

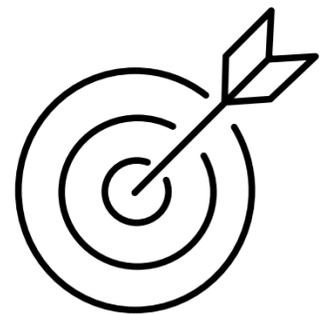


ANNUAL REPORT

Enjoying Life Foundation
2025



MISSION



To care for older people today while creating a better future for all of us tomorrow.

VISION

A society free from prejudice, socially and financially mature, where every person — regardless of age — has the right to be themselves and live a vibrant and fulfilling life.

We envision a Ukraine where caring for older people is a social norm.



KEY HIGHLIGHTS OF

2025

2025 — a year of resilience and international recognition

In 2025, the Enjoying Life Foundation once again confirmed its transparency and reliability at the international level: successfully passed CAF America certification for the second time, was included in the Global Charity Database, got officially verified by Philanthropy in Ukraine, and joined the Alliance of Ukrainian Civil Society Organizations

Despite the challenges of the war, all projects operated continuously.

Enjoying Life: Lunch and Enjoying Life: Space for Seniors provided daily support for older people. Enjoying Life: Work shaped a new culture of attitudes toward age and employment. Enjoying Life: House Nearby helped internally displaced families start a new life.

2025 became a year of strengthened resilience, partnerships, and real impact.

Together with our donors, volunteers, and partners, we proved that trust and humanity remain the strongest support even in times of uncertainty.



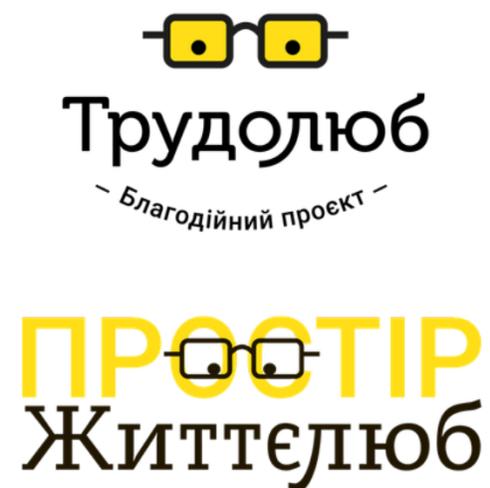
AREAS OF WORK

MEETING THE BASIC
NEEDS OF OLDER
PEOPLE

ENSURING A FULL AND
ACTIVE LIFE IN OLDER
AGE

CHANGING
PERCEPTIONS ABOUT
AGE AND AGEING

SUPPORTING PEOPLE
AFFECTED BY THE
WAR



YEAR IN NUMBERS

103 100

people received support from the Enjoying Life Foundation together with volunteers and partners



1147

events held, which were attended by Enjoying Life participants

563

times

8

regions and

143

settlements reached where people received support from the Foundation together with volunteers and partners



21 550

were contributed by volunteers to support the projects

DISTRIBUTION OF CHARITABLE AID

102 849 340
UAH

total aid raised and delivered

84 325 178
UAH

value of goods and services provided

ENJOYING LIFE: LUNCH

It is not only about hot meals — it is daily support for older people.

It is stability in an unstable world. It is care that does not stop even after nights spent in shelters. It is a place where older people are not left alone with their challenges.

In 2025, the project continued to operate despite power outages, staff changes, partner mobilization, and growing demand.

Despite this, the yellow houses continue to work — thanks to restaurants, volunteers, coordinators, businesses, and caring people with big hearts.

PROJECT SUPPORTED BY



256 718

portions of hot meals provided to the project's beneficiaries

9

hot meal distribution points in Kyiv

30

restaurants and partners

571

volunteers

KEY EVENTS OF THE PROJECT



Lifelovers received **3,000 food packages** at key moments of the year — for Easter, Enjoying Life Day, and Christmas.

The annual corporate volunteering initiative “**Month of Open People**” brought together 14 companies and 144 employees, who joined meal distribution, learned about the project, and interacted directly with Enjoying Life participants, turning team-building into real help.

We gathered the community of partner restaurants for a warm event for communication, gratitude, and the exchange of experiences.

The **Culinary Stand-up** became a space for live dialogue, where humour was combined with sincerity and partnership with humanity.

Cooperation with Enjoying Life is an opportunity for us to do real good together with those who change people's lives for the better every day. The Enjoying Life: Lunch project is especially valuable to us because it gives the most important thing — care, attention, and *достойну* support for older people.

We believe that warm food and a warm attitude can bring more joy and confidence to everyday life, and we are proud to be part of this important project.

il Molino

We sincerely thank the Enjoying Life: Lunch project for its support!
We are internally displaced persons from Donetsk region and lost everything in 2022. After evacuating to Kyiv, we became regular visitors of the Enjoying Life Lunch point.

Caring and responsible volunteers, a friendly atmosphere, inspiring communication — so necessary in our time — and, of course, always delicious hot meals create only one desire: to sincerely thank you for such care.

Oleksandr and Valentyna, beneficiaries of Enjoying Life: Lunch

ENJOYING LIFE: WORK

Enjoying Life: Work is a project that helps people aged 50+ return to active professional life, find a job or change their career path, restore self-confidence and a sense of their own value in the labour market.

The project works comprehensively: we combine career support, psychological support, training programs, and direct contact with businesses. This approach not only prepares people to look for work, but also creates conditions under which employers are willing to consider and hire candidates aged 50+ in their companies.

2025 became a year of qualitative growth and new formats.



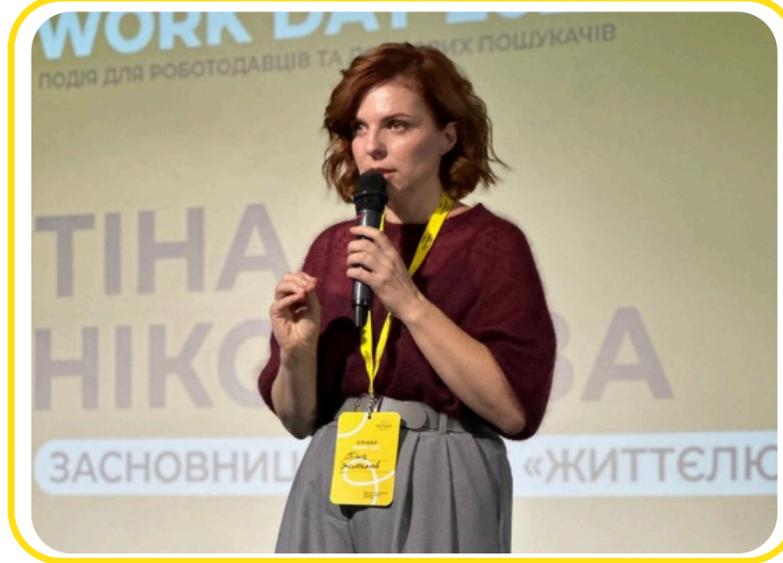
PROJECT SUPPORTED BY

4500+
people attended

284
events

100+
participants
found jobs

WORK DAY 2025



Work Day 2025 — the first career event in Ukraine created specifically for candidates aged 50+ and employers. On 17 October at UNIT.City (Kyiv), the Enjoying Life Foundation, within the framework of the Enjoying Life: Work project, brought together candidates aged 50+ and businesses in the format of a job fair, panel discussions, and direct interviews.

The event demonstrated a new model of interaction between business and society — the integration of the experience of people aged 50+ into the business ecosystem as a response to the labour shortage in Ukraine.

Work Day is not just a one-day event. It is about opportunities that change lives and about a labour market without age limits.

RESULTS:

480 applications from job seekers 50+

70 applications from companies

12 speakers at panel discussions

10 companies participated in the job fair

370 visitors (about 450 together with businesses)

EVENT PARTNERS

Coca-Cola HBC Ukraine • Вина Світу • robota.ua • UNIT.City

INFO SUPPORT

Bazilik Media • Vector Media • Фокус • ШоТам • Happy Monday

KEY EVENTS OF THE PROJECT



Adult Internship Week. We launched the 7th Adult Internship Week — an initiative that gives people aged 50+ the opportunity to attend interviews, complete internships, and try themselves in a new profession in real companies.

For businesses, this is an opportunity to see the potential of experienced professionals without age stereotypes; for participants, it is a safe way to start changing their career paths.

RESULTS:

66 applications from businesses	148 applications from Enjoying Life: Work participants
2 participants employed	6 interns
	7 participating companies

Speed Dating with Employers. Throughout the year, we held a series of rapid interviews with companies from various industries.

The format allowed Enjoying Life: Work participants to communicate directly with employers, and businesses to see the potential of 50+ candidates without prejudice.

RESULTS:

7 companies took part in the event	162 Enjoying Life: Work participants joined
15 participants received jobs	

Enjoying Life: Work Academy. We conducted the fourth cohort of the career intensive, which included lectures, workshops, individual consultations, and homework.

Participants worked on their CVs, interview skills, self-worth, and planning their next professional step.

RESULTS:

9 events	162 participants
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ENJOYING LIFE: WORK — TESTIMONIALS

Cooperation between SUPPORT.UA and the Enjoying Life: Work project is not just a social initiative — it is a successful case in our marketing history. Olena's internship in the marketing and advertising department was a real discovery for us, because her energy and sincerity made her an instant star! We believe that Enjoying Life's approach is invaluable, as it breaks age stereotypes and proves that experienced specialists are not just a workforce, but a unique resource.

SUPPORT.UA

I would like to thank the organisers for the powerful, experienced, and interesting speakers and for the learning strategy, because each next speaker strengthens and complements the material that was presented earlier. I would also like to sincerely thank you for the locations where the training takes place!

These are truly comfortable conditions, well-equipped and beautiful spaces for business communication.

Liudmyla Abramova, 68

Partnership with Enjoying Life: Work is important for us because it allows us to support a strong social initiative and help people who, due to their age or life circumstances, find it difficult to get a job.

We are convinced that a successful career has no age limits — the main things are the desire, openness to learning, and readiness to develop.

Coca-Cola HBC

I am glad that I joined the Enjoying Life: Work project. I am grateful that thanks to you a person over 50 who is looking for a job can find support and help.

At interesting and relevant events I found my community and friends.

I heard answers to the questions that are important to me.

Lidiia Drozd, 56

We sincerely thank the Enjoying Life Foundation for the invitation and partnership within the Career Day for candidates aged 50+. During the event, we saw a high level of interest from the 50+ audience in change, learning, and new career opportunities.

Partnership with the Enjoying Life Foundation is important for robota.ua, as it aligns with our focus on the development of an inclusive labour market...

robota.ua

Participation in the programme gave me the opportunity to expand my circle of professional and social communication, establish new, useful contacts, meet experts, and gain important knowledge. Thanks to attending trainings and workshops, I gained a clear understanding of the job search algorithm, the basics of self-presentation, and recommendations for successfully passing interviews.

Iryna Rozhniatovska, 65

1 063

events held in the Space and beyond

17 390

visits

357

volunteers and trainers involved

50

partners and experts engaged



ENJOYING LIFE: SPACE FOR SENIORS

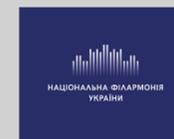
Enjoying Life Space is more than a leisure location.

It is a place where older people once again allow themselves to be active, curious, brave, and alive.

Here, not only is physical condition restored, but also inner resilience, social connections, and the feeling that life continues — with new meanings and opportunities.

In 2025, the Space worked as a full-fledged hub of everyday life with a dense schedule, permanent presence of trainers, psychologists, artists, and partners, and an active community.

PROJECT SUPPORTED BY



PROJECT ACTIVITIES



Active Physical Life. The sports direction in the Space was significantly expanded: several types of yoga, fitness, strength training, hatha yoga, acrobatics, qigong, and introductory pickleball training were added. Enjoying Life participants had the opportunity to choose the trainer and the format that suited them best.

Theatre and Stage. Actors of the DRAMAN theatre studio went beyond the Space and performed twice on the professional stage of the Bratislava Art Centre — both shows were sold out. Cooperation continued with the Sribnyi Ostriv Theatre, the House of Cinema, and other cultural institutions.

Culture Without Barriers. Enjoying Life participants regularly attended concerts at the National Philharmonic, theatre performances, stand-up shows, festivals, film screenings, and excursions (Dynamo Stadium, SPACE Production film sets, and cultural locations). In total, thousands of visits to cultural events in Kyiv.

Education and Digital Literacy. Classes in the Ukrainian language and culture continued in cooperation with Borys Grinchenko Kyiv University, as well as English language courses with the A+ Educational Holding. In 2025, new classes were launched on smartphone use, social media, and content creation.

Among the mottos of our gymnasium are “Knowledge beyond boundaries” and “Education for future life.” In cooperation with the Enjoying Life: Space for Seniors, we truly bring both of these principles to life. By teaching English to adults, our students see that education can be accessible to everyone and that knowledge can be useful at any age.

Since the English language opens up countless opportunities, children understand the importance of lifelong learning. This cooperation also has special value for us: students strive to be helpful, to support those who need it, and to share their knowledge and experience on a volunteer basis. At the same time, they develop their own skills and grow into conscious and responsible citizens.

Oksana Chernukha, English Teacher, A+ Educational Holding

PROJECT ACTIVITIES



Psychological Support. Psychological support groups, art therapy, the School of Emotions, therapeutic formats, and the series of meetings “The Chest of My Resources” worked on a regular basis.

Some of the programmes lasted for several months and became a source of stability for Enjoying Life participants in times of stress and uncertainty.

New Formats and Technologies. In 2025, a chatbot for event registration was launched, which significantly simplified administration and made participation more convenient for Enjoying Life participants.

In October 2023, I came to the opening of the Space just out of curiosity. I also really wanted to see Garik Korogodskyi in person 😊. Back then I could not even imagine that the Space would become almost a second home for me, that I would grow attached to it with my soul and body!!! Thanks to the activities offered by the Space, I can do everything: sing, dance, draw, read, act, practise sports, visit theatres, film sets, stadiums, and much more!!! For me, the Space is a wonderful investment in my psychological well-being and physical health. These are new acquaintances and friends, a huge amount of positive emotions and enjoyment every time. This is the most effective anti-stress in today's reality!!!

Nadiia Soroka, 68

The work of Enjoying Life Space evokes a feeling of immense respect. I consider especially valuable those initiatives and activities where participants can express and develop their abilities, which helps retirees remain active in life — both physically and mentally — realise certain plans and fulfil dreams that were once postponed “for later.” It is precisely such opportunities that Enjoying Life Space provides for people of respected age.

*Vitalii Babenko
Head of the Enjoying Life Dance Studio*

108

housing applications

3

new families received housing

9

houses in the project

37

people supported

4

settlements received new specialists



ENJOYING LIFE: HOUSE NEARBY

Enjoying Life: House Nearby is a project about home. About the feeling of safety after loss. About silence without explosions. About the opportunity to finally exhale and say: “We are home.”

In 2025, the Enjoying Life: House Nearby project became exactly such a place for many families — not a temporary shelter, but a point of a new beginning. Families from the Luhansk, Donetsk, and Kherson regions came here — with the experience of loss, evacuation, and life “packed in suitcases.”

And here they began to rebuild their lives.

We do not simply provide a roof over people’s heads — we help them integrate, find employment, regain a sense of stability, and start planning their future again.

PROJECT SUPPORTED BY



KEY ACTIVITIES OF THE PROJECT¹⁸



Cooperation with the **Rokada Charitable Foundation** remained one of the key focus areas of the year.

Thanks to this partnership, five houses were renovated, and in October the preparation of two new facilities was launched. The partnership provided a real opportunity to restore housing for families who lost their homes because of the war.

3 families from the Luhansk, Donetsk, and Kherson regions received housing in the Kyiv region.

Within the cooperation with TAS-Agro, project participants received employment opportunities. This became an example of a sustainable approach to the integration of internally displaced families into communities and the local labour market.

Project partners provided substantial material support for arranging everyday life for the families — an IT company donated household items, home appliances, and equipment for the houses of Enjoying Life: House Nearby. In October, the team distributed a large batch of humanitarian aid among the residents, which made it possible to improve their living conditions and comfort in their new homes.

In summer, an open-air film screening for the families of the Enjoying Life: House Nearby project took place in the village of Medvyn. The event brought together the residents of the project's houses, creating a warm atmosphere of shared leisure, support, and unity among families who had begun a new life in a safe environment.

The Enjoying Life: House Nearby project of the Enjoying Life Foundation is a project that returns to people not only a roof over their heads, but also hope, dignity, and faith in themselves.

After receiving my own house, for the first time in a long while I felt that I had a place where I could simply be. Not as a guest, not temporarily, not “for now.” But at home. Here I learned again to sleep peacefully, to make tea without haste, to live without thinking about another move. My inner world began to come together piece by piece, and I once again believed that something good could be ahead. Thank you ❤️

Anastasiiia Zvarych
(daughter of Viktoriia Shmyhel)

For us, it is a great honour to contribute to creating safe and comfortable conditions for internally displaced people who have experienced the loss of their home and forced relocation. Our team puts maximum effort into the renovations because we understand how important it is to have a space where one can feel calm and supported.

We are proud of this cooperation and grateful to Enjoying Life for the trust and for the shared goal — to help those who need it most.”

Specialists of the Kyiv branch of the Rokada Charitable Foundation

141

shoots
implemented
during the year

161

models aged 50+
participated



ENJOYING LIFE: MODELING

The Enjoying Life: Modeling is a unique project that represents models aged 50+ and changes perceptions of age, beauty, and visibility in media, advertising, and the creative industries.

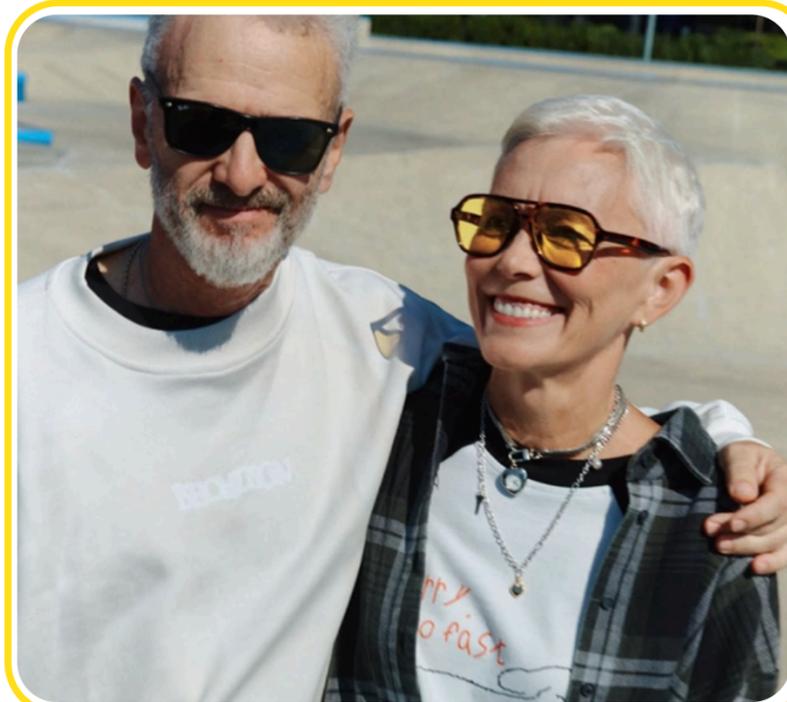
The Agency operates as a social platform of opportunities: it helps adults step into the public space, take part in photo shoots and artistic and social projects, and feel their own value and self-confidence.

Through the work of the Agency, we not only discover new faces, but also break age stereotypes, showing that style, charisma, and energy have no expiration date.

In 2025, the team's focus was aimed at strengthening the project's sustainability, expanding partnerships, and creating conditions for the further development of the Agency as a full-fledged creative space.



KEY PROJECT HIGHLIGHTS



Cooperation with Ukrainian and international brands
The Agency expanded its circle of partners and worked with more than 30 brands, including: brabrabra, Arber, OLX, Penelope, Medavita Ukraine, Welltech, BetterMe, OSTRIV, ANDRE TAN, Choice Ukraine, Rozetka, SOVA, and others.

Agency models took part in the play “Galicia” by American director Richard Maxwell on the new stage of the Franko Theatre. Our models Oksana and Anke performed in the production and prepared for the premiere for several months.
The performance was sold out, and the participation of Enjoying Life models was featured in VOGUE UA.

New professional models joined the Agency — Hanna Osadcha, an actress of the Ivan Franko Theatre, and Serhii Volianovskyi, an actor of Ukrainian cinema — which confirms the growing interest of experienced professionals in the project.

We are not cooperating for the first time — working with you is comfortable and fast, and you have wonderful models!
Personally, I am very happy to have the opportunity to see women of different ages in the frame and to share this on social media, so collaborating with you is a real pleasure ❤️

G-BAR

Participation in the Agency's projects is an opportunity to fulfil childhood dreams.
Sometimes it is a chance to discover your abilities more deeply, and sometimes to try being completely different.
It is about meeting interesting creative people, discovering new things, overcoming stereotypes, and creating joyful moments.

Iryna

PARTNER PROJECTS

DOBROPALYVO

An example of how the collaboration of business, charity, and caring people creates tangible change. Within the partnership with WOG and Visa, Enjoying Life volunteers received fuel for good deeds as a monthly contribution.

Thanks to this support, the volunteers carried out humanitarian trips across Ukraine, delivering aid where it was needed most.



292 trips

100 000 people received help in the form of basic necessities

8 medical institutions in frontline regions received life-saving medicines

4000 people and **600** animals were evacuated thanks to Dobropalyvo

SUPPORT FOR CORE HOSPITALS WITH NOVO NORDISK

This is a systemic support of core hospitals with medicines for insulin-dependent patients, which we have been providing since the beginning of the full-scale invasion.

Medical institutions consistently receive the necessary medicines, and people with diabetes — life-saving support even in crisis conditions.



1 588 packs of insulin and additional consumables delivered to the hospitals in 2025

PARTNER PROJECTS

FINANCIAL WISDOM PROJECT WITH PRIVATBANK AND THE NATIONAL BANK OF UKRAINE

The project is aimed at improving financial literacy and the professional development of older people.

For this purpose, we publish a nationwide newspaper and conduct online and offline events on financial literacy and safety.



838 000 copies
of the newspaper “Financial
Wisdom” were printed and
distributed across Ukraine

266 events
held with the support of
PrivatBank and the National Bank
of Ukraine

ENJOYING LIFE: ON WHEELS

The company Changan provided two cars for the needs of the Enjoying Life projects. This allows us to move faster between project locations and transport essential items.

It was especially helpful for the Enjoying Life: House Nearby project, which operates in communities located far from Kyiv.



12 018 km
подолали автівки з
доставкою турботи

PUBLIC SPEAKING

The founders and the Enjoying Life team spoke at leading public events, conferences, and charity gatherings, presenting the Foundation's projects.



Tina Nikolova
Event "The Era of Longevity: Changing
the Paradigm of the Labour Market in
Attitudes toward Age 50+"



Tina Nikolova
Conference "Economy of
Experience: Active Longevity
— a Strategy for the Future"



Tina Nikolova
Business conference "Next Level Ukraine:
Trends, Leadership, Transformation"



Lidiia Ozadovska
Career Festival by Work.ua and
VDNG

PUBLIC SPEAKING

The speeches were dedicated to the topics of overcoming ageism, engaging older people in the economic and social life of the country, developing a culture of volunteering, and strengthening cooperation between the business and civic sectors.



Tina Nikolova
GET BUSINESS FESTIVAL 2025
under the auspices of delo.ua



Lidiia Ozadovska
Joining the Alliance of
Ukrainian Civil Society
Organisations

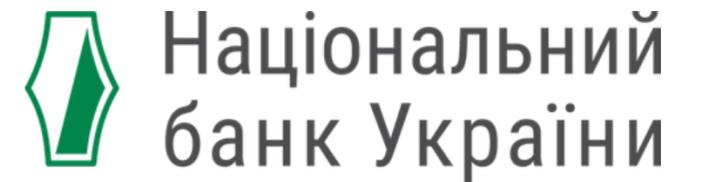


Lidiia Ozadovska
9th Global Symposium on Low
Fertility and Ageing

OUR PARTNERS IN 2025



ТОВ «ВітаВерітас»



PARTNERS' TESTIMONIALS

Cooperation between PrivatBank and the Enjoying Life Foundation opens new opportunities for older people to improve their financial literacy and independence. Together, we implement initiatives aimed at increasing access to modern financial services, helping people overcome the digital barrier and feel confident in using banking services. Our contribution is to ensure equal opportunities for all clients of the bank, which is especially important in wartime.

*Olesia Zhulynska
Head of Public Relations and Communications, PrivatBank*

Our partnership is more than charity. For Carlsberg Ukraine, cooperation with the Enjoying Life Foundation is an investment in social sustainability and a culture of equal opportunities. The Foundation's initiatives help to change society's perception of age and show that people of respected age are an important part of the country's development. Enjoying Life participants are a huge reserve of expertise, life wisdom, and energy.

*Yuliia Stelmakh
Senior Director for Corporate Affairs for Central and Eastern Europe, Carlsberg Ukraine*

For me, as the Managing Director of Dream Shopping Mall, cooperation with the Enjoying Life Foundation is about common sense, humanity, and genuine respect for experience. Here, they do not "help older people" — they work with strong, wise individuals who simply need new opportunities and attention. The Foundation's team does this professionally, honestly, and with warmth, and the results are visible not in reports but in people's eyes. For me, it is important to stand alongside such an initiative and support those who truly know the value of life.

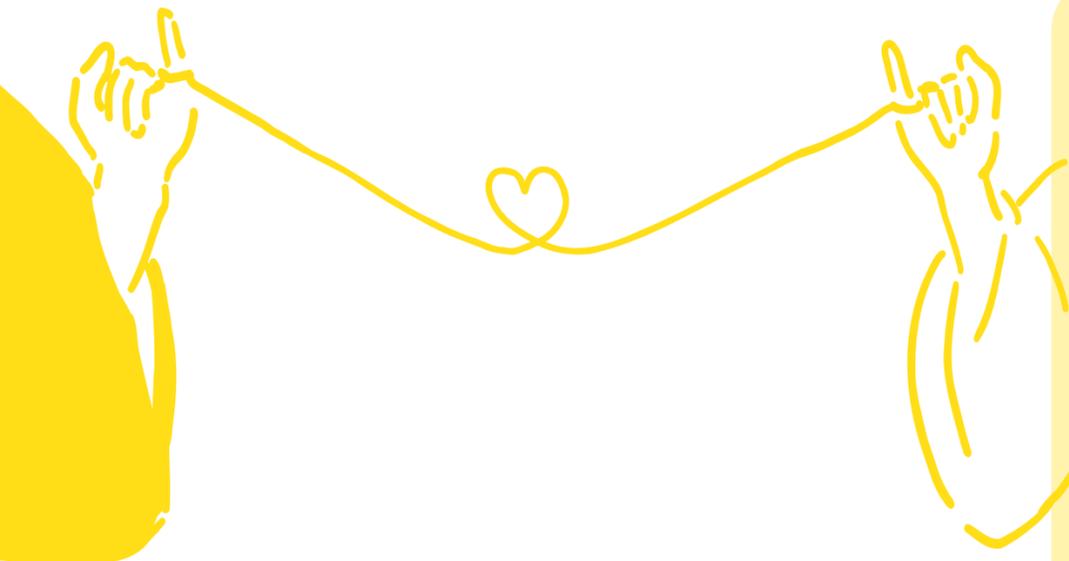
*Oleksii Pashunov
Managing Director, Dream Shopping Mall*

The cooperation between WOG and the Enjoying Life Foundation, which has been ongoing since 2022, is not only about successful interaction between business and the professional charitable sector, but also about trust, shared values, and responsibility to people. The Enjoying Life team has deep expertise in working with older people, as well as with those affected by the full-scale invasion and living in frontline communities. Our partnership within the Dobropalyvol project, which brought together big business, the international payment system Visa, volunteer organisations, and socially responsible car owners, makes it possible to provide real support for volunteer missions and to systematically help those for whom stability and care are of critical importance today.

*Hennadii Karlinskyi
Marketing Director, WOG Network*

Today, as Ukraine is going through incredibly difficult times, caring for lonely older people is more important than ever. They are among the most vulnerable members of our society. At Corteva, we believe that our responsibility also means supporting the people and communities where we operate. Our partnership with the Enjoying Life Foundation allows us to create meaningful change and provide real support to those who need it most. We deeply respect the Foundation's professionalism and dedication, as together we strive to implement projects that bring care, dignity, and hope.

*Anna Babich
Head of Corporate Communications for Central and Eastern Europe and Turkey, Corteva Agriscience*





STAY WITH US IN 2026



hello@enjoyinglife.org.ua



enjoyinglife.org.ua/



Enjoying Life

— Charitable Foundation —