

KLYVCH

UKRAINE ABROAD



KLYCH — A community of creators of projects and large-scale events to support Ukraine. We are effectively uniting efforts of leaders and participants from various organizations to unify Ukraine's voice across the world.

Save, support, strengthen and sustain U.S. Ukraine



“The Circle of Defense”

October 14–16, 2022

Objective:

Ukrainians abroad organized mass rallies for Ukrainian Defender’s Day. Circle of Defense – a circle of people standing side by side around iconic landmarks to show the world that Ukrainian defenders protect the entire civilized world.

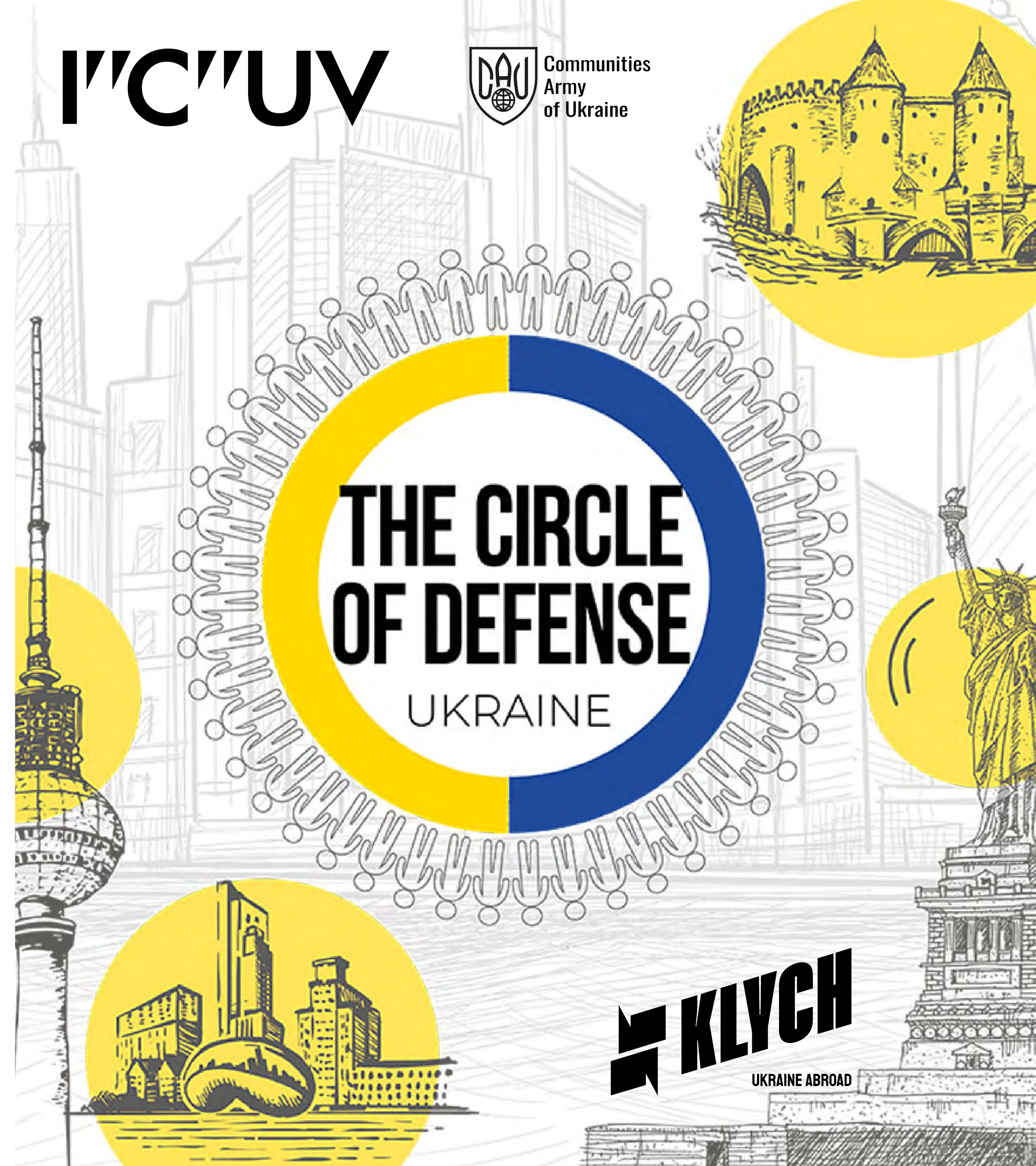
Essence:

Conducted rallies near iconic city landmarks:

- Formed a circle of participants around the monument;
- Took videos and photos from a drone to showcase the scale of the event.

#DEFENDINGUKRAINE

ІСІУ







“Ukrainian Halloween”

October 24–31, 2022

Objective:

Klych and Razom for Ukraine partnered to reinterpret the well-known holiday by adding a Ukrainian touch to it. They launched the #UkrainianHalloween campaign with the aim of raising money for generators that would be sent to Ukraine.

Essence:

- Participants chose characters from their favorite Ukrainian myth, created their own portrayal, and posted the finished product on their social media using the hashtag #UkrainianHalloween
- Additionally, encouraged their audiences to donate if they were inspired by the created works through the links in their profile headers.





RESULT:

10 countries

150 participants

#UkrainianArt
@ravlykart



“Emergency Rally”

November 16–17, 2022.

Objective:

Following a massive rocket attack conducted by Russia throughout Ukraine, we called on communities to participate in an **Emergency Rally** to inform the global society about these events and urge NATO to take active measures in aiding Ukraine against Russian occupiers.

Essence: Organized a series of rallies under umbrellas and with impactful signs carrying messages like:

- "Close the sky over Ukraine"
- "Provide weapons to Ukraine to defend its sovereignty and resist Russian occupiers"
- "Stop the genocide of the Ukrainian people"





“Holodomor 1932-1933”

November 26, 2022.

Unpunished evil returns: recognizing the Holodomor of 1932-1933 as a crime of genocide against the Ukrainian people.

The goal of the project was to encourage local and central authorities to recognize the Holodomor as genocide against the Ukrainian people, as well as to influence academic institutions to change the historical discourse.

Essence: The events included two elements: a rally and art installation.

- Created an art installation on the theme of the Holodomor using bullet cases and barbed wire. Placards with appeals to the politicians were laid out around it. In the center, a sign was placed with the main message: "An unrecognized act of genocide is happening again."
- In a public place, activists set up a table with half regular food and half food made from tree bark, acorns, and herbs that were consumed during the famine years. They invited people to taste the dishes and explained what they represent to Ukrainians.

HOLODOMOR IS GENOCIDE 1932-1933



HOLODOMOR

The genocidal Great Famine
in Soviet Ukraine



During 1932-1933 millions of Ukrainians perished in a famine perpetrated by the Stalinist regime. Almost 90% of these victims starved between the winter of 1932 and spring of 1933, one of the greatest genocides in European history.

Graphic by Vasyl Sedliar, May 1933, from Taras Shevchenko's *Kobzar*. Along with several other Ukrainian *avant garde* artists, Sedliar was executed by the NKVD, 13 May 1937.

“#StopEcocideUkraine” February 4–5, 2023.

Objective:

In several American cities the rally "Stop ruSSia – #StopEcocideUkraine" was held, designed to draw the attention of the world community to the ecocide committed by Russia during the war, as well as to achieve additional sanctions in response to these crimes.


Essence:

In one of the city's central squares, participants gathered with paper masks of animals that may disappear due to the war in Ukraine, as well as posters with messages about the impact of Russian ecocide on the planet and people.

#RussiaKillsEveryLife #russiaEcoterrorist



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STOP ECOCIDE UKRAINE
ХВИЛЯ МІТИНГІВ У США



182,880 m2 of soil is polluted with harmful substances

#StopEcocideUkraine



23,286 hectares of forest were burned by rockets or projectiles

#StopEcocideUkraine



“#BoycottRussianSport”

March 20, 2022.

Objective:

The Ministry of Foreign Affairs of Ukraine conducted a public diplomacy campaign with the aim of increasing pressure on the IOC and a public request not to allow Russians and Belarusians to participate in international sports competitions.

Essence:

- Publication of the thematic video on the resources of the Ministry of Foreign Affairs and Ukraine.ua.
- Involvement of Ukrainian and other famous athletes, primarily Olympians, in the information campaign in social networks.
- Information campaign in social networks with the support of ZDU. Supported the campaign by advertising posts in selected countries.
- Involvement of the Ukrainian diaspora with the participation of ZDU in protest events against the return of Russians and Belarusians to international competitions.

RUSSIAN OLYMPICS



THE WHITE FLAG OF **RUSSIA**
BELONGS ON THE BATTLEFIELD,
NOT AT THE OLYMPICS.

#boycottrussiansport



278 Ukrainian athletes will no longer go to the Olympic Games, **what about the Russians?**

#boycottrussiansport



15 українських спортсменів поранено, **28** в полоні, **4** зникли без вісті

#boycottrussiansport



The Russian invasion has damaged **343 sports facilities** worth about \$250 million

#boycottrussiansport



Кожен **3** російський атлет на Олімпійських іграх у Пекіні 2022 був **солдатом російської армії**

#boycottrussiansport



Russia violated the Olympic Truce by attacking Ukraine immediately after the conclusion of the 2022 Olympic Games

#boycottrussiansport



231 українських спортсменів та тренерів було вбито російськими загарбниками

#boycottrussiansport



“365 Days Defending Freedom”

February 24, 2023.

Objective:

We gathered as many people as possible to events across North America in order to build on emotions and attract more attention of the media, society, and politicians to support Ukraine.

Essence:

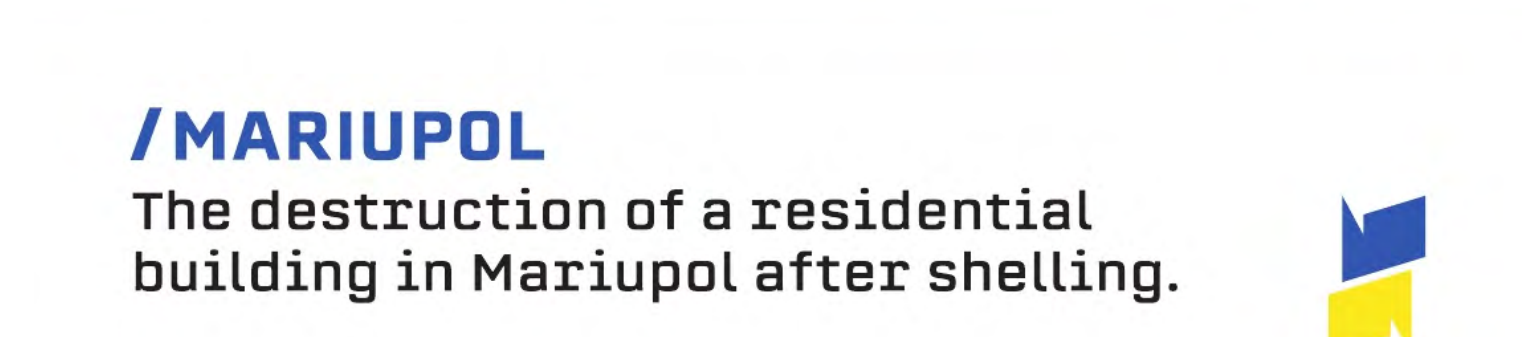
- Our team prepared 365 informational posters that identified some of the most important events that took place from the start of the full scale invasion. Each poster included a photo of the event, the place it occurred, a description of what happened, and the day number/date. At the end of the set, we created posters using statistics from the past year to show a summary of destruction and devastation. The set concluded with a poster marking a day in the future ending with the text that read “What will the next days of the war bring? You have the power to influence the future.
- These posters were used across social media, galleries of the world, and printed for events that took place. Some cities had select posters while large metropolitans had the entire set held by activists at their events.
- The culmination of all events were 365 Seconds of Silence. People stood together to remember all that has happened and all who have been lost. For the duration of this time a recording played recounting important events from the past year underscored by a beating heart.

#supportUkraine #airdefenseweaponsforUkraine #armUkrainenow



365 DAYS DEFENDING FREEDOM

**Search for your
city in the list.
Go to the rally**



"Earth Day"

April 22, 2023

Objective:

Activists joined together in human chains of unity to demonstrate that ecocide knows no borders, and the fight against it needs to be a global collective effort.

#StopEcocideUkraine.

Rallies conducted included the following slogans:

- "Recognize and condemn Russia's environmental crimes."
- "Impose new sanctions."
- "Cease all cooperation with a terrorist country."

#StopEcocideUkraine.

Essence:

Participants of the rallies united in human chains of unity to symbolically remind the world that unity is our superpower for environmental protection.

EcoUnity
FOR UKRAINE

April 22
Earth Day



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“Ukraine Action Summit”

April 26, 2023

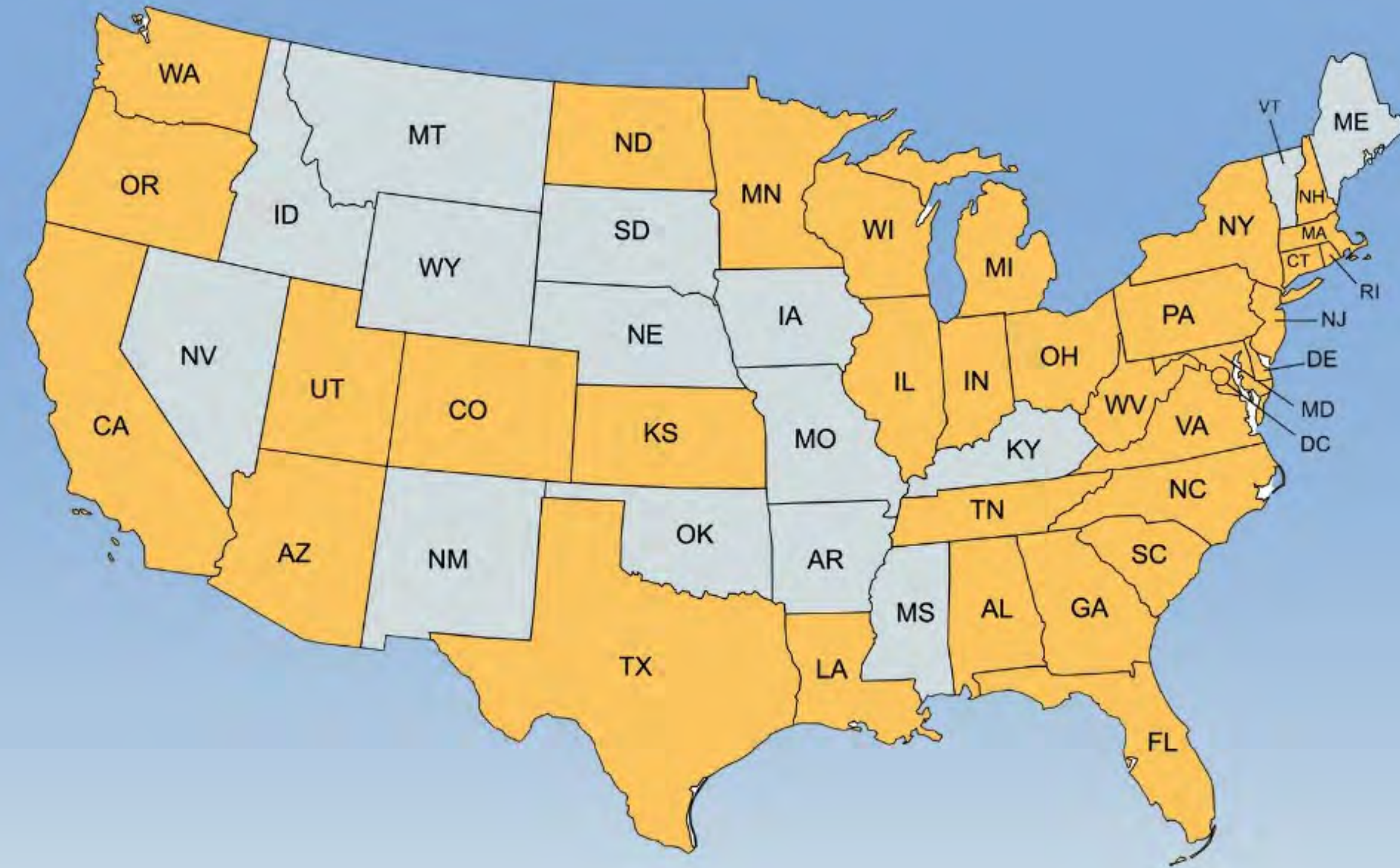
The Ukraine Action Summit is a community event for individuals and organizations – from within as well as beyond the Ukrainian community – to advocate their elected officials to continue helping Ukraine to prevail against the Russian invasion.

The Summit is an opportunity for groups and advocates from all over the U.S. to exchange best advocacy practices and to continue educating our elected representatives about why the U.S. must support a Ukrainian victory.

Klych is proud to be a member of the American Coalition for Ukraine as well as part of the Steering Committee for the Summit helping to bring activists from all corners of North America to advocate in Washington DC.

April 2023 Ukraine Action Summit

States represented by attendees



Register by 9/20 to be part of the Fall 2023 Summit, 10/22-24 in Washington DC!



 **“russia is killing the planet”**
On June 6, 2023.

Objective:

Organized protests under the slogan "STOP TERRORUSSIA!" against the terrorist attack and sabotage of the Kakhovka Dam, which caused a massive man-made disaster in Ukraine.

Essence:

Activists participated in protests around the world holding aquariums filled with water. Submerged inside were signs representing the flooded cities in southern Ukraine. Present at the rallies were also banners with text like: "Russia sabotaged the Kakhovka Hydroelectric Power Plant and is destroying the planet's future."

[#StopEcocideUkraine](#)

russia

blew up the Kakhovskaya HPP
and is destroying the future
of the planet

#russiaisaterroriststate
#StopEcocideUkraine

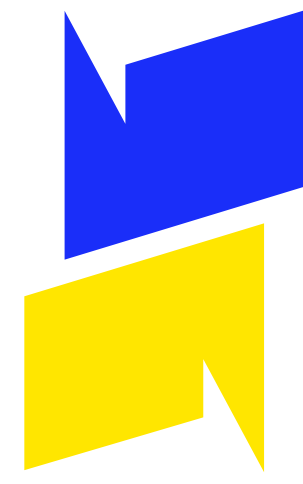


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RESULT:
30 countries
65 cities





**“HOME” Coming.
russia kidnaps Ukrainian children.**

June 10, 2023.

Objective:

Silent events to draw attention to the issue of illegal child deportations and the genocide of the Ukrainian people.

Essence:

- Art installations with children’s toys in large squares to form the word "HOME," symbolizing that Russia took away homes and separated Ukrainian families.
- Each toy had the name of a child who was abducted and their brief story.

#StopGenocideinUkraine #savechildrenofukraine

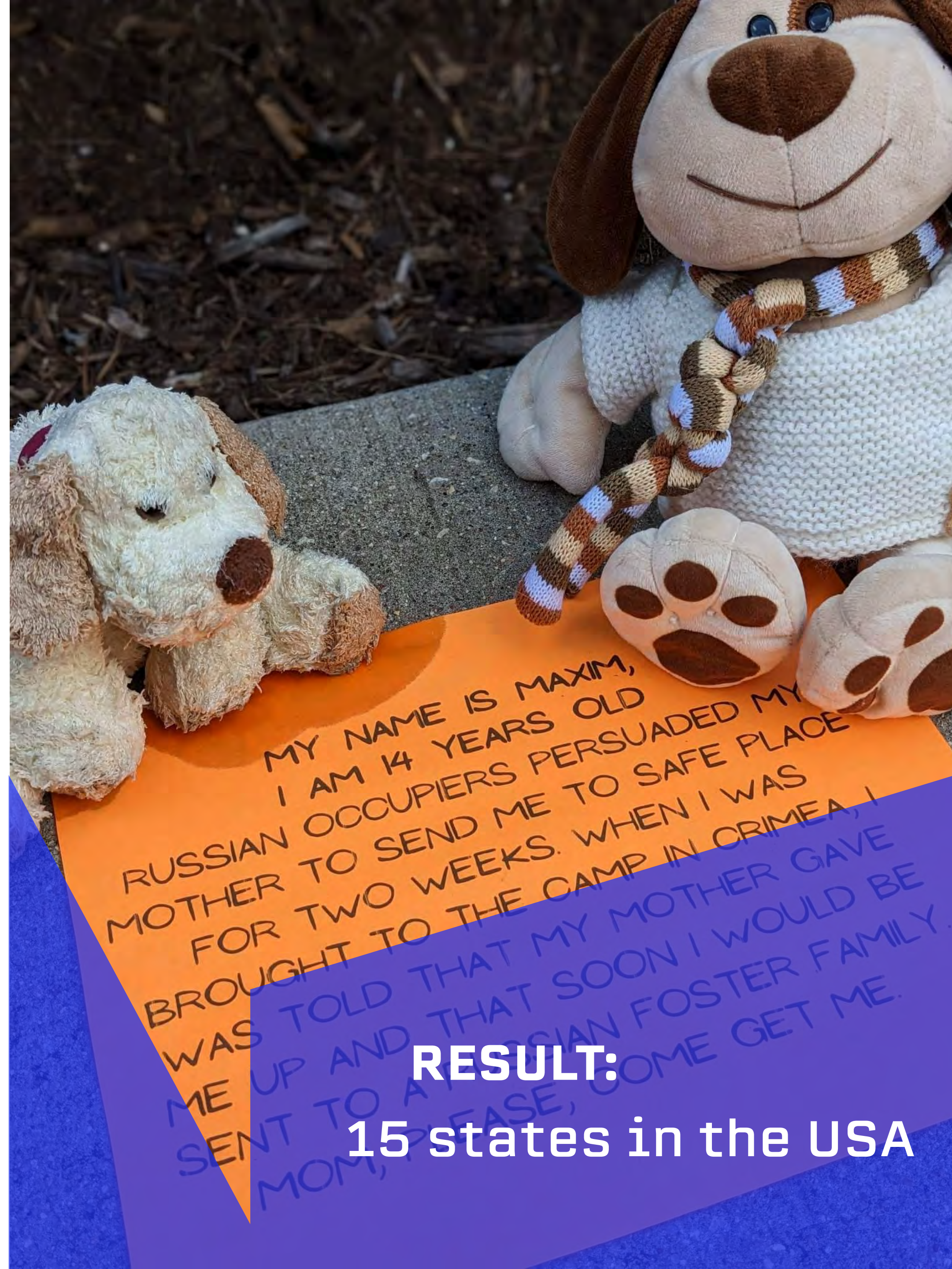
“HOME” COMING

RUSSIA KIDNAPS
UKRAINIAN CHILDREN



10 JUNE





Nuclear Threat

June 26, 2023.

Objective:

A series of events to draw attention to Russia's crimes and the global nuclear threat due to Russia's open state-sponsored terrorism.

Essence:

- Organized a series of mass rallies where participants wore hazmat suits or created radiation-related symbolism.
- Made posters with slogans like: "Russia is a nuclear terrorist" and "Russia is killing the planet's future."



#STOPRUSSIAN TERRORISM



RESULT:
25 countries
41 cities

«StopEcocideUkraine» July 2, 2023.

Objective:

Reminded the world: Russia is killing people and animals, destroying cities, and demolishing our ecosystems. The terrorism of this country has crossed all boundaries, and it must be held accountable for its crimes.

Essence:

Organized individual pickets where participants, acted as “hitchhikers” flagging down passing cars and pedestrians with signs that read: **"Give us a ride to another planet! Russia is destroying this one."**



StopEcocideUkraine



UAnimals



RESULT:
5 countries
15 cities

#UkraineNATO33rd July 9-11, 2023

Objective:

Called on world governments to support Ukrainian ascension as the 33rd member of NATO. The only way to prevent future wars is to grant Ukraine NATO membership.

Essence:

- Organized rallies and public demonstrations with calls to accept Ukraine into NATO. "Ukraine is welcome in NATO!" "UKRAINE.NATO.NOW!"
- Additionally, organized marathons featuring Ukrainian symbolism with the participation of local running communities and clubs.

#UKRAINE NATO33rd

33 RALLIES IN 33 CITIES

9-11 JULY

 **KLYCH**
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ІС'ЮВ



#UkraineNATO33rd Run

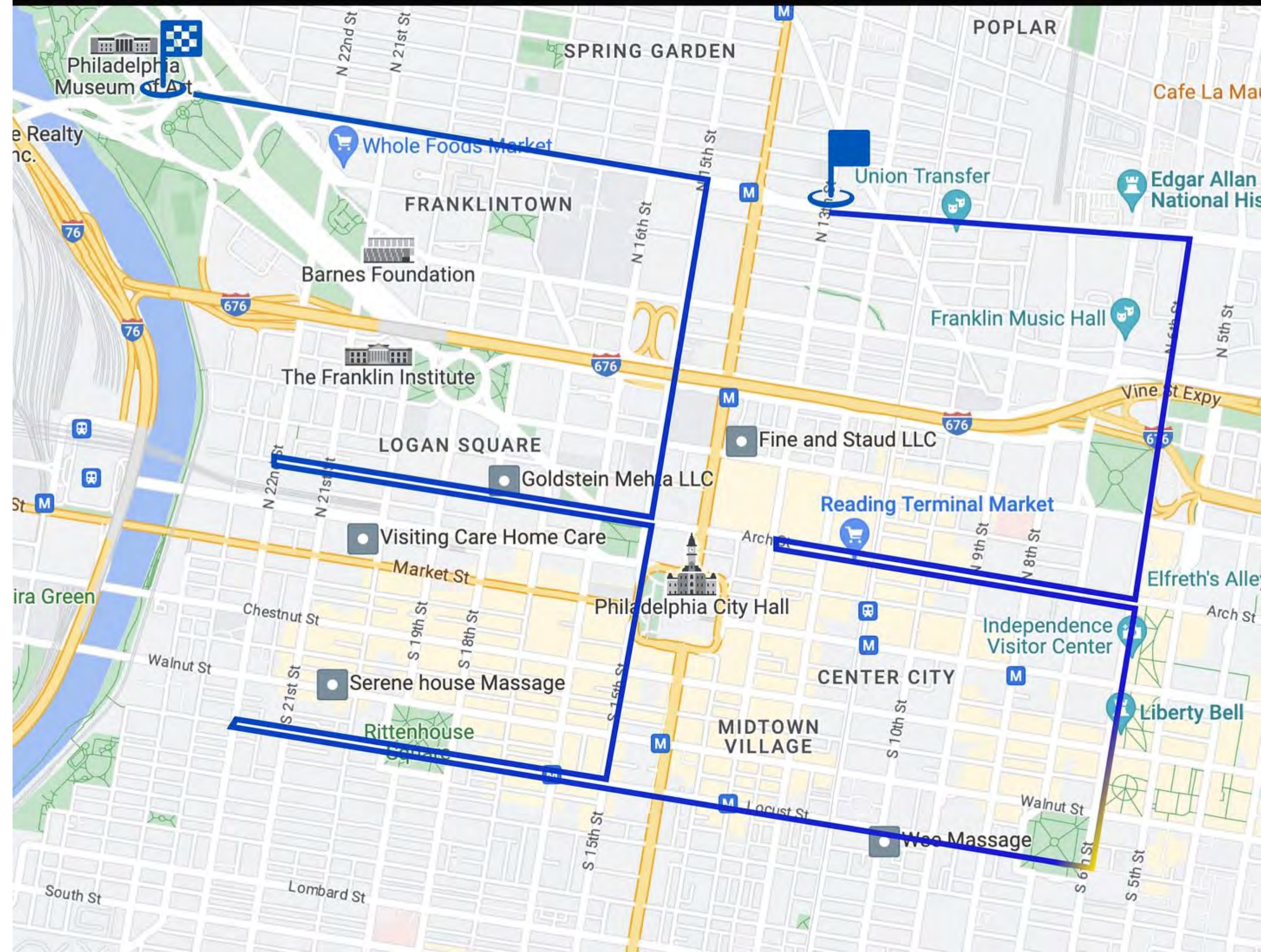
July 9th, 2023

Start: 10am | Spring Garden & 13th st.

Finish: Philadelphia Museum of arts

Format: Easy pace run with Ukrainian flags & #UkraineNATO33rd signs. Small flashmob with flags at finish point

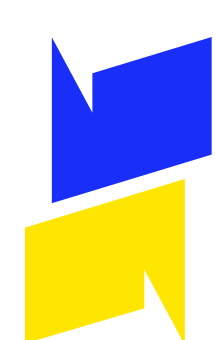
Route:



RESULT:

28 countries

39 cities



32nd Ukrainian Independence Day

August 23–29, 2023.

Objective:

To organize a series of events in the United States to express gratitude to the citizens of the US and the world for their support of the Ukrainian people and the state of Ukraine in their struggle for freedom and independence from Russian aggression.

Essence:

- Organized rallies and public demonstrations with thank-you posters created by KLYCH.
- Illuminated prominent buildings with blue and yellow lights.
- Obtained proclamations from local authorities.
- Car rallies and marathons with Ukrainian flags.



«UNITED BY GRATITUDE»

