of trust in volunteering and the increase in the status of volunteers in society**

*"Young people will continue to volunteer as they are now [...] Because now volunteers are treated with respect. The opinion of young people about volunteering has already changed." (Mixed, rear 22-28)*

- ▶ **Will have lower intensity and emotional coloring**

# MOTIVES AND BARRIERS FOR VOLUNTEERING

All barriers to volunteering can be divided into four groups: life circumstances, subjective, informational & barriers of trust

## OBJECTIVE CIRCUMSTANCES

- ▶ Lack of time (due to the need to work, study)
- ▶ Family circumstances (small children, illness of relatives)
- ▶ Lack of savings for pro bono volunteering/ lack of funds for donations
- ▶ Lack of capital to implement the initiative (social enterprise, opening an animal shelter)

## SUBJECTIVE CIRCUMSTANCES

- ▶ Lack of desire, laziness (only non-volunteers and volunteers from the home front)
- ▶ Lack of faith in the effectiveness of one's own actions, fear of the new
- ▶ Emotional burnout
- ▶ Fear of responsibility, obligations

# MOTIVES AND BARRIERS FOR VOLUNTEERING

## INFORMATION BARRIERS

- ▶ Lack of information about volunteer opportunities. Less organizations need volunteer aid
- ▶ A weak understanding of volunteering, how to join it, how it "works". Lack of role models
- ▶ Lack of knowledge on how to effectively organize volunteer work
- ▶ Lack of specialized education, knowledge, skills (e.g. to provide psychological support, assistance in caring for the wounded)
- ▶ Not understanding the importance of volunteering

## BARRIERS OF TRUST

- ▶ Presence in media of information about fraud in charitable and volunteer organizations, distrust to them
- ▶ Negative participatory experience, frustration
- ▶ Lack of reporting of organizations about the funds used
- ▶ Lack of appreciation from the side of beneficiaries (including IDPs) towards people who provided assistance to them
- ▶ Bureaucratic restrictions in charities and volunteer associations. Refusals to help those in need

# MOTIVES AND BARRIERS FOR VOLUNTEERING

The instruments aimed at involving young people in volunteering should include three large clusters: promotion, benefit and assistance. The most important cluster is promotion responsible for enhancing its reputation and turning it into a social norm

## Effective tools for involving young people in volunteering

### Promotion, advertising, reputation

- ▶ Informing about volunteer organizations. Advertising initiatives. Create a single portal with a possibility to filter by city. Publicity of organizations (presentation of reports)
- ▶ Demonstration of the importance, it's benefits (friends, acquaintances, educational opportunities, games)
- ▶ Promoting cultural patterns of volunteering in small towns and villages
- ▶ Fostering a culture of volunteering from childhood (implementation of initiatives and thematic lessons in kindergartens and schools)
- ▶ Improving the social status of volunteering in society (articles in the media)
- ▶ Personal example and appeals of famous people
- ▶ Motivational videos - "Let's rebuild the country"
- ▶ Declaring specific simple and achievable goals

### МРІЄМО ТА ДІЄМО



*"Even [when I was in school] it would be great if representatives would come and talk about it. Because I didn't know we had so many opportunities." (Non-Volunteers, 16-23)*

*"An example in practice, children need it so that they, for example, see help and, perhaps, changes in the life of the person they helped. It will motivate them to do further." (Volunteers, rear 24-35)*

*"Maybe someone wants to see themselves in the press, in the news." (Non-volunteers, 24-35)*

## Benefit

- ▶ Benefits (free travel, discount on education and entertainment, free dentistry)
- ▶ Financial reward for participation
- ▶ Growth tools and educational opportunities: language courses, trainings, psychological support training
- ▶ Trips, new experiences
- ▶ Medical insurance (in the frontline zone)
- ▶ Initiatives on the ground, with the opportunity to take advantage of the result of their efforts
- ▶ Additional points for admission to higher education institutions, points to the course rating, certificates during study

*"Bonuses for volunteers [...] for 10 days you go kayaking, plus medical care [...] pluses in the workplace or to retirement fund." (Volunteers, frontline regions 24-35)*

*"I support when it's good for myself. For example, to clean the territory. I live here, I clean it around the house." (Non-volunteers, 16-23)*

## МРІЄМО ТА ДІЄМО

## Help

- ▶ Assistance to local authorities: provision of premises, financial assistance and information support for volunteer initiatives
- ▶ Provision of grant funds
- ▶ Training leaders of organizations on how to properly organize a volunteer initiative
- ▶ Formation of an institute of mentors for beginners
- ▶ Presentation a clear and understandable algorithm of actions (how to become a volunteer, where to go, what to do, how long it will take)
- ▶ The ability to leave children under care for volunteering

*"Young people follow adults more and if they ask for something, they help [...] They come to senior volunteers who give them assignments." (Non-Volunteers, 16-23)*

## MOTIVES AND BARRIERS FOR VOLUNTEERING. Agents of popularization

Одним із ключових агентів соціалізації молоді є навчальні заклади. Нині на базі шкіл та дитячих садків здійснюється значна кількість благодійних та волонтерських ініціатив (залучають також і батьків).

### Schools initiatives

- ▶ Assistance to the army and IDPs (fundraising, food, things, weaving nets)
- ▶ Countering cyberattacks
- ▶ Drawings for the Armed Forces of Ukraine
- ▶ Preparation of the bomb shelter
- ▶ Help to orphanages
- ▶ Toloky
- ▶ Fundraising for animal food for the shelter
- ▶ Charity Fairs

**МРІЄМО ТА ДІЄМО**



*"It develops an empathy, a sense of responsibility, even gives sense of independence. For example, fairs are charitable, this is normal" (Non-volunteers, 24-35)*

### Arguments in favor of volunteering in schools

- Empathy is developed
- A sense of duty is formed
- At this age, there is plenty of time to volunteer (few other responsibilities)

## MOTIVES AND BARRIERS FOR VOLUNTEERING. Agents of popularization

An important agent of the popularization of volunteering are opinion leaders. Non-volunteers agreed that they would unanimously respond to the address of **Volodymyr Zelenskyy**. For the younger audience, the address of local authorities and NGOs are also relevant. For the eldest – **Serhiy Prytula** was a role model.



### Leaders:

- Volodymyr Zelenskyy
- Serhiy Prytula
- Local authorities (city and village heads), if supported
- Kalush Orchestra (single case)
- NGOs: Red Cross, Voluntary Construction Battalion

### Messages:

- “Without you – no way! You are needed here!”
- “HELP! We need your assistance!”
- “Let's do it together, it will accelerate our victory!”
- “Our goal is \_\_\_\_\_, to achieve it we need \_\_\_\_\_”



# MOTIVES AND BARRIERS FOR VOLUNTEERING

Most young men are not ready to go to a front line. Among the main reasons: fear of death, unwillingness to kill, inability to hold weapon.

About half of the men from the home front areas justify their refusal to go to the front, because they are more useful as volunteers.



*"If a person knows how to do something well and it already works, then it is better to stay in place, the fact that, firstly, to master a new activity, it will take too long. And if you go and volunteer for the front line, then to me - a person who can't just do it - it's a suicide" (Volunteers, rear 24-35)*

*"I had this intention for a month at the beginning and then I saw that there was a need. I could do more here than there running with a gun. I will run and shoot god knows where. I felt there would be more sense from me here" (Volunteers, rear 16-23)*

One or two people in each group tried to join the territorial defense, but were refused: because of their young age, student status, lack of weapons..





**Finding 4: THE FUTURE OF VOLUNTEERING IN UKRAINE.**

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# THE FUTURE OF VOLUNTEERING IN UKRAINE. Plans

## Reasons to continue volunteering:

- ▶ Help to friends/colleagues
- ▶ Empathy, understanding that there are many social groups in the country need help
- ▶ The desire to minimize the consequences of war

## Reasons to stop volunteering:

- ▶ Declining need for aid from volunteer organizations
- ▶ Frustration with charity/volunteering (due to mismanaging)
- ▶ Need to switch to work/study
- ▶ Lack of a company of like-minded people

# THE FUTURE OF VOLUNTEERING IN UKRAINE. Plans

## Main directions and beneficiaries:

- ▶ Zoo volunteering in shelters
- ▶ Support of orphans
- ▶ Reconstruction of houses
- ▶ Charitable donations for the reconstruction of the country and for vulnerable groups
- ▶ Volunteering for military and veterans
- ▶ Volunteering for the people in need (IDPs, pensioners)
- ▶ Eco volunteering (toloky, promotion the culture of garbage sorting)
- ▶ Inclusive volunteering
- ▶ Event volunteering (mentioned once)

**P.S. We observe some specifics regarding the selection of priority areas of volunteering for different groups of participants:**

- **Non-volunteers do not have defined priorities for the future, they rather outline areas of activity that could potentially interest them.**
- **Volunteers who are involved centrally choose the direction in which their organization specializes.**

*“These people [IDPs] do not adapt quickly and housing will not be available to them soon. Therefore, it will be necessary to support such people further.” (Non-volunteers, 24-35)*

*“It doesn't matter what time it is, but there are people who cannot provide for themselves. There are volunteers who have free time, hands-free and can help.” (Volunteers, rear 24-35)*

## THE FUTURE OF VOLUNTEERING IN UKRAINE. Significance

Majority are convinced of the importance of volunteering for the restoration of the country. It can be both on the level of supporting role or will help accelerate the reconstruction initiated by the state and international organizations more effectively.

### Potential ways to join the country's recovery:

- ▶ Clearing cities of debris
- ▶ Repair/construction works
- ▶ Creating hubs for collecting building materials (donations from people)
- ▶ Raising funds for the needs of communities
- ▶ Providing logistics, delivery of goods from the EU
- ▶ Material and financial support for IDPs/ population affected by war
- ▶ Job search and housing for IDPs
- ▶ Assistance in psychological and physical rehabilitation of military and war-affected persons
- ▶ Organization of leisure for orphans
- ▶ Restoration of parks, recreational spaces
- ▶ Help for homeless animals in shelters
- ▶ Search for investors
- ▶ Generation of ideas for reforming the country, creating public discourses



*Volunteers are a huge potential of people who are willing to work for free. These people can literally go to rebuild the country.  
(Volunteers, rear 16-23)*

*We will be able to restore the country in any case, just a question: how long will it take? If they volunteer, it will be much faster. (Non-volunteers, 16-23)*

# THE FUTURE OF VOLUNTEERING IN UKRAINE. Organizations

Most young people are unfamiliar with initiatives that have already involved in rebuilding the country. While the activity of local organizations in the direction of housing reconstruction, dismantling of debris, decommunization, and rehabilitation of the military is more noticeable.

## INTERNATIONAL ORGANIZATION/ FOUNDATIONS



ПРООН



МІЖНАРОДНИЙ  
ФОНД  
ВІДРОДЖЕННЯ



## GENERAL UKRAINIAN ORGANIZATIONS



БУР

## LOCAL ORGANIZATIONS/ INITIATIVES



Добробат



# THE FUTURE OF VOLUNTEERING IN UKRAINE. Forecast

According to the forecast of young people, the level of volunteering in Ukraine will decline after the war. The gained connections, experience, understanding of "how it works" will increase the share of sustainable volunteers. This, in the moment of a crisis, would allow to reconnect quickly with young people who do not plan to volunteer after the war.



## FACTORS OF SUSTAINABLE VOLUNTEERING:

- Public demand
- State assistance (provision of resources to organizations)
- Development of civil society and consciousness of Ukrainians, when it becomes a new social norm
- Experience in volunteering. Dissemination of cultural patterns of volunteering
- Inclusion in the social network. Social relations

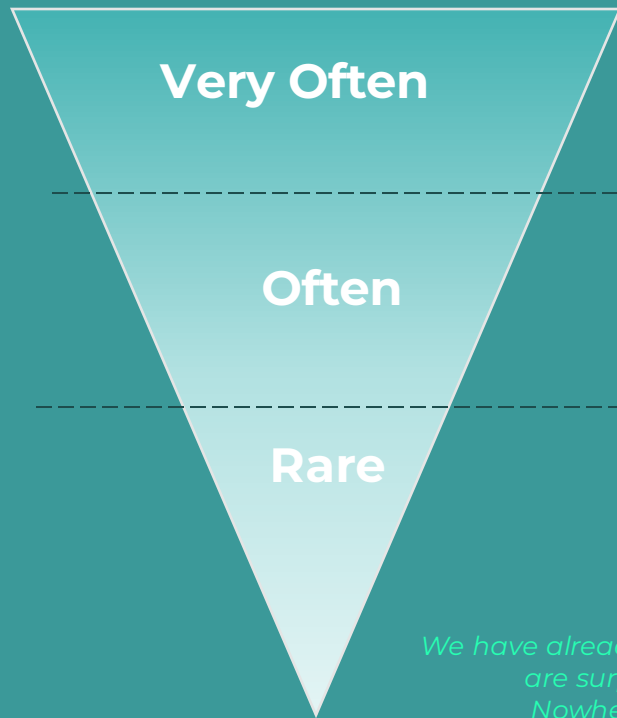


## FACTORS RESPONSIBLE FOR THE DECLINE OF VOLUNTEERING:

- Emotional burnout, fatigue due to the combination of work / study and volunteering
- Decrease in the welfare of the population (ability to make donations)
- Reducing the number of organizations that will attract young people (due to the closure of humanitarian headquarters, canteens, centers for compact residence of IDPs)
- Gradual improvement of the situation in the state (reduction of the request for assistance)

# THE FUTURE OF VOLUNTEERING IN UKRAINE. Global context

Young people do not have an unanimous vision of the integration of Ukrainians into the global volunteer community:



Most believe that Ukrainian volunteers deserve to join the global volunteer community, because they have necessary qualities and become professionals in social and military areas. However, for full membership, it is still necessary to gain experience in cultural and educational volunteering.

Some participants believe that Ukrainian volunteers have already become full members of the world community. Large-scale and effective volunteer activities of Ukrainians are world-famous. They implement joint projects with international organizations.

Some participants think that it will be difficult for Ukrainian volunteers to become a full-fledged part of the global volunteer community (due to corruption, lack of volunteer culture, relevant legislation).

*We have already surpassed [international organizations] over the past six months. Abroad, people are surprised at how united Ukrainians are and ready to give their last for a common goal. Nowhere, perhaps, has there been a similar case in the world as it is now in our country, in Ukraine. (Volunteers, rear 16-23)*

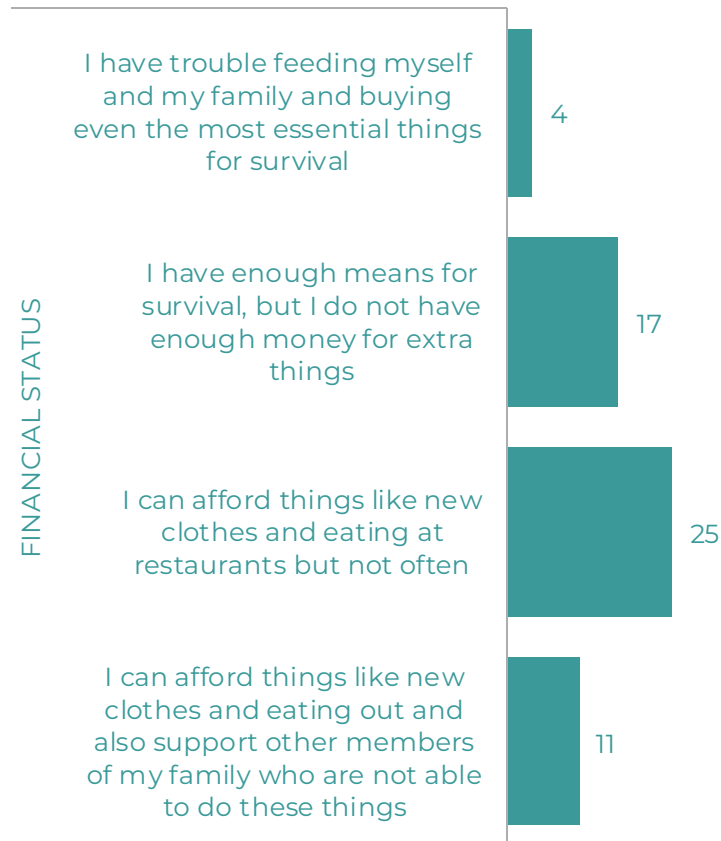
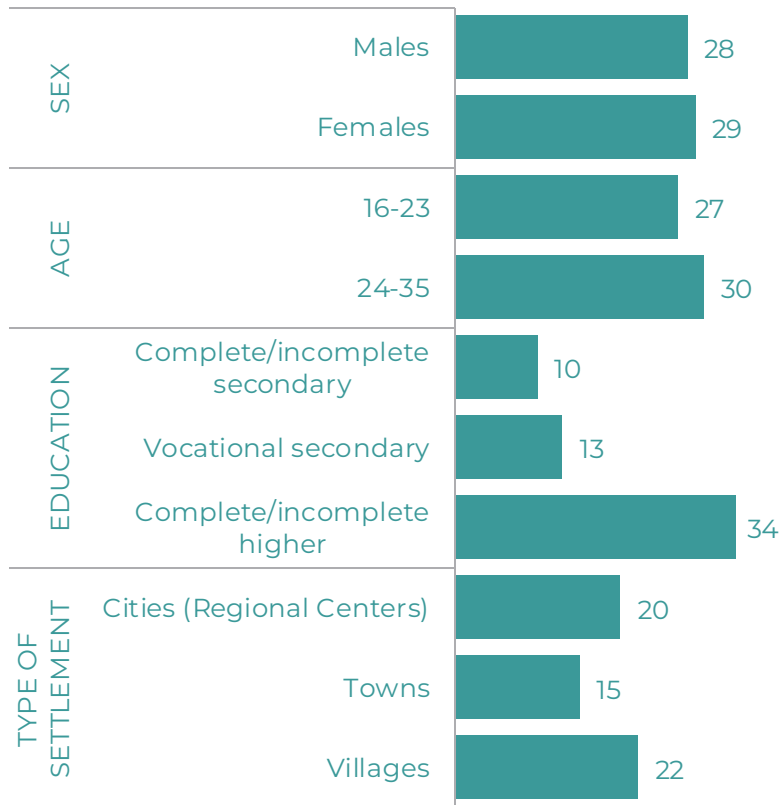


# DEMOGRAPHICS

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## Focus Group Participants Characteristics





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