НАЦІОНАЛЬНА МЕРЕЖА РОЗВИТКУ ЛОКАЛЬНОЇ ФІЛАНТРОПІЇ

Partnership across borders: how diaspora and NGOs are shaping new models of cooperation

May 2025

Key findings

Conclusions [1/3]

Exhaustion of external resources

- Total ODA* increased from **$161.2B (2020)** to **$223.7B (2023)** but fell to **$212.1B** in 2024, with a **further decline** forecast in **2025**.
- **70%** of Ukrainian NGOs report **difficulties in raising funds** for **non-military projects** due to competition for resources.
- The diaspora is one of the possible channels for **mitigating the effects of reduced international aid**.

International experience in engaging the diaspora

- Effective interaction with the diaspora always combines three components: institutional coordination, financial mechanisms for participation, and value communication.
- **India**: record remittance receipts thanks to **financial infrastructure** and **communication** through the Ministry of Diaspora.
- **Israel**: **a network of organizations** (Jewish Agency, Keren Hayesod) as a tool for engagement through **the idea of a shared home**.
- **Mexico**: a **co-financing** model where every dollar from the diaspora is multiplied by state support (**29,000+ projects**).
- **Ireland**: a focus on **cultural diplomacy** without complex fiscal instruments, but with deep emotional content and support from the state.
- **Armenia**: integration of diaspora specialists into **state reforms**, legal mechanisms for engagement, **platforms for participation**.

*Official development assistance.

Conclusions [2/3]

State and challenges of diaspora policy

Until 2022, Ukraine **did not have a systematic diaspora policy**, which prevented it from ensuring sustainable engagement.

The Diaspora Policy Effectiveness Index (**DPEI**) developed by DataDriven showed a low level—**0.32** by 2022 and **0.46** after **the 2022–2023 mobilization**.

The implementation of the Ministry of Unity's initiatives (**Unity hubs, new legal framework**) has a chance to increase the DPEI to **0.64**. Failure of these efforts could nullify diaspora support and engagement.

Profile of the Ukrainian Diaspora and the Logic of Motivation

- The Ukrainian diaspora is **heterogeneous**: each wave of migration has **its own motives for participation**, from ideological to situational, which requires **different formats of engagement**.
- The first wave relies on **institutional forms** of assistance and **symbolic recognition**; the second — on **horizontal ties**; the third — on **emotional-situational motivation** and requires soft facilitation support.
- **The main drivers** of participation (emotional, social, situational) **weaken** over time due to fatigue, assimilation, and community dispersion.
- Long-term engagement requires a shift in emphasis to **sustainable drivers**: value-based, pragmatic, and retribution motivation.

Conclusions [3/3]

Barriers to engagement

- Aid faces **logistical** and **technical barriers**: in 2023, there were over **3,000 cases of delays** due to customs problems, and **20%** of organizations were **unable to deliver** goods.
- Distrust of institutions: **50%** do not trust charities, and **44%** indicate opacity in the use of resources.
- Burnout reduces the effectiveness of diaspora organizations: up to **90%** of volunteers are at risk of **mental exhaustion**.
- **Lack of coordination** and **conflicts** between "old" communities and new waves complicate interaction.

Recommendations

- Cooperation between the state, CSOs*, and diaspora structures requires clear **coordination** that ensures efficient use of resources and enhances the sense of diaspora involvement, **with the state acting as a partner**.
- **Key recommendations**: personalized engagement models for each wave of diaspora; simple and regular reporting formats; expansion of financial instruments for participation; reduction of barriers to engagement; transition from emotional mobilization to institutionalized interaction.
- Implementation of an integrated approach will allow Ukraine to achieve **a high level of systemic engagement of the diaspora**, comparable to the successful models of Israel and Mexico.

Content

1 Introduction

2 CSO needs

3 Best practices from other countries

4 Analysis of the Ukrainian diaspora

5 Ecosystem & interaction models

6 Recommendations

Introduction

Background and objective

Research Objective

To analyse the motivation, barriers, formats, and potential of cooperation between the Ukrainian diaspora and civil society, as well as to study the best international practices of interaction between countries of origin and their diaspora communities (using the example of Israel, Mexico, India, etc.) in order to adapt effective models to the Ukrainian context.

Background

Historical context

- The Ukrainian diaspora played a significant role in preserving culture, language, and identity in the 20th century.
- In 1991 and 2014, it actively supported independence and reforms in Ukraine.
- After 2022, the scale of diaspora engagement became unprecedented — from humanitarian assistance to fundraising platforms and analytical expertise.

New challenges and transformations

- In 2024–2025, international funding for Ukraine is decreasing due to global crises and "war fatigue."
- Ukrainian civil society needs new channels of support.
- The diaspora plays an active role in supporting Ukraine and CSOs but faces burnout, distrust, and institutional imbalance.

The need for institutionalization

- Ukraine lacks sustainable mechanisms for cooperation with the diaspora: from funding to communication.
- Successful international examples (Israel, India, Mexico) demonstrate the importance of state engagement strategies.
- The study aims to find new models of cooperation: "CSOs — diaspora," "trust through transparency," and "involvement through a sense of belonging."

The study was conducted with financial support from the Charles Stewart Mott Foundation.

Key terms and definitions

Philanthropy is a systemic activity aimed at improving the common good and creating long-term change by working with the causes of problems, usually through the contribution of one's own resources (time, knowledge, material resources, money, etc.).

A diaspora is a community of people who originate from the same country but live outside its borders, maintaining a connection to their homeland through culture, language, citizenship, or family ties.

The motivational drivers of diaspora philanthropy are a set of internal factors that motivate diaspora members to help their country of origin, including emotional connection, social influences, value beliefs, pragmatic interests, and a moral sense of duty. Their intensity and form depend on personal experience, generational identity, and the context of interaction with the homeland.

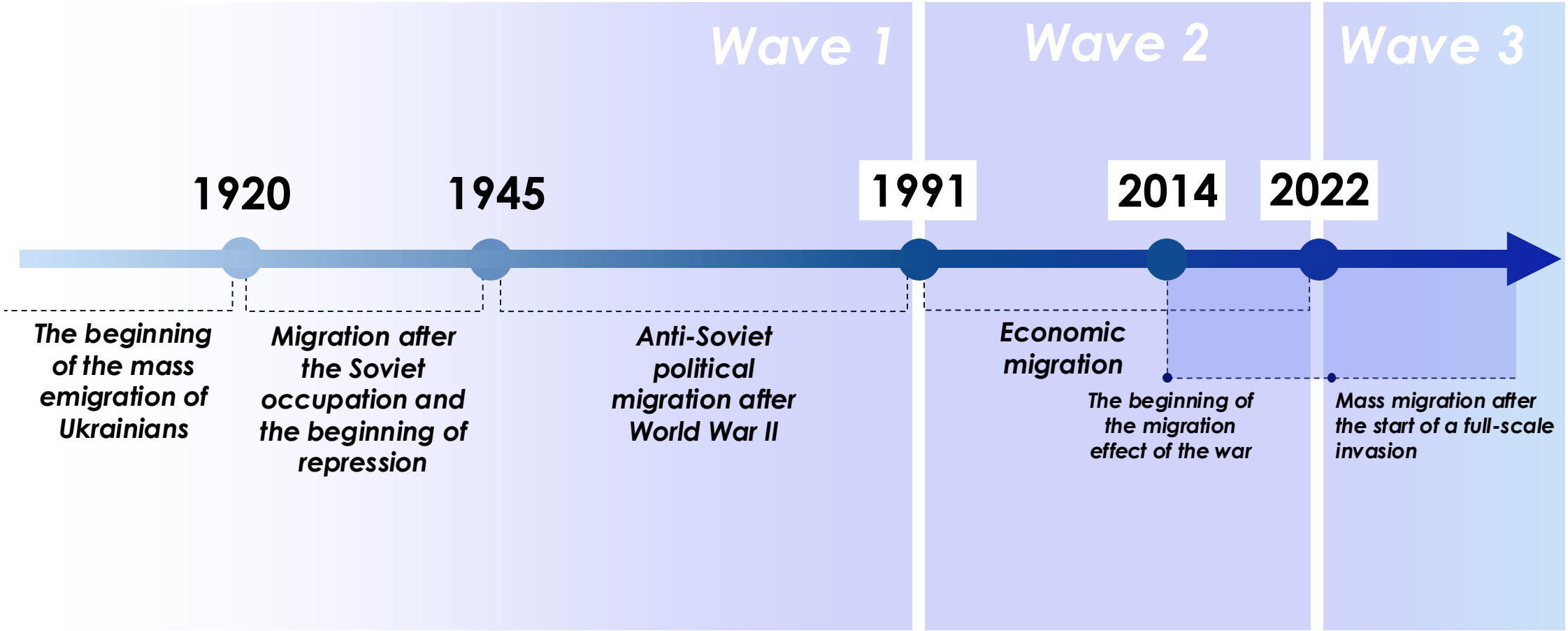
Additional terms

The country of origin is the state from which the diaspora originates. In our case, it is Ukraine.

The country of residence / host country is the state on whose territory the diaspora currently lives.

Push factors are factors that encourage a person to leave their country of origin: war, political persecution, economic instability, security threats, etc.

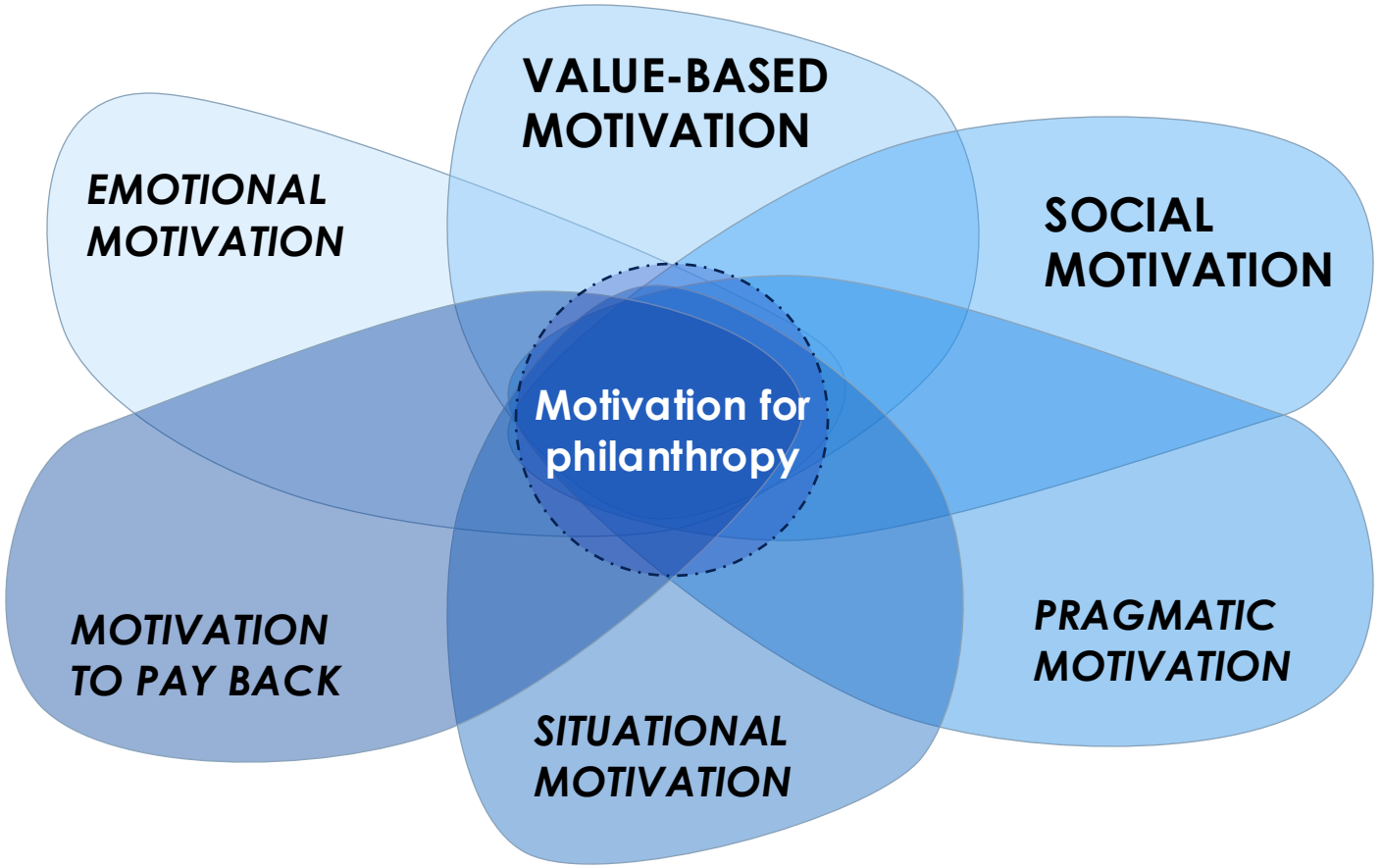
Analytical division of Ukrainian migration into waves*



* For the purposes of the study, the above division was chosen.
Sources: DataDriven analysis.

Classification of motivational drivers in diaspora philanthropy according to the Riddle and Nielson model

Various factors shape the motivation for philanthropic participation among diaspora representatives, from an emotional connection to the country of origin to a pragmatic desire to see the results of one's own involvement. Understanding these motivational mechanisms allows for **a deeper understanding of the logic of diaspora involvement in supporting initiatives related to the country of origin.**



Sources: Riddle & Nielsen, Appe & Papyan, DataDriven Analysis.

Motivation to participate: empirical patterns from the experience of the Ukrainian diaspora

People like the prestige and sense of belonging to the project."

Male, 25, Canada, 3rd wave

When the war started in 2014, I quit my job and began volunteering."

Male, 46, Finland, 2nd wave

I don't want to have blood on my hands as a Ukrainian abroad."

Female, 23, Spain, 3rd wave

PRAGMATIC MOTIVATION

The desire to influence events in Ukraine

Reputational benefits (for business, scholars, thought leaders)

Access to networks, partnerships, and future opportunities

EMOTIONAL MOTIVATION

Emotional connection with the Motherland

Family memory, loss, and traumatic experience of war

Guilt or feeling of responsibility

SITUATIONAL MOTIVATION

Reaction to crisis, shock, and threat (war, disaster, repression)

High mobilization amid extraordinary circumstances

VALUE-BASED MOTIVATION

The desire to preserve Ukrainian identity abroad

Support for national narrative, culture, and language

Symbolic affiliation to the fight for freedom

MOTIVATION TO PAY BACK

Gratitude to the country for education, past, family safety

The desire to pay a "debt of honor"

SOCIAL MOTIVATION

The need to be part of an active community

Social status, recognition, network affiliation

Mutual support and social capital

After losing my friend, I realized even more that I had to help; otherwise, you just wouldn't survive."

Male, 39, USA, 2nd wave

It is important to me that children are not ashamed of their Ukrainian origin."

Female, 54 years old, Australia, 2nd wave

I think a lot of social contribution was made through the stand-up club, communication between Ukrainians."

Male, 23 years old, Canada, 3rd wave

Sources: Riddle & Nielsen, Appe & Papyan, DataDriven Interviews.

CSO needs

The reduction in ODA volumes is intensifying against the backdrop of crises of confidence, in particular, the USAID-gate case

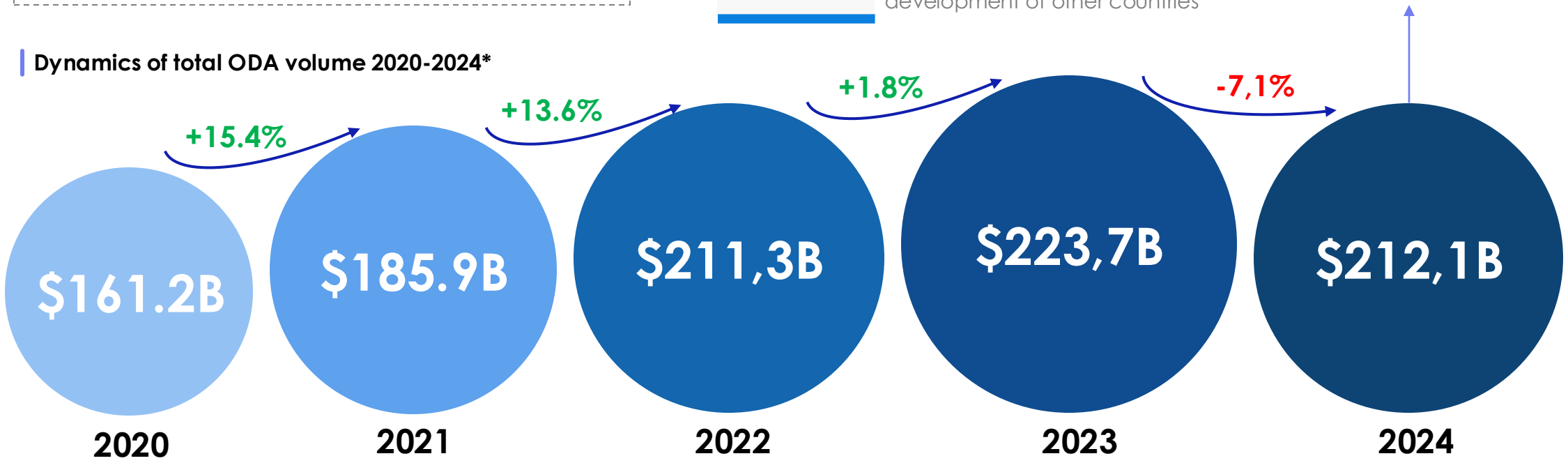
Development Assistance Committee (DAC) is a Committee at the International Organization for Economic Cooperation and Development (**OECD**), which brings together 32 donor countries, sets standards and keeps records of official development assistance (**ODA**), measures each country's contribution as a % of its gross national income (**GNI**).

ODA is government assistance to developing countries (grants, concessional loans, technical assistance; does not include private investment and military aid).

0.7% GNI of the donor country for the development of other countries

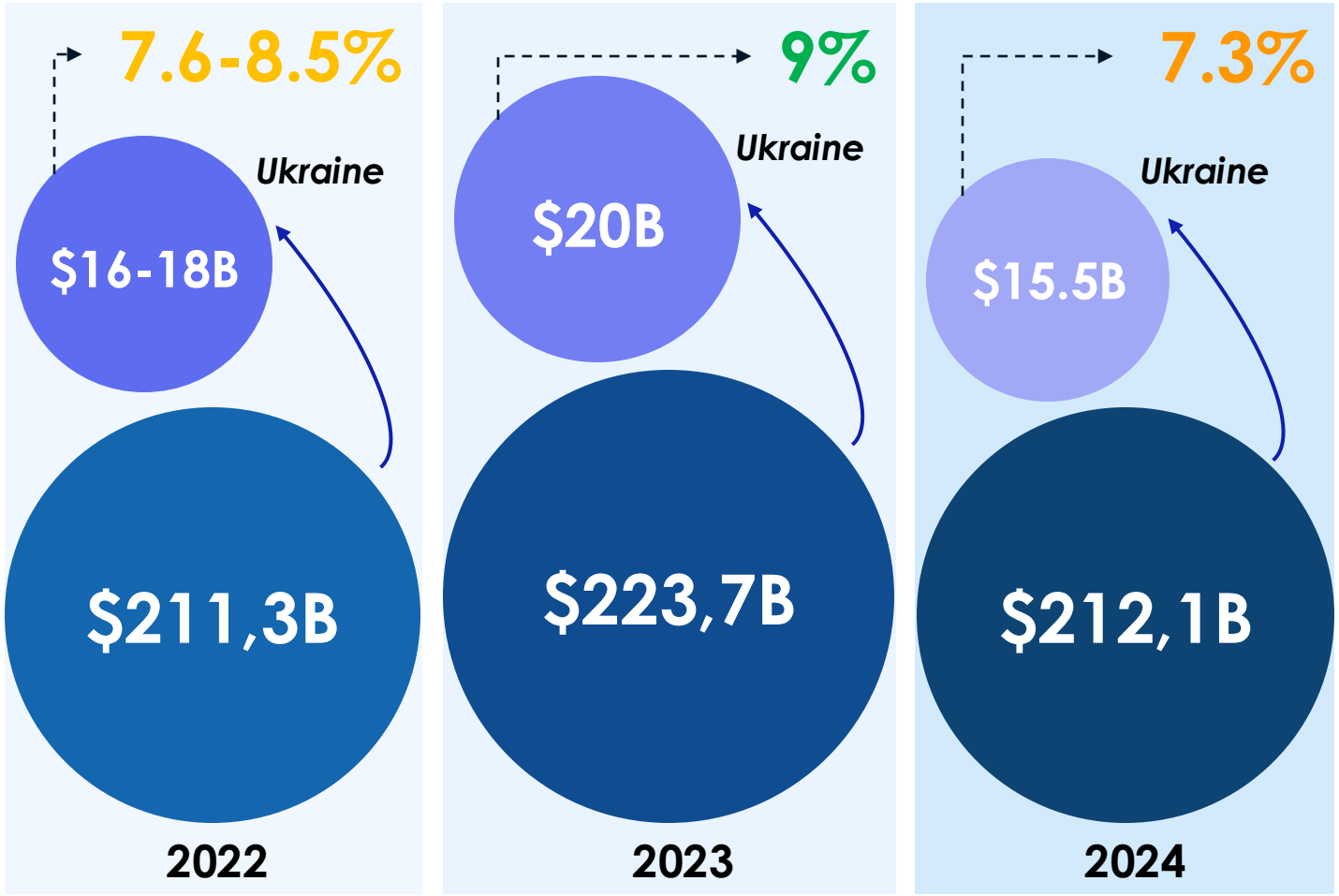
A further 5–10% decline *is expected in* ***2025*** *due to fiscal constraints and geopolitical priorities.*

Dynamics of total ODA volume 2020-2024*



*According to OECD data.
Sources: OECD, DataDriven Analysis.

Shifting donor focus highlights the importance of diaspora support



Ukraine's share of total ODA 2022-2024*

Due to growing war fatigue and competition with other priorities — the war in Gaza, conflicts in Sudan, and the challenges of climate change — the volume of support to Ukraine is gradually decreasing.

The development of alternative formats for raising funds and partnerships, considering the new competition for resources.

Creation of permanent platforms and funds for the accumulation and distribution of resources.

The diaspora can become one of the key channels for mitigating the effects of reduced international aid.

*According to OECD data.
Sources: OECD, DataDriven Analysis.

Key needs of Ukraine's civil sector

Resource and technical needs

Non-governmental organizations urgently need basic logistical support: **transportation** for logistics, **medical equipment**, **warehouses**, and **office space**.

Financial needs

In addition to project funding, NGOs need **sustainable core funding** to cover **administrative costs** and maintain their teams. There is also an urgent need to develop **crowdfunding mechanisms** and diversify funding sources.

Institutional capacity

Lack of resources and team burnout limit the ability of NGOs to **systematically plan their work**, develop internal procedures, and **scale their activities**. **Investments in management**, **staff training**, and **organizational development** are needed to ensure sustainable work.

Functional areas

NGOs are expanding their activities in response to **the challenges of war**, from assisting IDPs to documenting war crimes, rehabilitation, and education. However, these areas require dedicated **resources**, **expertise**, and **the ability to scale** their impact.

Sources: ISAR Ednannia, Zagoriy Foundation, IF Revival, DataDriven Analysis.

Systemic challenges and conditions for the development of the civil sector in Ukraine

70% of NGOs find it more difficult to raise donations for non-military projects **due to the priority of military support**. The problems are competition for resources; NGOs are often forced to adapt to donor priorities rather than develop their own strategy of action. There is a conflict between local needs and global approaches to funding.

- Weak system for developing coalitions, joint strategies, and interregional associations.
- Burnout, mobilization, and physical risks threaten the sustainable work of NGOs.
- Lack of uniform standards, transparency, and recognition by the state.

Partnerships & cooperation

Organizations are eager to share experiences and resources, but there is a lack of platforms and trust, especially between different sectors

Safety & sustainability

Teams operate under constant stress and danger without reserves or crisis scenarios

Milieu problems

Political barriers, competition between NGOs, and distrust from part of society are hindering the development of the sector

Sources: Zagoriy Foundation, CEDEM, DataDriven Analysis.

Best practices from other countries

The Case of Israel: how institutional support and strategy made the diaspora a driver of national development

7.2M Population of Israel

8.5M Diaspora population

25.5M Jewish community*

54% Diaspora share

Push-factors

Holocaust, expulsion from Arab countries, collapse of the USSR

Social profile

High level of education, middle/high economic status

Features

Strong collective identity, readiness for organized support

Public policy

Law of Return

Gives the right to **any** Jew, wherever they live, to **automatically obtain** Israeli **citizenship** upon arrival in the country.

Jewish Agency for Israel

A **semi-governmental** organization that **repatriates** Jews from around the world, assists with **resettlement** and **integration** in Israel, and **coordinates programs** to maintain ties with the diaspora.

Ministry of Diaspora Affairs

A **government** agency that **develops policies** for **strengthening the identity** of Jews abroad, **supporting** Jewish **communities** worldwide, and **involving the diaspora** in the life of Israel.

Financial instruments

Special **bonds** for the diaspora (**Israel Bonds**) and **official** donation **platforms** (**Keren Hayesod, Jewish Federations**) that accumulate funds for **social** and **infrastructure projects** in Israel.

*Israel built relations with the diaspora around the idea of **"Israel is a home for all Jews,"** turning identity into a tool for integration and development.*

Initiatives and platforms

Birthright Israel

900,000+ young Jews received a free trip to Israel.

Keren Hayesod

A global network supporting **investment** and **humanitarian projects** in Israel, operating in **45+** countries.

Jewish Federations of North America

$850+ million in emergency donations for Israel in **2023–2024**.

*The diaspora becomes a strategic resource only when the state guarantees constant connection, institutional recognition, and emotional and narrative involvement. Ukraine needs not just to mobilize aid but also to build **long-term mechanisms** for the participation of Ukrainians abroad **to restore the state**.*

*Including those eligible for repatriation.

Sources: Jewish Virtual Library, EVN Report, The Jewish Agency for Israel, Jewish Philanthropy, Israel Bonds, Birthright Israel, CUFI, Jewish Together, JNS, Jewish Federations of North America, DataDriven Analysis.

Armenia: practical engagement of the diaspora through institutions, projects and partnerships

~3M
Population of Armenia

~10M
Diaspora population

~70%
Diaspora share

Push-factors
Genocide (1915), economic crisis (1990s), war in Karabakh

Social profile
Secondary/high level of education

Features
National identity preserved even in the 3rd generation

Public policy

Ministry of Diaspora Affairs
Until 2019, it coordinated **repatriation**, cultural identity programs, forums, and **support for Armenian schools** abroad.

Office of the High Commissioner for Diaspora Affairs
Created **in 2019** as a **more flexible alternative** to the ministry — without a bureaucratic apparatus, but with **a political mandate**.

Dual citizenship
Armenia allowed **dual citizenship** in **2005** for persons of Armenian descent (and foreigners by special decision).

Focuses on practical interaction with diasporas, involving their experience, supporting repatriation, participation in public administration. Provides grants, develops partnerships, and involves diasporas in work in the public sector.

>120K people received Armenian citizenship through a simplified procedure (2022)

Does not provide for the right to vote *if a person does not reside in Armenia, which is* ***criticized by the diaspora.***

Ініціативи та платформи

iGorts
By **2023**, **>130 diaspora specialists** from **20+** countries were involved in **the work of the government.**

NerUzh
Competition for startups founded by Armenians from abroad with a focus on the IT sector. Grants **($15,000–$25,000)** + **support in registering a business** in Armenia.

DiasPro
Since 2020, **80+ missions** were implemented in over **15 government institutions**; senior diaspora specialists participate.

Ari Tun / A Step Home
Since 2012, **7,000+ young Armenians** from over **40 countries** have participated.

Sources: CIA World Factbook, Armenian Weekly, Hayastan All Armenian Fund, Reput Armenia, NPR, Foreign Policy, DataDiven Analysis.

Effective systemic work with the diaspora and financial architecture brings billions to India

~1.44B
Population of India

~30M
Diaspora population

#1 By diaspora size

~2%
Diaspora share

Push-factors
Colonialism, labour and educational migration, social factors

Social profile
High level of education and income ($145K highest income among all immigrant communities in the US)

Features
Strong cultural identity: temples, schools, festivals in the diaspora

Public policy

Ministry of Diaspora Affairs > unit within the MFA
India had (2004–201**a separate Ministry of Diaspora Affairs**6), which underscores its strategic priority. Its **integration into the Ministry of Foreign Affairs** indicates the "**normalization**" of the diaspora **as part of foreign policy**.

OCI (Overseas Citizenship of India)
Provides a lifetime visa, the right to reside, study, invest, and own property. Does not grant voting rights or civil service. **By 2022**, over **4.5 million people** had **received** this status.

PBD
The Indian government's **annual forum** for dialogue with the diaspora: awards, policy discussions, strengthening ties.

Banking tools for the diaspora
Special **NRE*/NRO**** accounts: favorable conditions, high rates, tax benefits, repatriation of funds.

Liberalized financial mechanisms
Bonds for the diaspora, multi-currency platforms, reduced transfer fees.

Agreements with host countries
Fiscal transparency, protection of migrants, avoidance of double taxation.

#1 By volume of private remittances.

$125B Record transfer volume in 2023.

3.4% From India's GDP in 2023.

*The creation of platforms such as **The Indus Entrepreneurs** and **The American India Foundation** allows the diaspora **to not only "donate"** but also **become partners in the country's development**.*

Know India
Since 2003, **78 editions** of the program were held, in which about **3K** representatives of the Indian diaspora participated.

*There are also **scholarship programs** and **cultural centers in 20+ countries**.*

*Non-Resident External
**Non-Resident Ordinary

Sources: Ministry of External Affairs of India, Pew Research Center, Indian Express, Deccan Herald, Ministry of Information of India, Quartz, World Bank, High Commission of India, DataDriven Analysis.

Co-financing has become a tool for mobilizing the diaspora for Mexico

130M
Population of Mexico

~12M
Diaspora population

~37M
With descendants

22%
Diaspora share

Push-factors
Economic, labor migration, proximity to the USA

Social profile
Low level of education, employment mainly in manual labour

Features
High level of self-organization, **97% concentrated in the USA**

Public policy

Institute of Mexicans Abroad
A body under the MFA that coordinates diaspora policy and implements programs through **a wide network of consulates.**

Dual citizenship
Since **1998**, Mexico has allowed migrants with a foreign passport to retain their citizenship, which **maintains legal ties, identity, and political participation**.

IME Advisory Board
A representative body of **120+ diaspora leaders** elected by communities in the US and Canada; **provides state recommendations** on issues of education, healthcare, labor rights.

The right to vote from abroad
Since **2006**, Mexicans outside the country have been able to **vote in elections by mail** or **online**; the mechanism has symbolic and political significance.

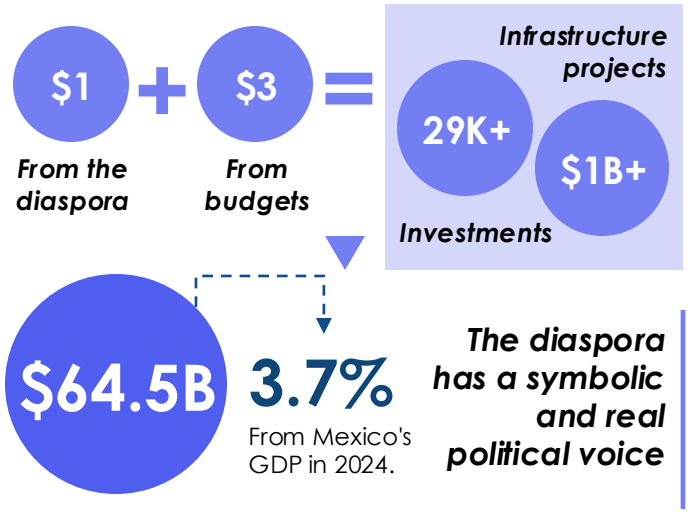
The consular network is **the largest in the world in one country**: 50 Mexican consulates in the United States provide daily support to diasporas and ensure the state's presence in community life.

"Ventanillas" is a system of consular support "windows" in the United States that provide free consultations and services for the diaspora on health, education, and finances.

Initiatives and platforms

IME-Becas
Financial support for Mexican-American students in the United States to **complete college** or **university**. **Thousands** of students received scholarships in 2020–2023.

Program «3×1»



The diaspora has a symbolic and real political voice

Sources: BBVA, EUDIF, PRC, National Affairs, Wilson Center, Aaron Malone, DataDriven Analysis.

A public policy that recognizes roots: Ireland builds relationships and trust with the "descendants of migration"

5.3M
Population of Ireland

~70M
Diaspora population

93%
Diaspora share

Push-factors
Great Famine (1845–1852), poverty, political factors

Social profile
Medium or high level of well-being

Features
Strong emotional identification with "Irishness", diaspora mostly non-Irish citizens

Public policy

Emigrant support program
This flagship government program has supported Irish organizations abroad working with the diaspora since 2004: from cultural societies to social services.

Diaspora Strategy 2020-2025
defines approaches to diaspora policy for 5 years: soft engagement, recognition of non-citizens, priority for cultural diplomacy, partnership with civil society organizations

~€15M
Annual budget

In 2022
530+ Organizations from countries
36

Global Irish Economic Forum
A flagship platform for engaging top businessmen, academics, and cultural figures of Irish descent in the country's economic, cultural, and diplomatic development.

300 Leaders
40+ Countries

Global Irish Civic Forum
A platform for dialogue with representatives of diaspora public organizations, a mechanism for representative democracy outside the state — a consultation "platform" for soft inclusion policy.

150 Leaders
30+ Countries

Of the most advanced cases of "symbolic integration": instead of requiring participation, Ireland recognizes different types of connections and works through trust networks.

*The program **does not impose a state agenda**, but supports what communities themselves do → this **creates trust** and **activates "horizontal" networks** of interaction.*

*Ireland has developed a **unique model** of "emotional diplomacy" - **without coercion** or **financial instrumentalization**. It achieves high levels of support **through cultural markers**, education, **respect for the public sector** and **symbolic recognition**.*

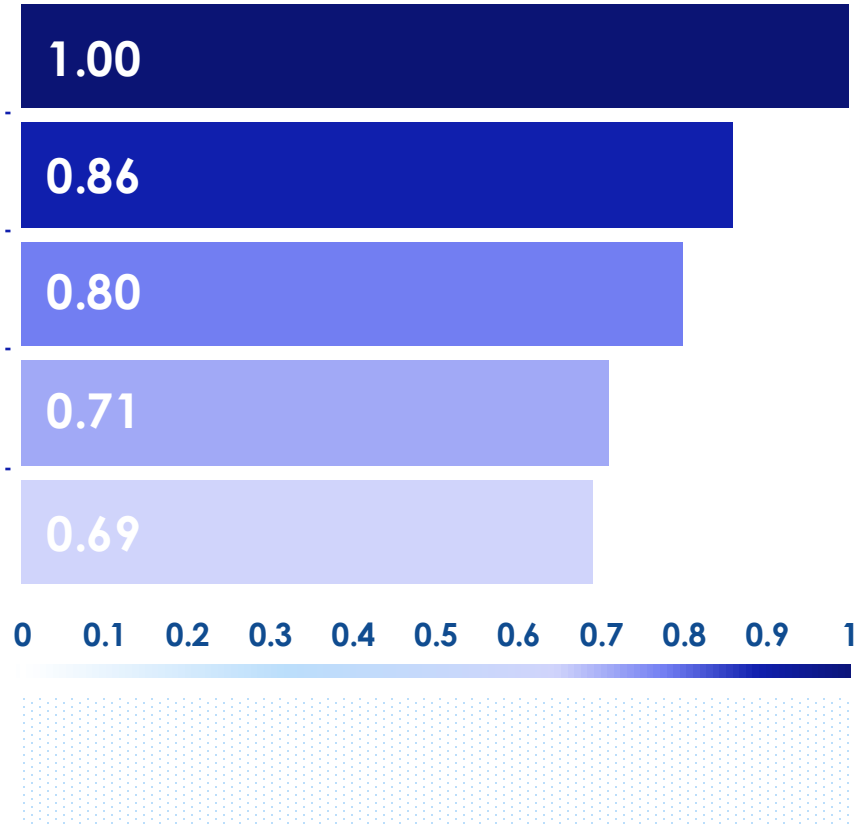
Sources: Department of External Relations and Trade of Ireland, AEON, Connecting with the Diaspora and Promoting Economic Development, Culture Ireland, Irish Diaspora Business Elite philanthropy, Global Irish, DataDriven analysis.

All countries studied work effectively with diaspora motivational drivers

Emotional	Value-based	Social	Pragmatic	Situational	Paying back	
✓	✓	✓	✓	✓	✓	India
✓	✓	✓	✓	✓	✓	Israel
✓	✓	✓	✓	✓	✓	Mexico
✓	✓	✓	✓	✗	✓	Ireland
✓	✓	✓	✓	✓	✓	Armenia

Ireland relies on solid ties, not counting on situational mobilization as a driver

Ranking of the studied countries by the Data Driven* diaspora policy effectiveness coefficient



The effectiveness of state policy towards the diaspora in the context of motivation for philanthropy depends on encouraging the main motivational drivers and building an effective infrastructure of interaction.

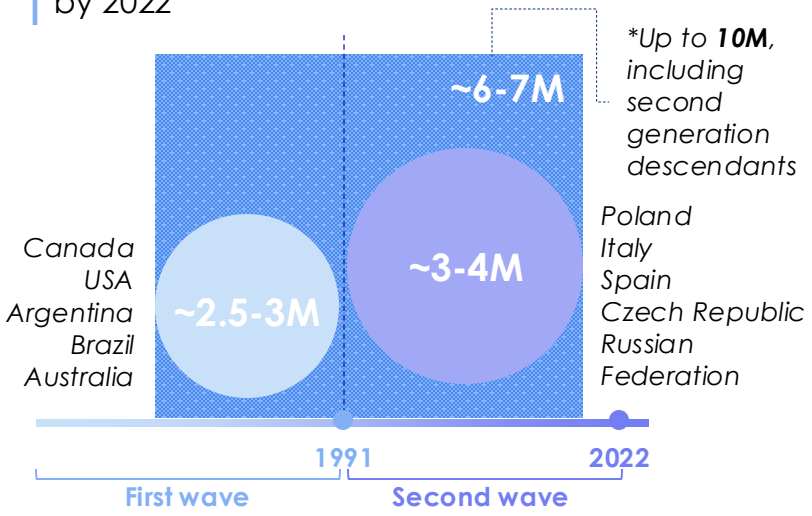
*The Diaspora Policy Effectiveness Index (DPEI) was developed by DataDriven specifically for this study based on an analysis of available information on the existing approaches to diaspora policy in the studied countries.
Sources: DataDriven analysis

Analysis of the Ukrainian diaspora

Lost Partnership: Why Ukraine's Diaspora Policy Didn't Work

Ukraine had a fragmented system of coordinating diaspora policy — **UWCC, the National Commission, the Council under the President of Ukraine**, and **a department in the MFA** existed in parallel, but **without** centralized leadership or **stable interdepartmental coordination**.

The size of the Ukrainian diaspora by 2022



Law "On Overseas Ukrainians" (2004)

Recognized cultural identity and provided certain benefits, but **did not include tools for economic or political engagement** (e.g., participation in elections or support for return).

Politics was limited to cultural events (forums, weekend schools, holidays), while the **economic**, **intellectual**, and **digital potential** of the diaspora **remained untapped**.

Ukrainians Abroad (1996)

The first attempt to systematize interaction with the diaspora, focusing on culture and education. Implementation is minimal, funding is symbolic.

Ukrainians Abroad (2001)

Updates with an emphasis on creating a database, publishing literature, supporting education. It is proposed to simplify the granting of the status of a Ukrainian abroad.

State Cooperation Program (2006)

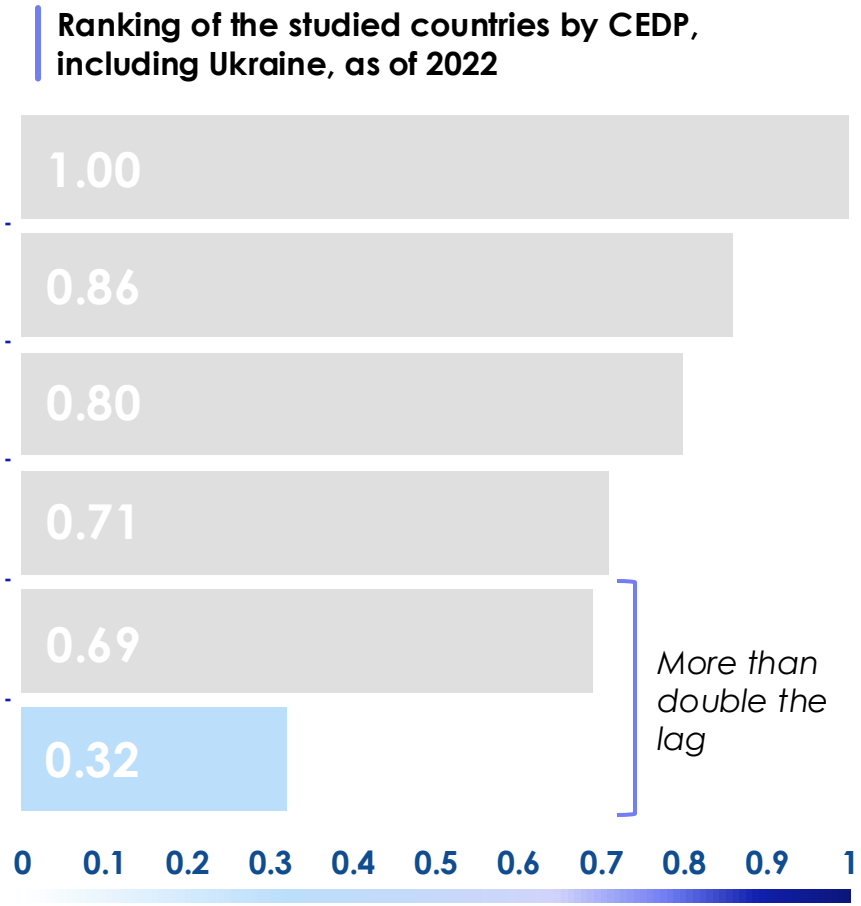
The most comprehensive document: 68 measures in 8 areas. The priority is culture, education, legal protection. But the implementation is uneven, with almost no economic dimension.

In **2017**, the **Migration Policy Strategy until 2025** was approved - a document with potential for working with the diaspora, but without the approved **Program for Cooperation with Ukrainians Abroad (2021)**, this **potential was not realized**.

Sources: OSCE, ICMP, Law of Ukraine 2004, State Program, Strategy 2025, Ministry of Foreign Affairs, CES, DataDriven Analysis.

Until 2022, Ukraine's diaspora policy was not systematic and did not work with motivation drivers

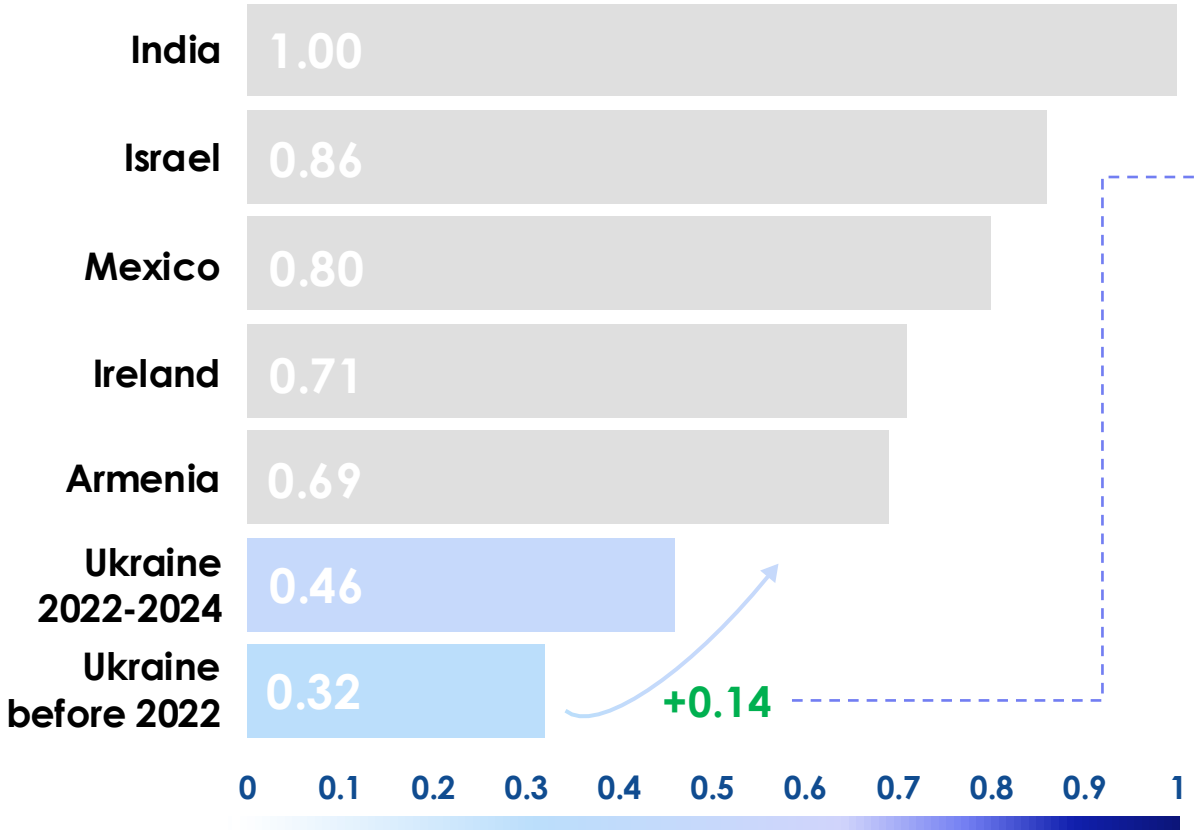
	Emotional	Value-based	Social	Pragmatic	Situational	Paying back
India	✓	✓	✓	✓	✓	✓
Israel	✓	✓	✓	✓	✓	✓
Mexico	✓	✓	✓	✓	✓	✓
Ireland	✓	✓	✓	✓	✗	✓
Armenia	✓	✓	✓	✓	✓	✓
Ukraine before 2022	✓ Appeal to emotional and cultural affiliation as the basis of connection	✓	✗ No sustainable system of participation or community interaction	✗ No incentives for investment or returns	✗ Politics has not adapted to new challenges	✗ No clear role for the state as an effective partner



Sources: DataDriven analysis.

At the beginning of the full-scale invasion, support for Ukraine was based on emotional and situational motives

Ranking of the studied countries by CEDP, including Ukraine during the period of full-scale invasion



Ukraine in 2022–2023 demonstrated an **unprecedented mobilization of the diaspora**, thanks to **emotional** and **situational motivation**, but the state remained more of an observer than a coordinator. At the same time, some state actions — such as **suspending consular services** — caused **disappointment among the new wave of diaspora** and undermined trust.

> What's the problem now? Ukrainians abroad are left alone with their problems and then told, "We won't issue you passports now, okay?"
>
> **Woman, 32 years old, Portugal, 3rd wave**

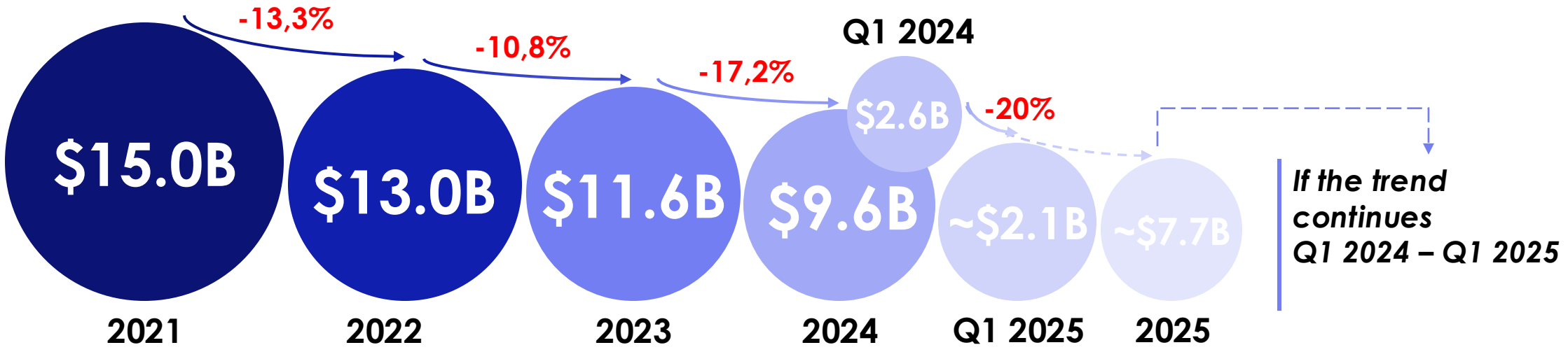
The gradual decline in remittances reflects diaspora fatigue

Despite unprecedented mobilization in 2022, financial support to Ukraine from the diaspora has shown a steady decline. The main reason is adaptation to the new reality. Without new formats of engagement, this trend will intensify.

> The level of support has decreased, society has become tired, but helping children remains a priority."
>
> **Female, 54, Australia, 2nd wave**

> Well, there is nothing like after 2014, where in 2017 I felt that it was no longer needed. Now it feels that it is needed, but in 2022 the help was critically, extremely needed, now it is more seriously needed."
>
> **Man, 46 years old, Finland, 2nd wave**

Dynamics of remittances to Ukraine 2021-Q1 2025*



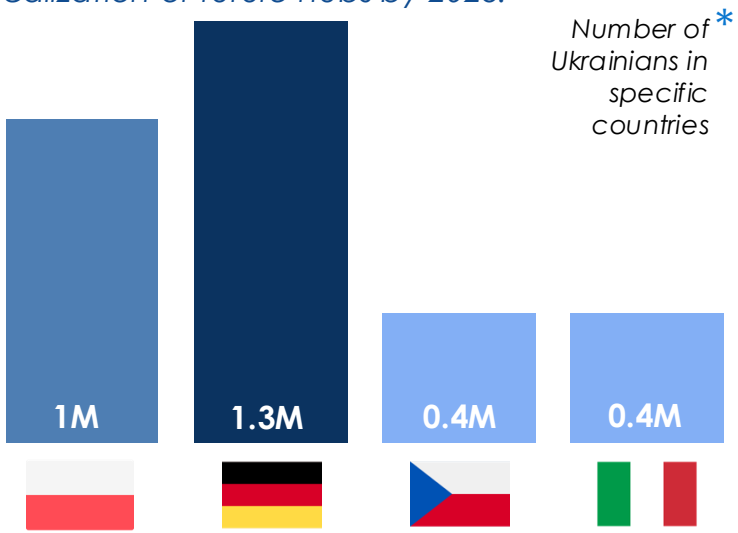
*Data from the National Bank of Ukraine
Sources: National Bank of Ukraine, DataDriven Analysis, DataDriven Interviews.

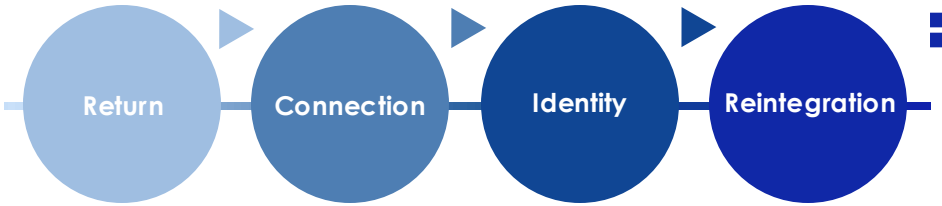
Reconnecting is a prerequisite for philanthropy: how the Ministry of Unity is changing the model of working with the diaspora

Creation of Unity-hubs

Unity hubs are physical and digital platforms where Ukrainians abroad will be able to: access services (education, documents, media); participate in cultural, educational, and volunteer initiatives; and build networks of interaction with Ukraine.

Poland, Germany, Canada, the USA, the Czech Republic, and Italy are the main countries for the localization of future hubs by 2025.





A long-term strategy not only for repatriation but also for **engagement at a distance**

Strategic goal

Rooting of the **cultural**, **civic** and **economic unity** of global Ukrainians

Unity-hubs

Institutional "entry point"

Project involvement

Reconstruction, education, mentoring for communities

Inclusion and trust

Improving trust in the state among the diaspora

Expansion of rights

Expanding civil rights and symbolic recognition

Motivation for long-term philanthropic involvement

*Estimates of the total number of Ukrainians in the indicated countries are approximate and are the sum of the number of diaspora and refugees.

Sources: Interview of the Minister of National Unity of Ukraine for the BBC, Resolution No. 113, OSCE, CES, MFA, EUDIF, DataDriven Analysis.

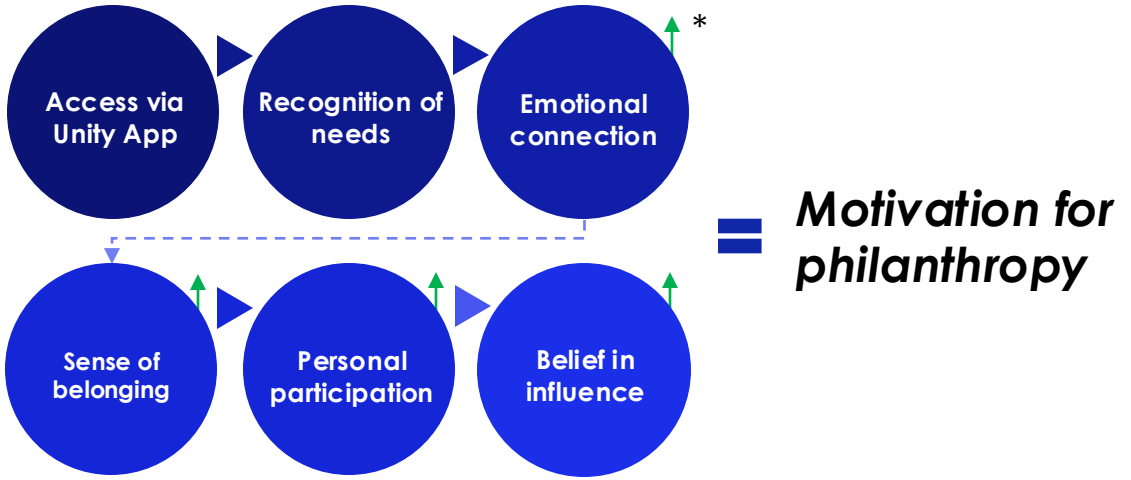
Ministry of Unity plans to create a new digital tool for citizens abroad

Unity App is a future mobile application that will become a digital interface for the state to interact with Ukrainian citizens abroad. It will provide access to services, participation, and feedback and be integrated with CRM, registry, and the Unity hub network.

Functionality may include

- Receiving personalized government services.
- Notifications, events, integration with Unity hubs.
- Submitting your own initiatives/feedback.
- Possibility of volunteering, micro-donations, participation in campaigns.
- Potential integration with other platforms (diaspora, donor, etc.).
- Networking opportunity for Ukrainians abroad.

Unity App is being created as a digital tool focusing on the needs of the 3rd wave of migration. It should provide **a modern, convenient, and transparent communication format** that will replace traditional interaction through diplomatic institutions and allow people to be **not only recipients of services** but **also active participants in initiatives**.



*Green arrow indicates improvement in the logical component of motivation for philanthropy.
Sources: DataDriven Analysis, DataDriven Interviews.

The State as a Facilitator: challenges of building trust in philanthropic engagement with the diaspora

The Ministry of National Unity offers an ambitious institutional model of diaspora reintegration. However, to achieve results, it is **crucial to consider objective challenges and the perception of the environment.**

Lack of clear performance metrics

The prevalence of rhetoric **without transparent KPIs** dilutes accountability and **reduces diaspora trust**.

Limited funding at the start

The budget of UAH 150 million limits Unity hubs' geography and **reduces the potential impact of the program**.

The risk of reducing identity to the economy

Excessive focus on investment and repatriation can **weaken emotional connections**, especially **for the older diaspora**.

The need for interdepartmental coordination

Lack of coordination with ministries creates **a risk of duplication** and **fragmentation of policies**.

Political perception and trust

There are concerns about the **politicization of the initiative** that could **undermine efforts** to create a new model of trust and engagement.

> They came to the diaspora with promises, used hubs built by volunteers, and claimed it as their own. Activists were brought in not for unity but to broadcast political messages."
>
> **Woman, 32, Poland, 2nd wave**

> Diaspora policy in Ukraine can change dramatically depending on the political course — as happened **in 2010–2013**, when, after **the change of government**, institutional **interaction with the diaspora was effectively curtailed**.

> The state should facilitate, but not dictate the agenda to the diaspora. … I strongly support independent diaspora initiatives and believe that its activities should be autonomous from political changes in Ukraine."
>
> **Representative of one of the diaspora organizations, Canada**

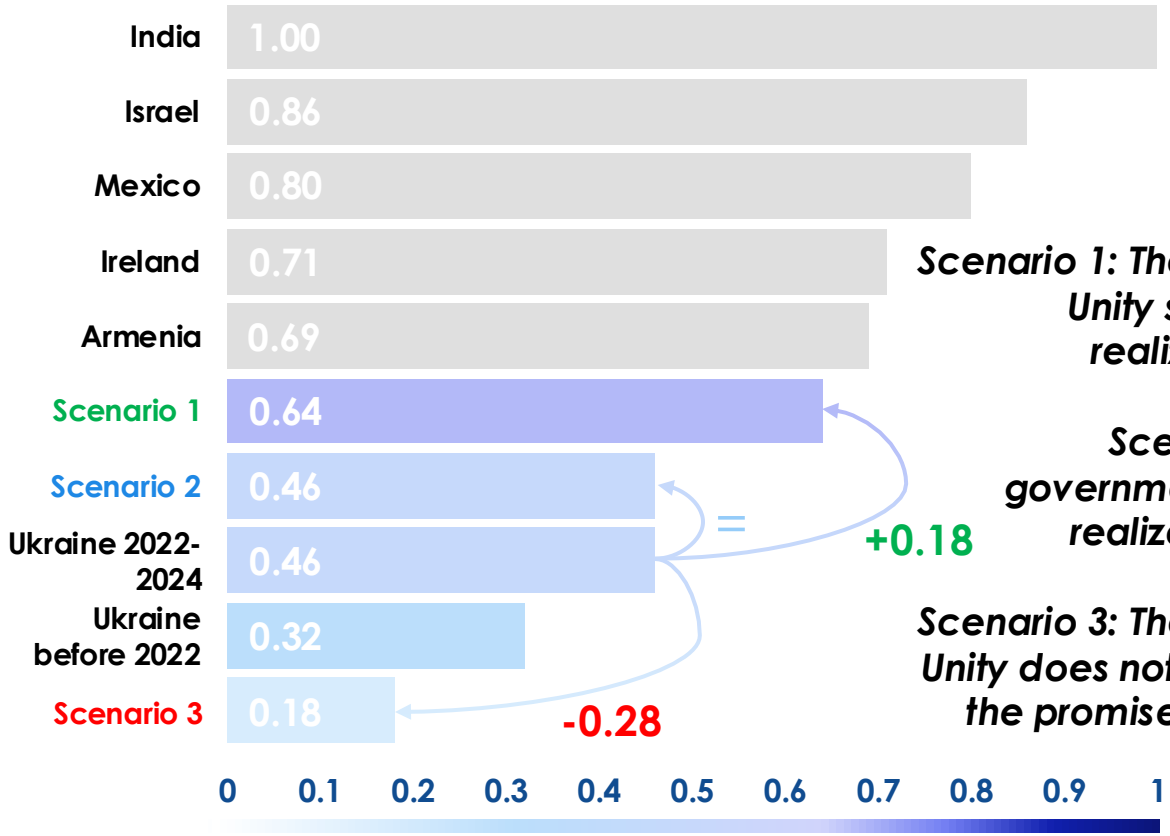
> Horizontal partnership is needed, not subordination of diaspora organizations to the Ukrainian state. … Coordination should take place taking into account local expertise, not directively."
>
> **Representative of a diaspora organization, Moldova**

For interaction with the diaspora to be sustainable, there must be an independent ecosystem, and the role of the state is to support, not determine, the course: to create opportunities, platforms, and partnerships.

Sources: Interview of the Minister of National Unity of Ukraine for the BBC, Resolution No. 113, DataDriven Interviews, DataDriven Analysis.

Failure to implement the Ministry of Unity's initiatives may nullify diaspora support and motivation for philanthropy

Dynamics of the Ukrainian Economic Development Fund depending on the success of the Ministry of Unity



Scenario 1 can be implemented with a high degree of probability

> First of all, we are passing a law that will allow dual citizenship, which is currently prohibited. The law will be ready by the end of the year."
>
> Minister of National Unity of Ukraine Oleksiy Chernyshov for La Repubblica

Scenario 1: The Ministry of Unity successfully realizes its plans

The diaspora is recognized as a partner, support becomes regular and diversified, and **a culture of trust and philanthropy is formed**.

Scenario 2: The government partially realizes the plans

Unity hubs are being created, but without institutional support, regular feedback, or recognition of the new wave of diaspora. Trust is lacking as a foundation—**participation is limited, situational, and not strategic**.

Scenario 3: The Ministry of Unity does not implement the promised initiatives

Instead of comprehensive integration, there is disillusionment among the diaspora, decreased engagement, increased role of informal networks, and **loss of long-term philanthropists**.

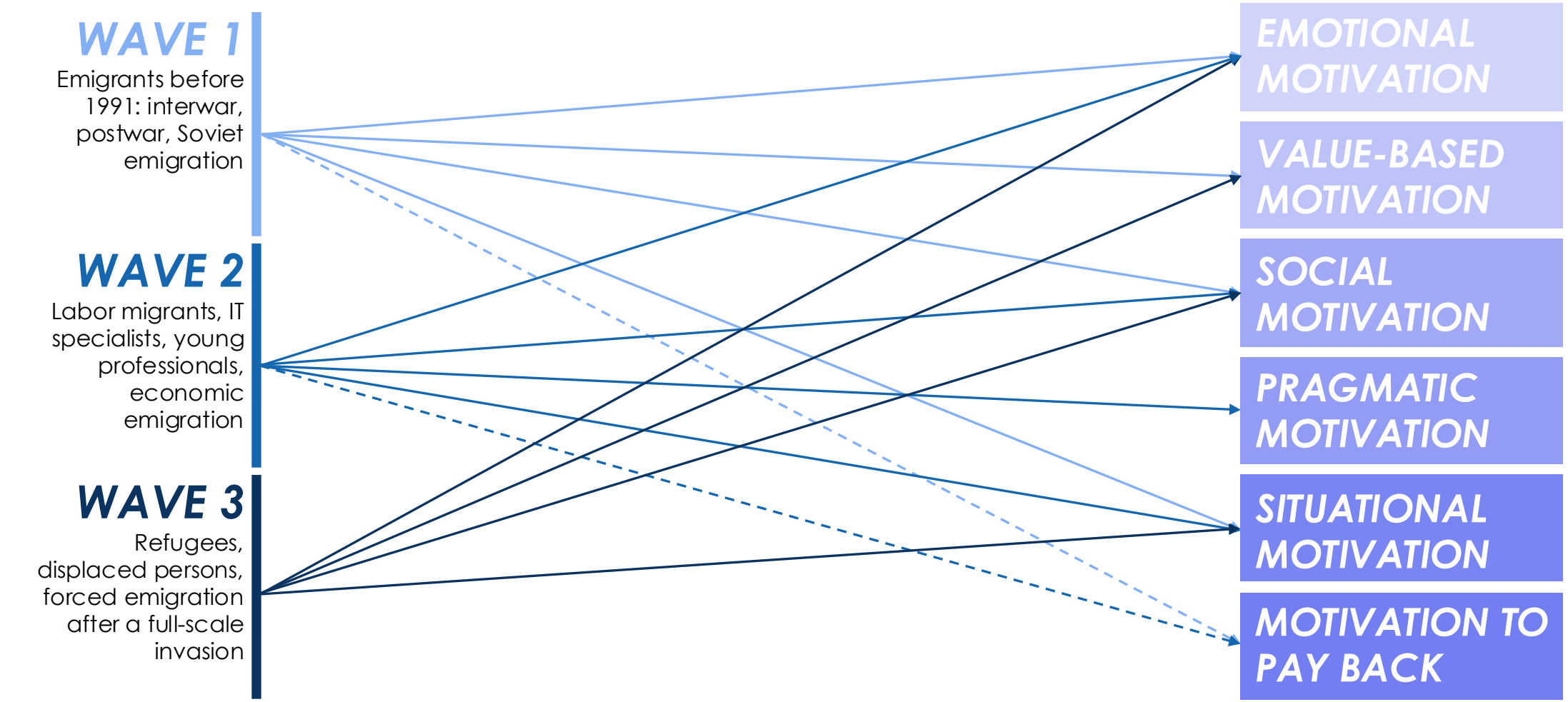
Sources: La Republica, DataDriven Analysis.

The Ukrainian diaspora is heterogeneous: each wave has its own profile

WAVE 1 Emigrants before 1991: interwar, postwar, Soviet emigration	High integration into countries of residence (especially in Canada, USA)	Well-organized communities (churches, schools, UWC)	Mostly descendants of immigrants of 2–3 generations	Strong cultural and ethnic identity
WAVE 2 Labor migrants, IT specialists, young professionals, economic emigration	Low but growing level of initial organization	Active participation through informal networks	Often a dual identity: "citizens of the world" with Ukrainian roots	The desire for stability, development and support of the family
WAVE 3 Refugees, displaced persons, forced emigration after a full-scale invasion	The highest emotional connection with Ukraine	Mostly young people and women, high educational level	High dynamics of self-organization through social networks	A new type of "forced" diaspora

Source: Riddle & Nielsen, Appe & Papyan, ICMPD, CES, DataDriven Analysis.

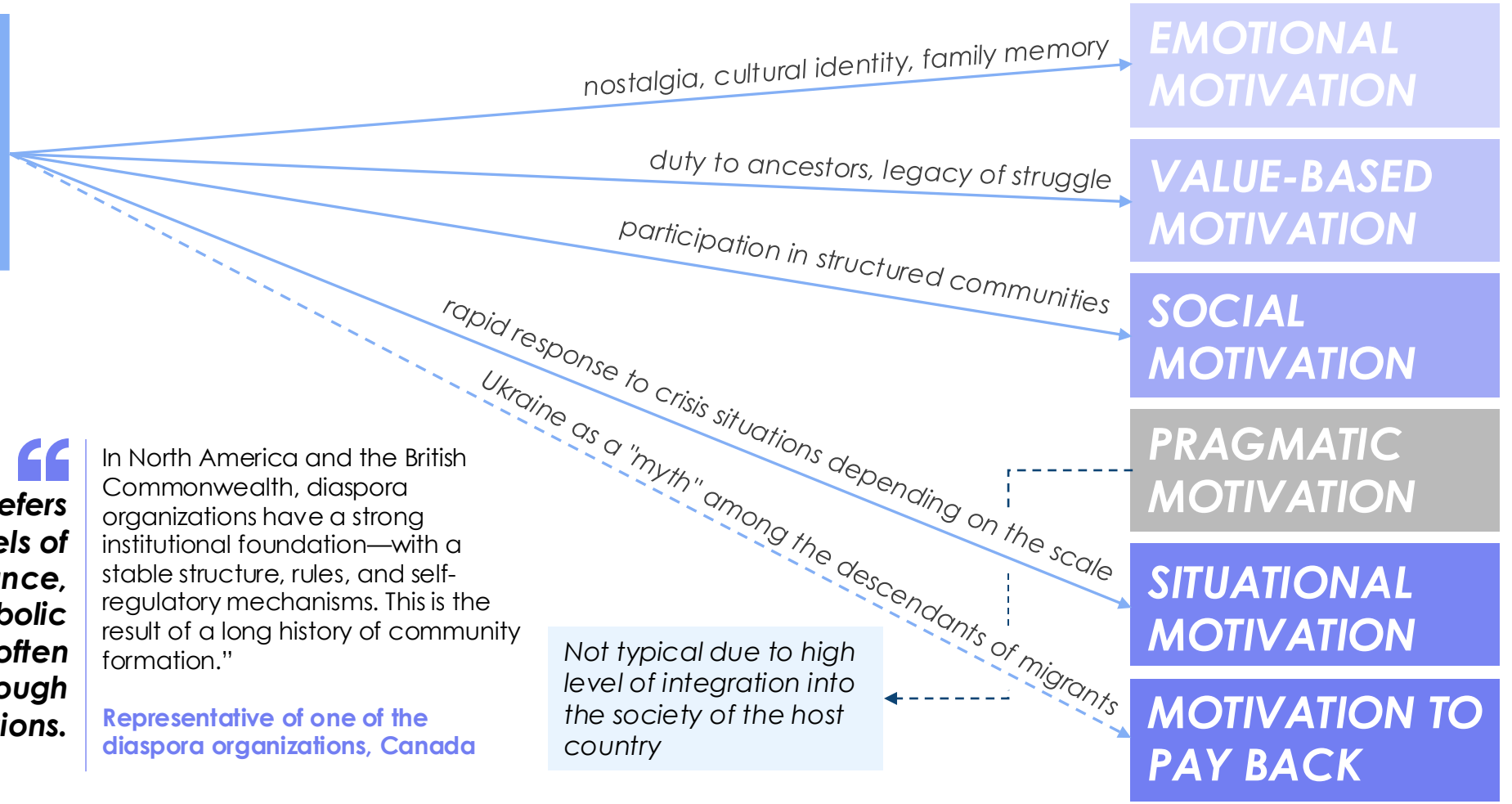
There is no single logic for engaging the diaspora — each wave requires its own approach



Source: DataDriven Analysis, DataDriven Interviews.

Traditional first-wave communities are not only memory carriers, but also well-structured channels of assistance

WAVE 1
Emigrants before 1991: interwar, postwar, Soviet emigration



This wave prefers institutional channels of assistance, values symbolic recognition, and often operates through organizations.

In North America and the British Commonwealth, diaspora organizations have a strong institutional foundation—with a stable structure, rules, and self-regulatory mechanisms. This is the result of a long history of community formation."

Representative of one of the diaspora organizations, Canada

Not typical due to high level of integration into the society of the host country

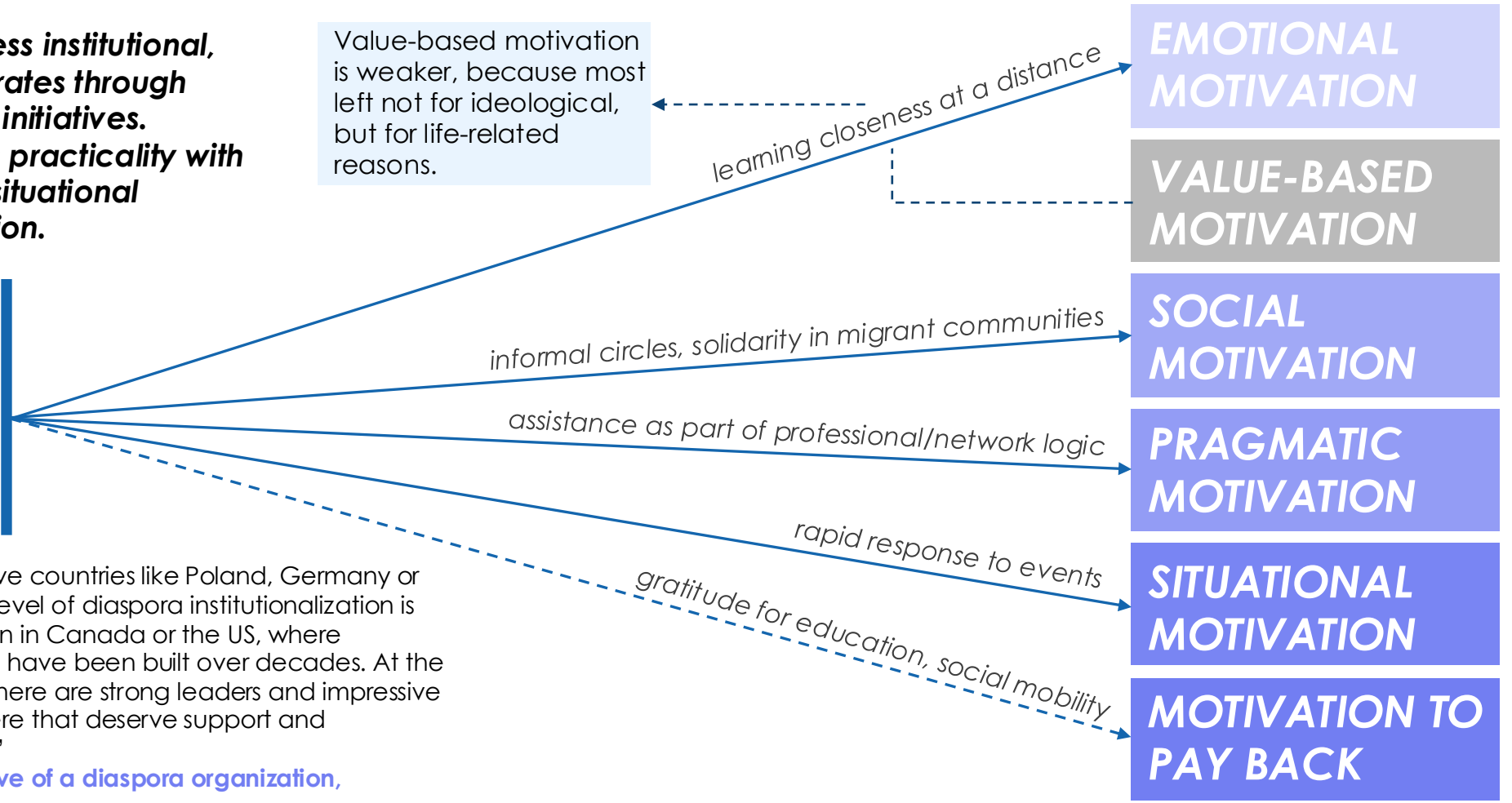
Participation through connections, experience, and professional logic is what distinguishes the 2nd wave

Flexible, less institutional, often operates through horizontal initiatives. Combines practicality with intensive situational participation.

Value-based motivation is weaker, because most left not for ideological, but for life-related reasons.

WAVE 2

Labor migrants, IT specialists, young professionals, economic emigration



> In newer wave countries like Poland, Germany or France, the level of diaspora institutionalization is still lower than in Canada or the US, where communities have been built over decades. At the same time, there are strong leaders and impressive initiatives there that deserve support and recognition."
>
> **Representative of a diaspora organization, Canada**

Source: DataDriven Analysis, DataDriven Interviews.

In the 3rd wave, emotional and situational motivation is strongest

The most emotionally charged wave. Assistance is often personalized, fast, reactive. Requires soft facilitation from the state and partners.

That is, again, first of all, there will be help, but it will be directed to places where I know people personally, where I can personally see the results of my help."

Male, 36, USA, 2nd wave

Wave 3 is the least integrated into the professional environment of the host countries.

WAVE 3

Refugees, displaced persons, forced emigration after a full-scale invasion

- acute connection with Ukraine, personal loss, trauma → EMOTIONAL MOTIVATION
- "Ukraine = freedom", a moral struggle against tyranny → VALUE-BASED MOTIVATION
- self-organization through digital hubs, local networks → SOCIAL MOTIVATION
- PRAGMATIC MOTIVATION
- reaction to the shock of war, mobilization without organization → SITUATIONAL MOTIVATION
- MOTIVATION TO PAY BACK

Blocked by feelings of guilt and separation: instead of "debt" – emotional trauma and social confusion

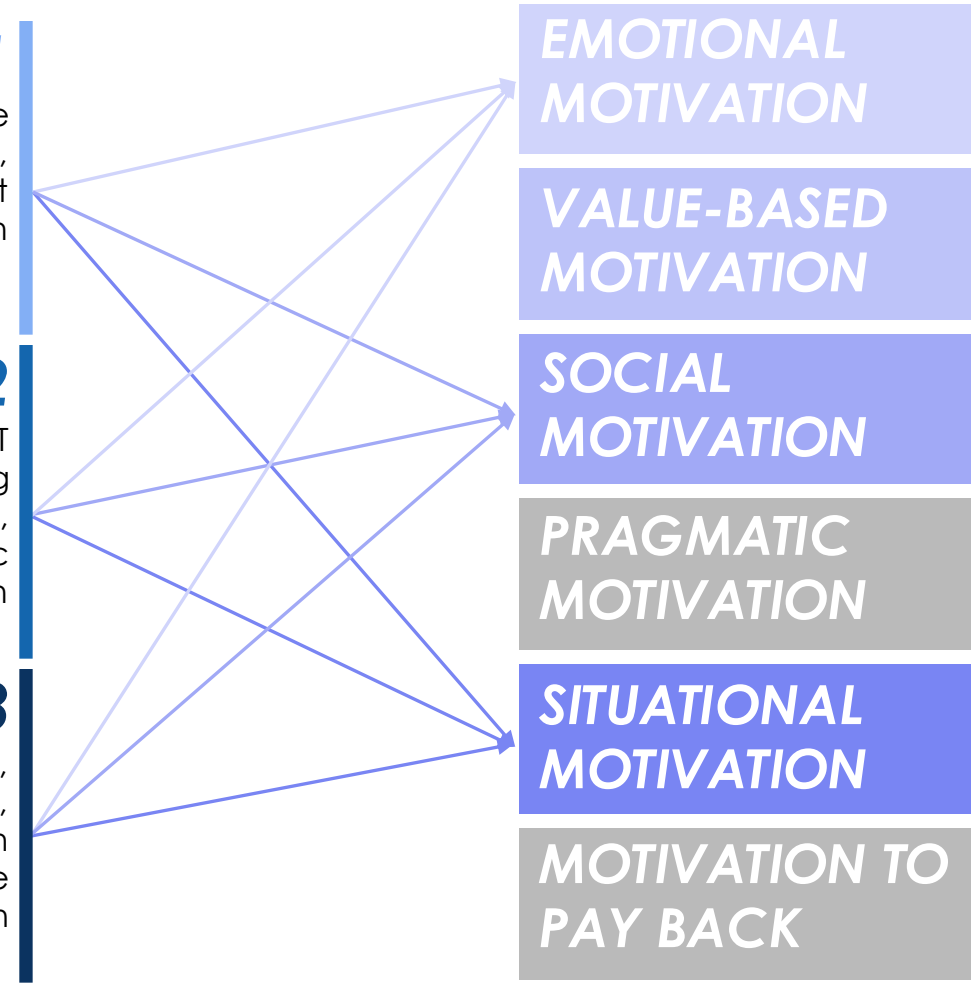
Source: DataDriven Analysis, DataDriven Interviews.

Emotional, social, and situational motivation is a common basis for participation for all three waves of diaspora

WAVE 1
Emigrants before 1991: interwar, postwar, Soviet emigration

WAVE 2
Labor migrants, IT specialists, young professionals, economic emigration

WAVE 3
Refugees, displaced persons, forced emigration after a full-scale invasion



"My family motivates me — they are all in Ukraine. I want it to be easier for them, for peace to come. Everything I do is for their sake."

Female, 24, Netherlands, 2nd wave

Master classes, trips, and workshops work best — events that are interesting to people."

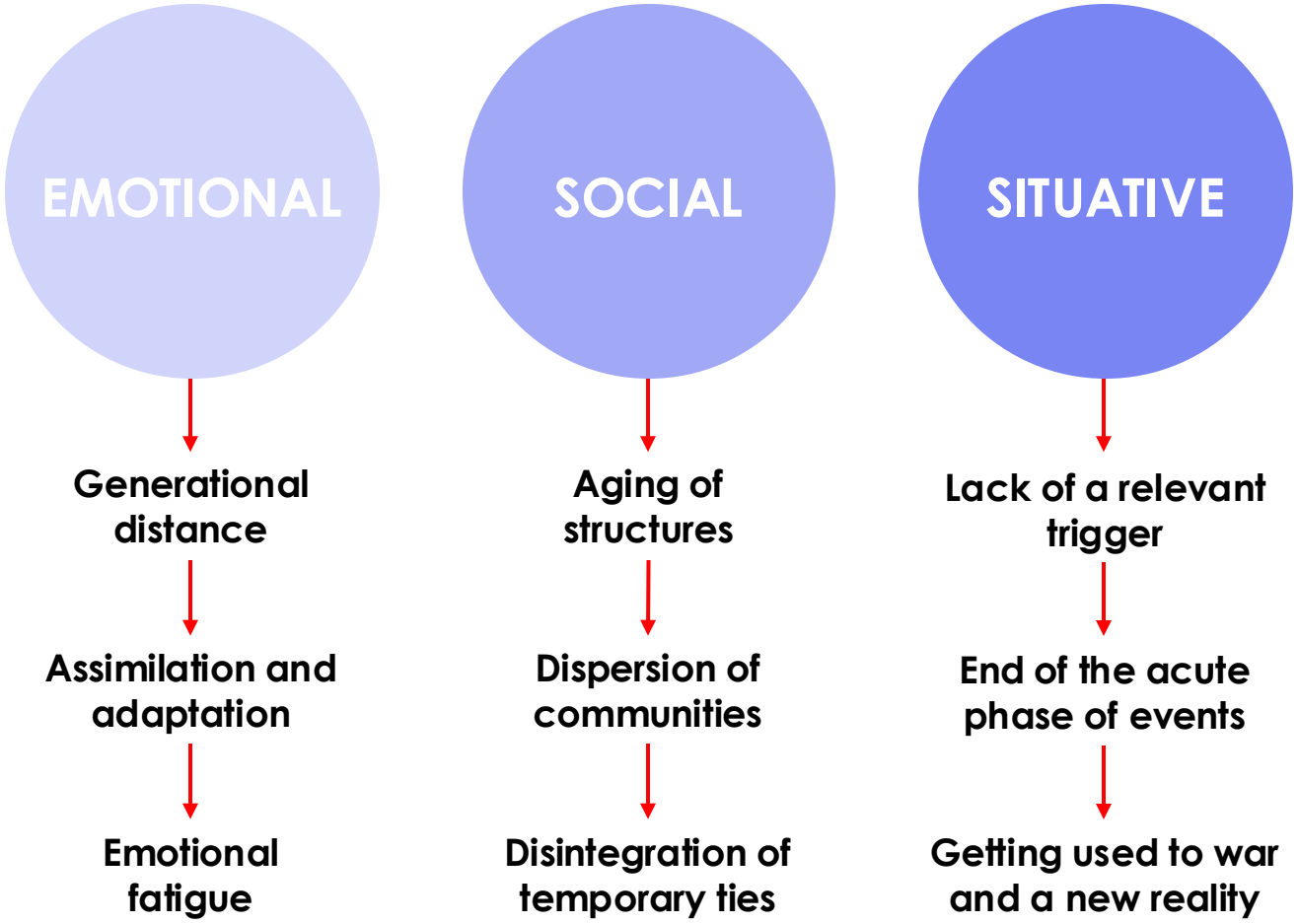
Female, 24, Netherlands, 2nd wave

When the war started in 2014, I quit my job and switched to volunteering."

Male, 46, Finland, 2nd wave

Source: Data Driven Analysis, Data Driven Interviews.

The basis of philanthropic participation weakens over time due to specific motivational factors

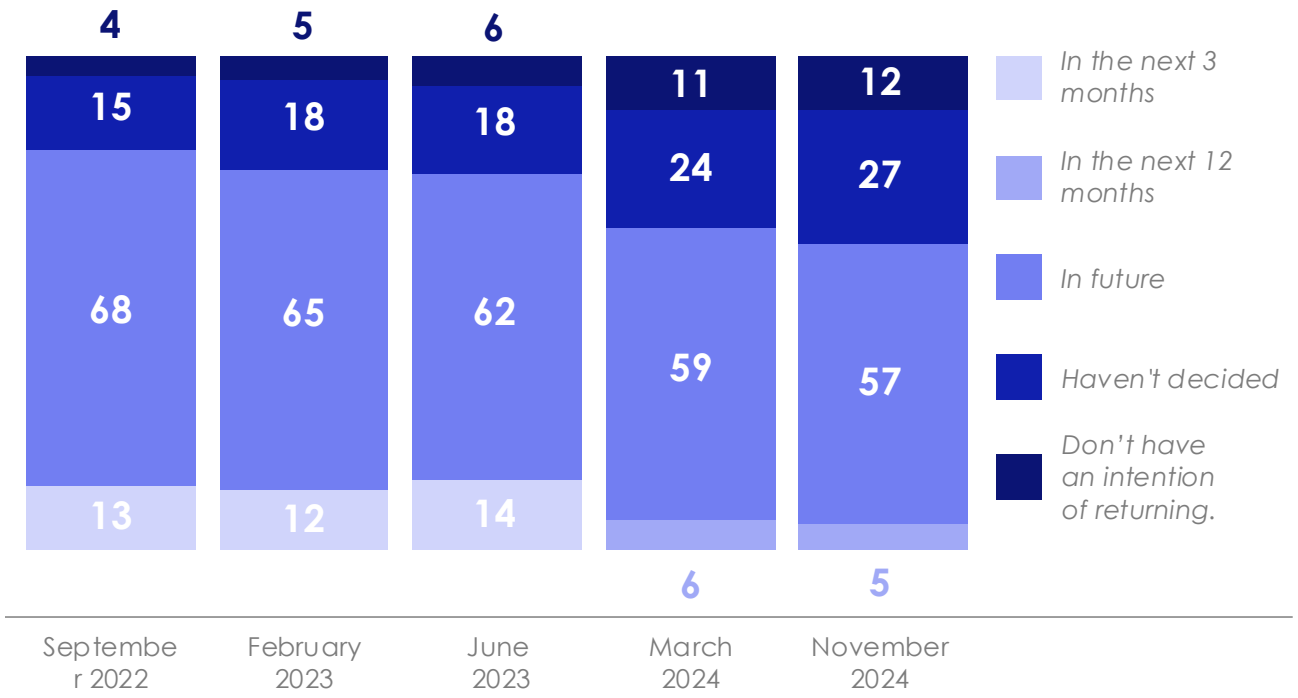


> I observe the meetings regularly. They exist. Participation in them is already lower than it was even a year ago. On the other hand, in the Ukrainian context, I see that my friends, among them, have fewer meetings. This trend is decreasing. It exists, it continues."
>
> **Female, 32, Portugal, 2nd wave**

> But I think we're all facing the fact that people are donating less, getting involved less."
>
> **Female, 24 роки, Netherlands, 2nd wave**

For the 3rd wave, the loss of desire to return leads to a loss of emotional involvement and a decrease in participation

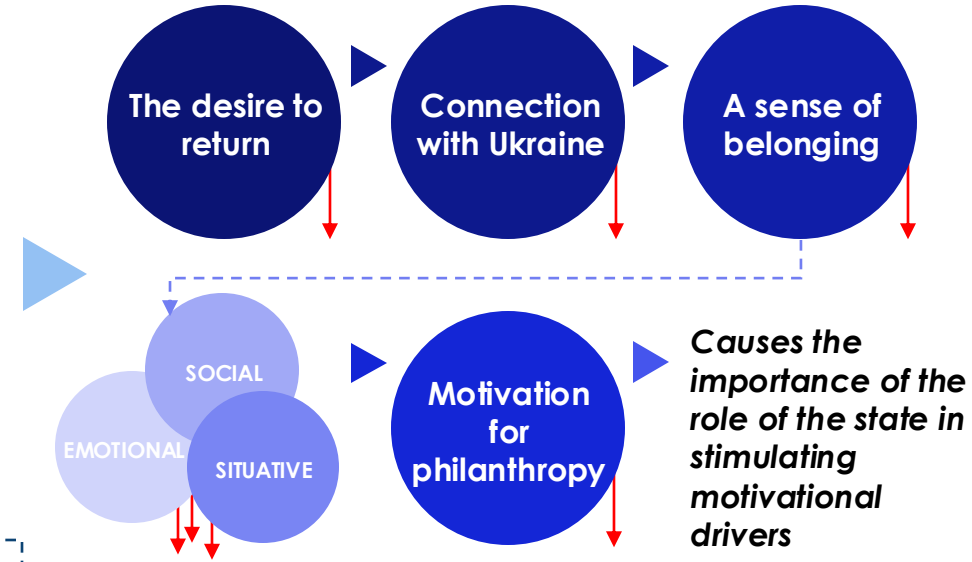
Dynamics of the 3rd wave diaspora's intentions to return to Ukraine in %*



According to the Center for Economic Strategy, in December 2024, only 20% of 3rd wave diasporas were confident in their return.

There are fewer and fewer Ukrainians who want to return. People have adapted, and they are deciding to stay here. If **in 2022 85%** wanted to return to Ukraine, now according to the latest survey - about **25%.**

Female, 32, Portugal, 2nd wave



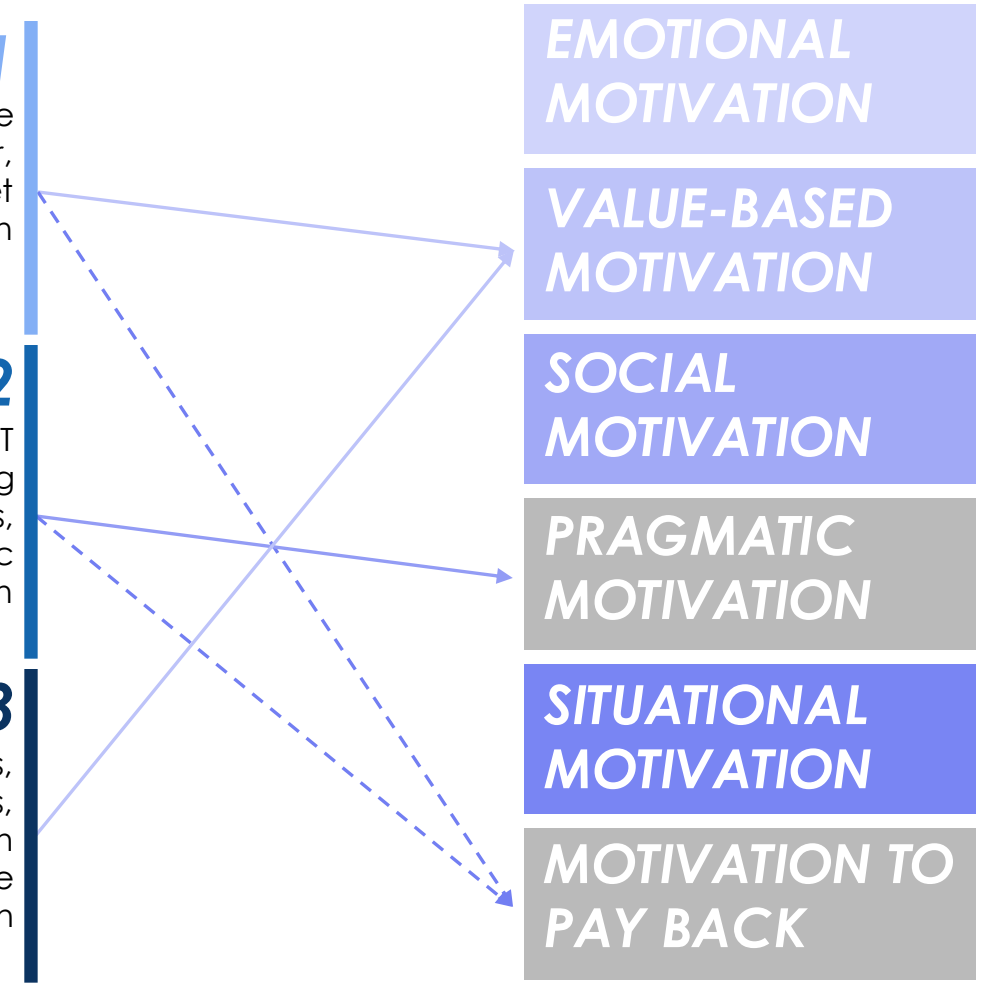
*UNHCR survey.
Sources: UNHCR, CES, DataDriven interviews, DataDriven analysis.

Long-term diaspora engagement requires a shift in emphasis to those motivational drivers that stand the test of time

WAVE 1
Emigrants before 1991: interwar, postwar, Soviet emigration

WAVE 2
Labor migrants, IT specialists, young professionals, economic emigration

WAVE 3
Refugees, displaced persons, forced emigration after a full-scale invasion



- EMOTIONAL MOTIVATION
- VALUE-BASED MOTIVATION
- SOCIAL MOTIVATION
- PRAGMATIC MOTIVATION
- SITUATIONAL MOTIVATION
- MOTIVATION TO PAY BACK

Value, pragmatic, and reward motivation are less vulnerable to time and circumstances and shape sustainable engagement models.

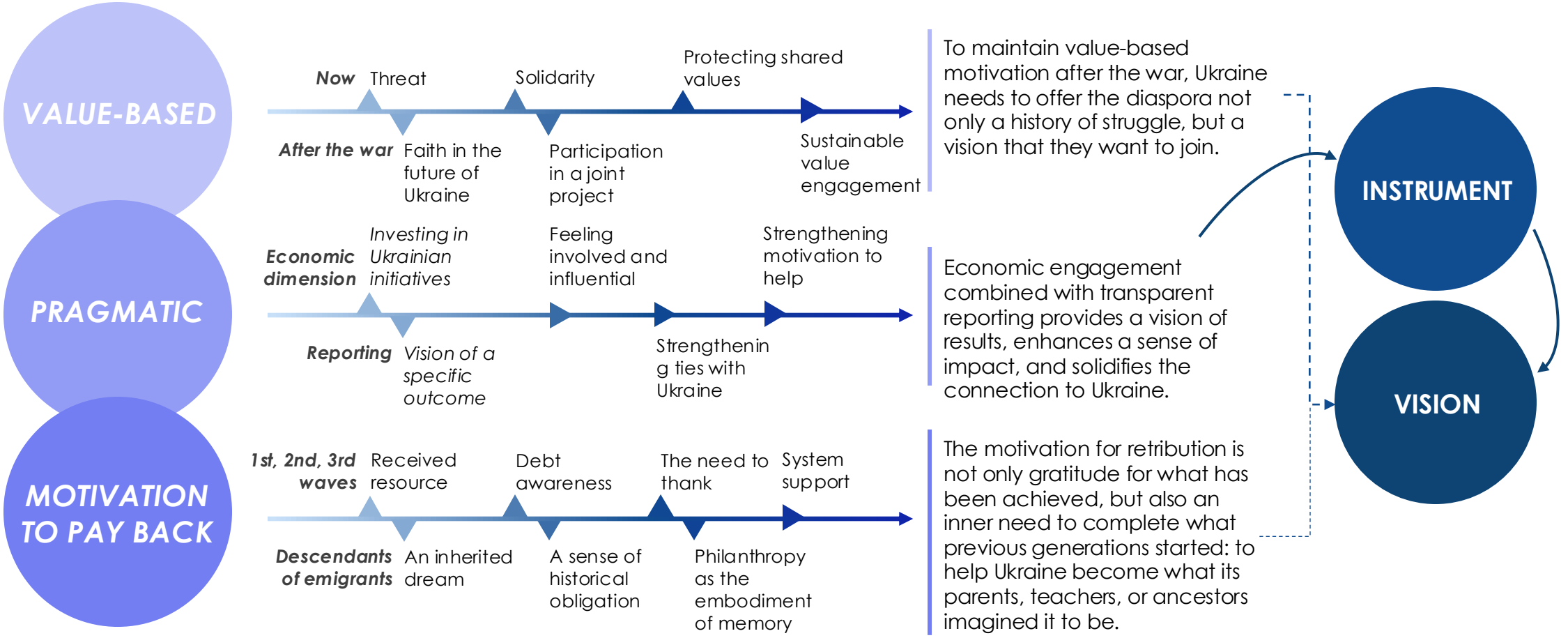
Today, it is based on solidarity with the struggle for freedom, and in the future, it should become support for Ukraine as a shared value project.

Driven by economic interaction—both investment in development and vision of outcome. The connection "investment → impact" creates sustainable inclusion.

Formed from the experience gained in Ukraine: education, culture, social start. It is about gratitude that is transformed into action. For those who were born in emigration - support as a way to realize the dream of ancestors about Ukraine.

Source: DataDriven Analysis, DataDriven Interviews.

Motivation for sustainable philanthropic participation consists of meaning and tools of embodiment



Source: DataDriven Analysis.

Logistical and regulatory barriers stand in the way of diaspora aid

Despite the high level of diaspora mobilization, the delivery of humanitarian aid to Ukraine **faces numerous obstacles.**

- **Customs delays and inconsistencies in procedures**
- **Difficulty in financial transfers due to high fees and bank restrictions**
- **Technical failures in state systems for recording humanitarian aid**
- **Abuse of humanitarian aid status to avoid customs duties**

3K+

cases in 2023 when military units did not receive the humanitarian aid intended for them **due to customs violations.**

20%

organizations noted that they were unable to import humanitarian aid **due to technical problems in the automated accounting system.**

Customs delays can last **from several days to weeks**, which critically affects the timeliness of aid delivery.

> The equipment arrived when the units for which it was ordered no longer existed."
>
> Our suitcases with critical aid were delayed in Poland for 6-7 days; they were confiscated - we had to knock them back. Because of the bureaucracy, people did not receive what was vitally necessary."
>
> **Male, 39, USA, 3rd wave**

> To transfer euros, I have to go to Western Union, transfer at an unfavourable exchange rate to a Ukrainian card, and from there to the necessary accounts. Everything is in hryvnias. Having euros is a problem."
>
> **Female, 25, Spain, wave 3**

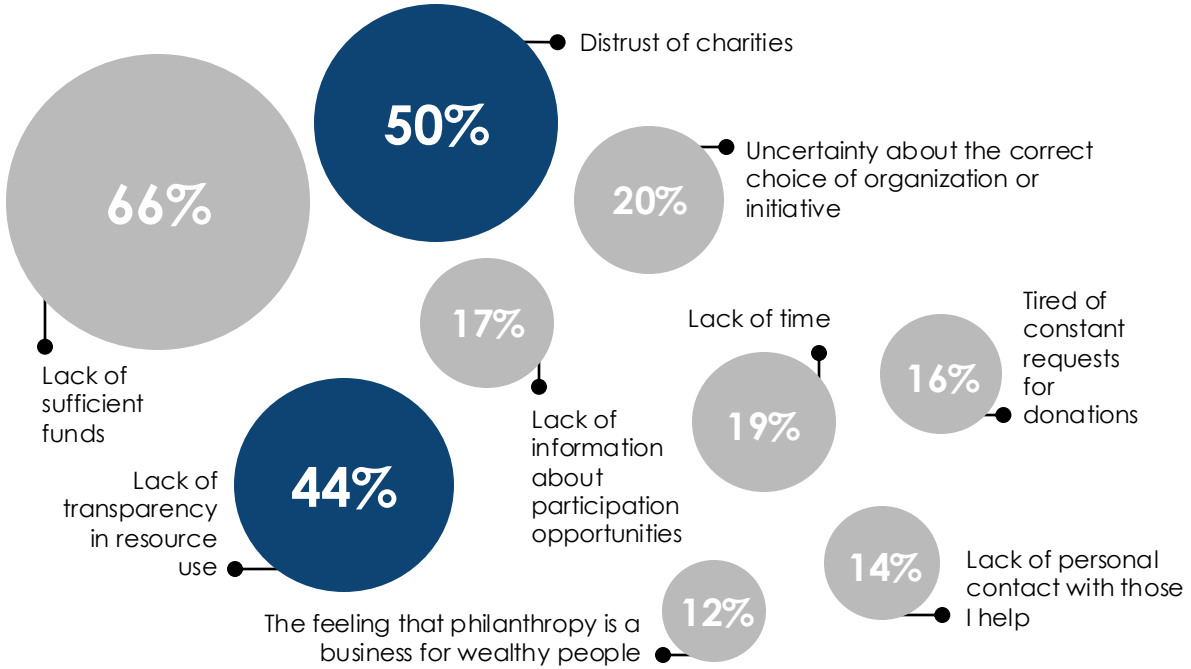
> The Dutch are only willing to help with humanitarian projects, not military ones."
>
> **Female, 24, Netherlands, 2nd wave**

Sources: UCIPR, The Kyiv Independent, DataDriven Analysis, DataDriven Interviews.

Distrust in institutions and funds leads to the personalization of diaspora assistance

Despite high mobilization, the diaspora often bypasses official channels due to **distrust of the state and large funds**, preferring personal or local assistance.

What barriers prevent you from participating in philanthropic activities?* [Multiple Choice]



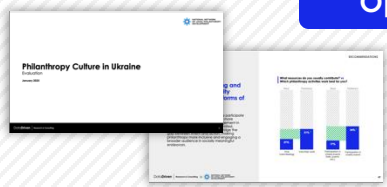
> When you see news about corruption in Ukraine, the desire to help through large foundations disappears."
>
> **Male, 39, USA, 3rd wave**

> I help in a personalized way... If I know a specific person who does this, I am ready to trust them."
>
> **Male, 25, Canada, 3rd wave**

> We never cooperated with organizations — I think primarily because of distrust. The war affected everyone, so we helped our own people more — those we knew personally."
>
> **Female, 24, Netherlands, 2nd wave**

Our recent study of the culture of philanthropy in Ukraine

Open



*DataDriven Research, January 2025, DataDriven Analysis, DataDriven Interviews.

Emotional burnout is one of the barriers for both volunteers and diaspora involvement

Prolonged activity in volunteer and humanitarian aid, superimposed on **personal crises, migration stress, and lack of systemic support**, leads to chronic burnout among representatives of the Ukrainian diaspora and IDPs.

> They say society is tired of helping. Yet we are all tired — both those who are here and those who are there. This is not a reason to stop. We have to live with it and move on."
>
> **Female, 56, Australia, 2nd wave**

> I've been so exhausted from 10 years of volunteering, which brings almost nothing, that you just burn out. Especially when you're a hyperemotional person and you see how you've been screwed over, taken, and thrown away."
>
> **Woman, 32 years old, Poland, 2nd wave**

20%

of Ukrainians abroad needed psychological counseling as of September 2023.

~124K

of psychosocial interventions for Ukrainian refugees conducted by IOM only in 2022–2023.

90%

volunteers cited burnout as the main threat to mental safety.

Causes of burnout

Sources: IOM, DataDriven Analysis, DataDriven Interviews.

Internal divisions and lack of coordination weaken diaspora interaction

The Ukrainian diaspora faces a dual challenge: the division between "old" structures and "new" migrants, as well as the lack of systematic interaction between numerous initiatives. **Isolation, intergenerational conflicts, and a lack of coordination mechanisms** lead to duplication of efforts, reduced efficiency, and loss of trust.

Traditional organizations often **do not recognize new participants** and initiatives from newcomers

There are **misunderstandings between different waves** of migration and regional diaspora communities

Personal **conflicts between leaders and organizations** deepen divisions and block cooperation

New waves of migration are almost **not involved in classic diaspora structures,** choosing informal associations and personal initiatives.

> There is a large divide between the 'old' diaspora and the new refugees after 2022. Because of these divisions, communication within the diaspora is often difficult."
>
> **Female, 24, Netherlands, 2nd wave**

> The old community often did not recognize the newly arrived Ukrainians as genuine."
>
> **Female, 54, Australia, 2nd wave**

> There used to be tensions between the old diaspora and a new one, but over the past three years it has leveled out significantly."
>
> **Female, 49, USA, 2nd wave**

"Three Ukrainians — two hetmans."
Male, 46, Finland, 2nd wave

"Three Ukrainians — six committees."
Female, 56, Australia, 2nd wave

Despite the gradual reduction of tension between the old diaspora and newcomers, issues of integration and interaction remain relevant and require systematic work.

Sources: OSCE, Data Driven Analysis, Data Driven Interviews.

ECOSYSTEM & INTERACTION MODELS

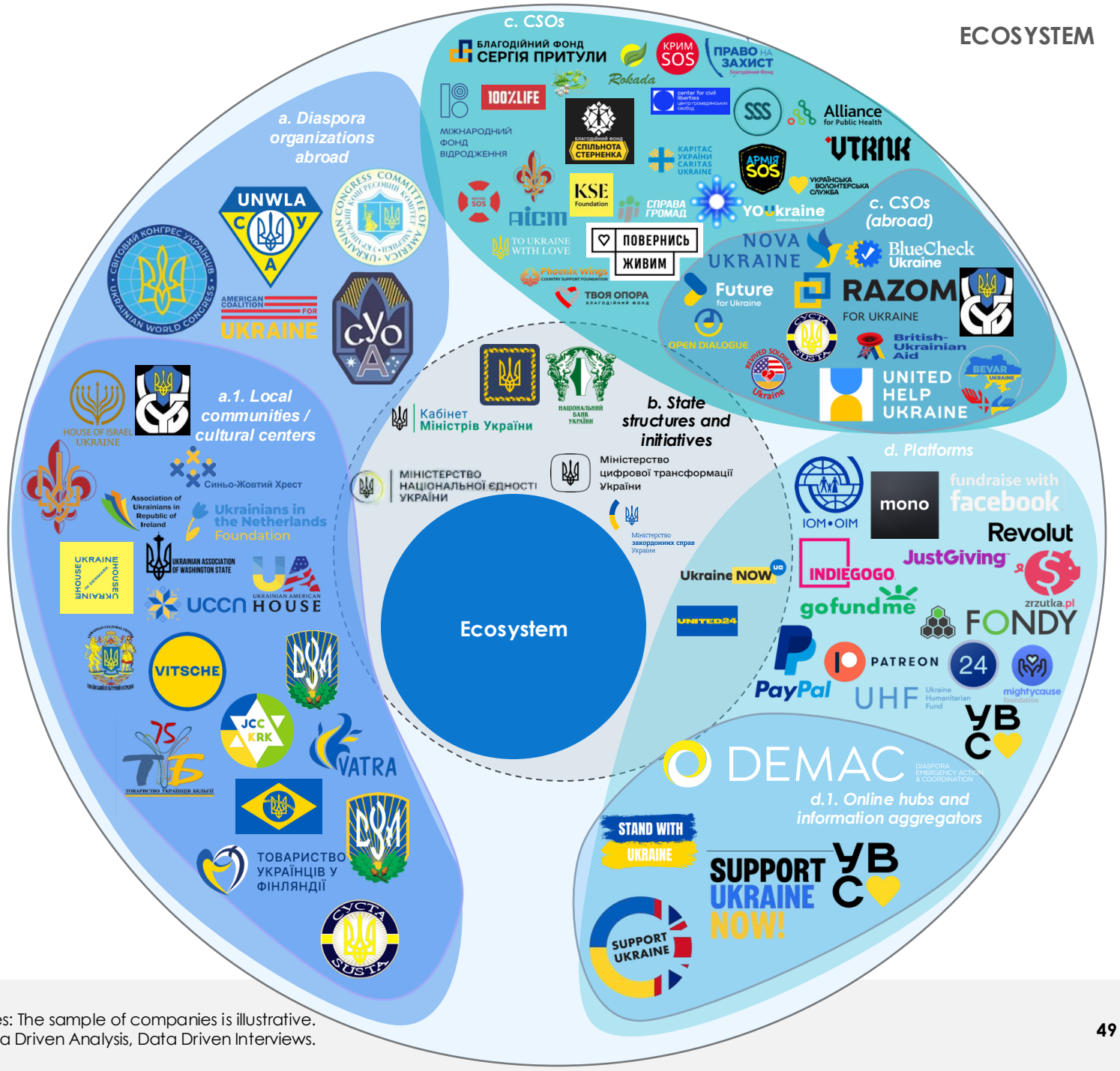
ECOSYSTEM

Civil society organizations (CSOs) registered in Ukraine: implement humanitarian, defence, human rights, and educational projects. Act as key aid implementers and partners of international and diaspora structures. **CSOs registered outside Ukraine (mostly by the Ukrainian diaspora):** systematically mobilize financial, humanitarian, medical, and educational support for Ukraine.

Platforms for collecting support: financial services and crowdfunding tools through which organizations and individuals collect and receive donations. **Online hubs and information aggregators:** platforms that aggregate collections, coordination initiatives, volunteer opportunities, and aid contacts.

Ukrainian state institutions and platforms: Bodies and initiatives that provide the infrastructure for interaction with the diaspora and the public sector: initiate policies, administer platforms, and provide legitimacy.

Diaspora organizations: formalized associations of Ukrainians abroad (congresses, associations, societies) that represent the diaspora, organize resource mobilization and interaction with Ukraine.



Notes: The sample of companies is illustrative.
Sources: Data Driven Analysis, Data Driven Interviews.

A structured model of cooperation between diaspora organizations and other ecosystem stakeholders

DIASPORA ORGANIZATIONS

Mobilize resources (meetings, logistics, partner engagement)

Coordinate the community (actions, cultural events, networking)

Represent Ukraine (advocacy, cooperation with governments)

Strengthen local initiatives (help informal groups become visible)

Generate trust and legitimacy (through reputation, accountability, sustainability)

Represent the diaspora and its interests before the state structures of Ukraine.

They receive official messages and support: they receive up-to-date information about Ukrainian politics, official legitimization of their initiatives.

State institutions

Politics
Coordination
Legitimation
Connections

They coordinate resources, collect requests from Ukraine, support Ukrainian CSOs with **finances** and **communications, and coordinate joint actions** with partners to ensure that assistance is targeted and effective.

CSOs IN UKRAINE

Implementation
Logistics
Reporting
Feedback
Contact

CSOs BEYOND THE BORDER

Fundraising
Humanitarian support
Logistics
Projects

They involve the diaspora in activities: they organize membership, volunteering, public campaigns, and fundraising.

They receive feedback from the community: they record sentiment, current requests, and reactions to initiatives.

Diaspora

Community unity → Diaspora visibility → Resource coordination → Voice of Ukrainians Abroad → Motivation for philanthropy → ***Stronger support for Ukraine***

*

*Green arrow indicates improvement in the logical component of motivation for philanthropy.
Sources: DataDriven Analysis, DataDriven Interviews.

The state should act as a reliable partner and help build trust in channels of interaction

GOVERNMENT INSTITUTIONS

Formulate policies and set a framework for interaction (with diaspora, CSOs and platforms)

Coordinate resources and support programs (grants, partnerships, implementation of initiatives at the national level)

Administer state platforms for collecting aid

Ensure reputational legitimacy and trust (official signals, thanks, public communication)

Implements partnerships in public diplomacy, **recognizes representation**, coordinates **joint actions**. Receives support, image effect and resources. Involves organizations in consultations on issues of interaction with the diaspora.

Communicates through embassies and participatory platforms (including newly created **hubs**), **provides services** to diasporas. Supports **cultural** and **emotional connection** and activism of new waves of migration.

DIASPORA ORGANIZATIONS

Mobilization
Representation
Advocacy
Communication

Coordinates policies, provides support, and engages in **project implementation**. Receives **feedback** and analytics from field implementers.

CSOs IN UKRAINE

Implementation
Logistics
Reporting
Feedback
Contact

CSOs BEYOND THE BORDER

Fundraising
Humanitarian support
Logistics
Projects

Diaspora

Philanthropic involvement of the diaspora

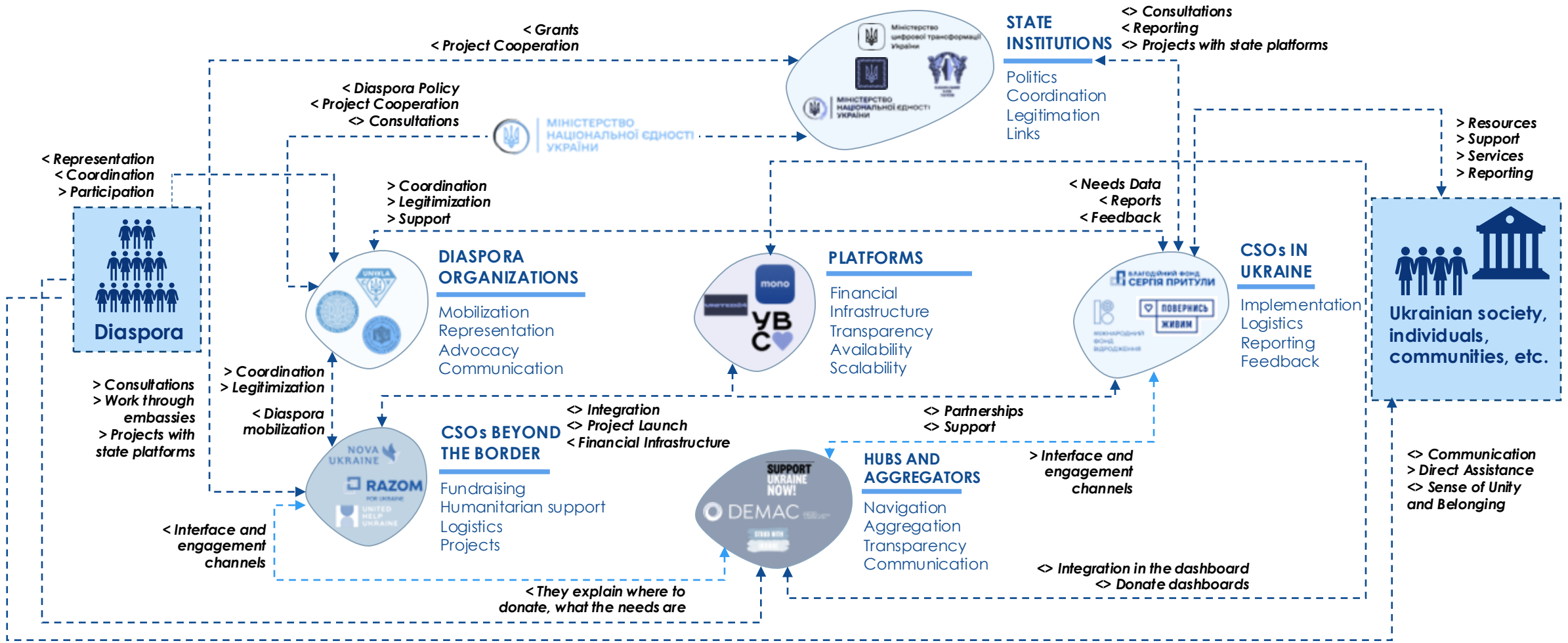
Diaspora

State

Recognition, support, services, political involvement

Sources: DataDriven Analysis, DataDriven Interviews.

Logic model of stakeholder interaction from the Ukrainian diaspora to aid recipients in Ukraine

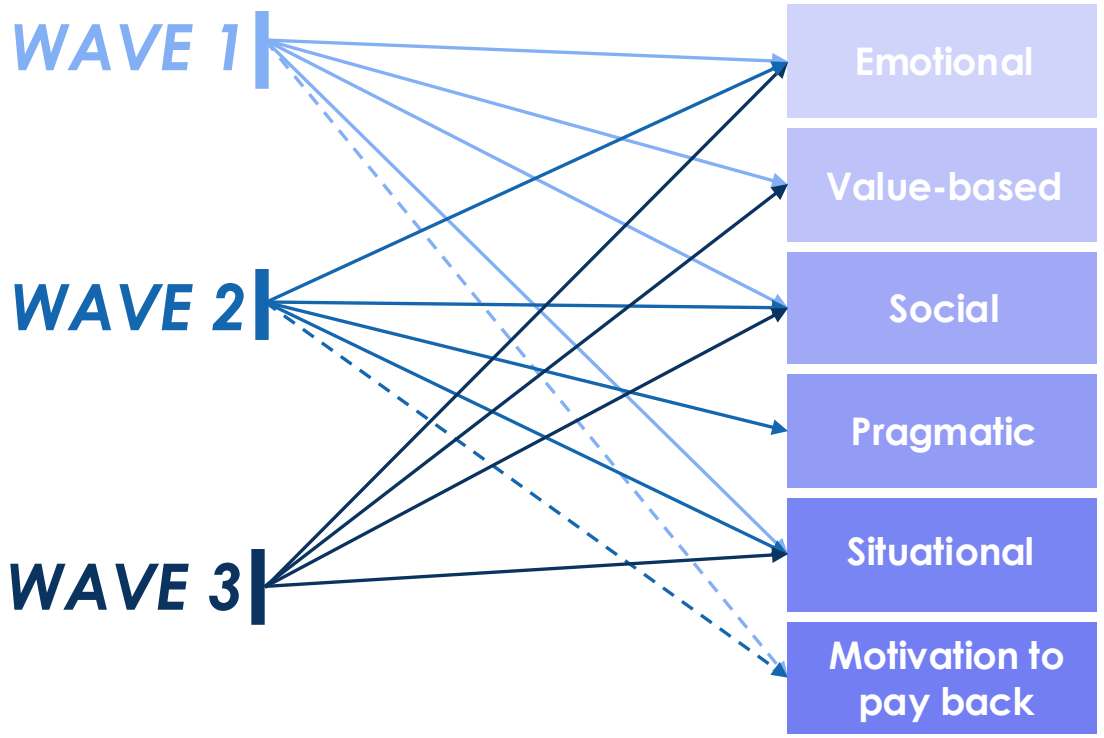


Sources: DataDriven Analysis, DataDriven Interviews.

Recommendations

Implement personalized engagement models for each wave of diaspora

Each wave (1st, 2nd, 3rd) has a different motivation profile, forms of organization, and participation format. Segmented communication is needed, with separate formats for newcomers and historical communities.

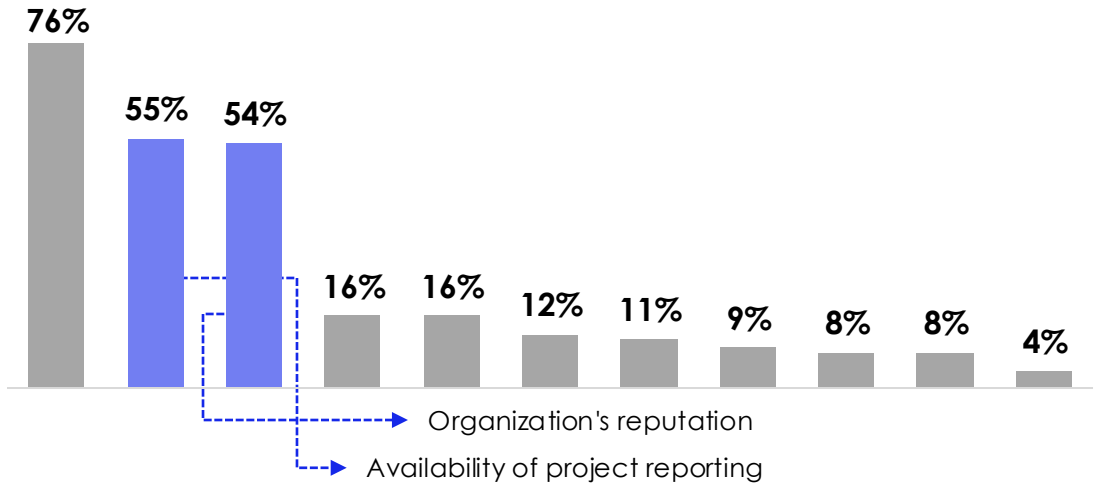


> In newer wave countries like Poland, Germany or France, the level of diaspora institutionalization is still lower than in Canada or the US, where communities have been built over decades. At the same time, there are strong leaders and impressive initiatives there that deserve support and recognition."
>
> **Representative of a diaspora organization, Canada**

Implement regular and simple visual reporting formats

Even the effective activities of Ukrainian CSOs remain “invisible” to a wide circle. There is reporting, but its format is complex and not adapted for quick perception. Representatives of the diaspora do not have time to read long documents because they often simultaneously integrate into a new country and work and support Ukraine.

Key criteria when choosing a philanthropic organization to support.*
[Multiple choice, up to 3 options]



> In terms of corruption, there is no trust in anyone — everyone steals. I can throw money at Sternenko, because I know he buys drones, but globally — I don’t trust anyone.”
>
> **Male, 24, Portugal, 3rd wave**

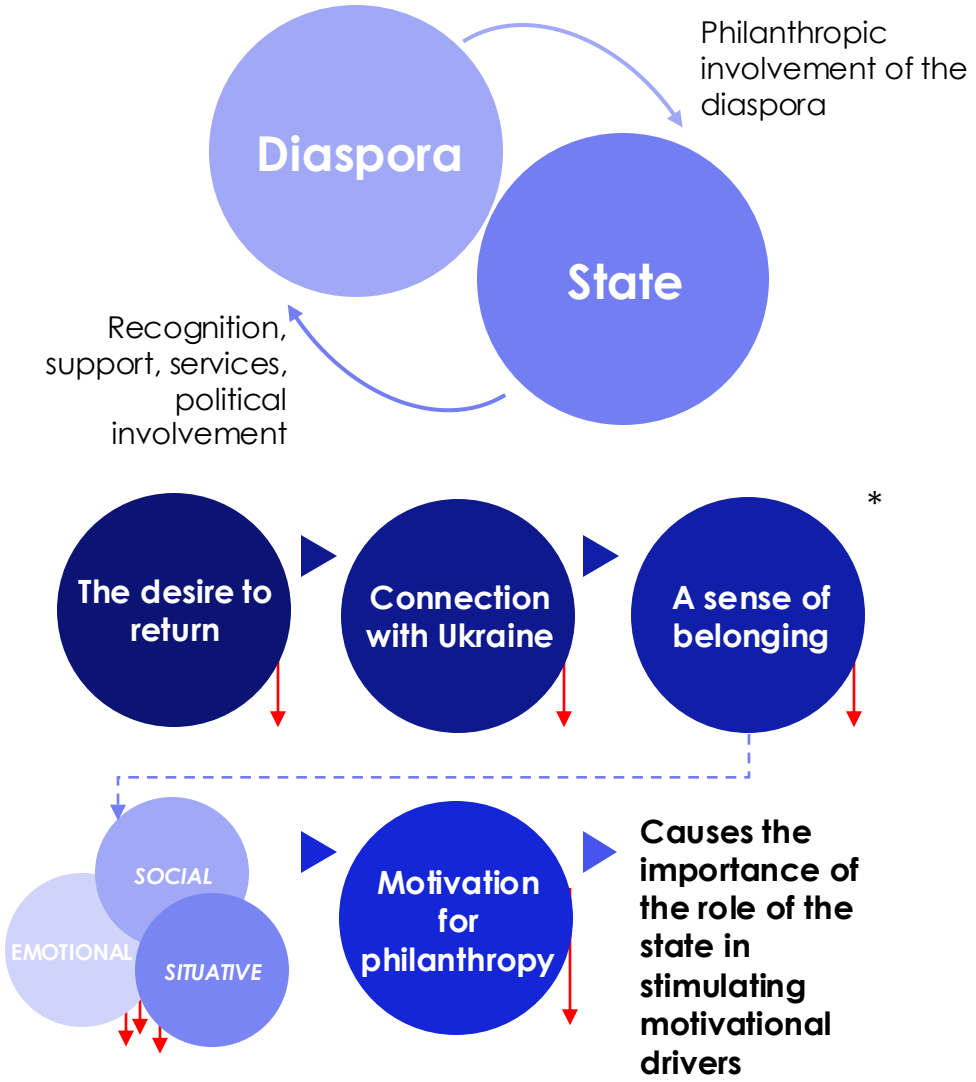
> That is, for me it is important, despite transparency and tangibleness, to still see the result and to establish some kind of direct contact with the person you are helping."
>
> **Female, 25, Netherlands, 2nd wave**

> People have neither the time nor the desire to understand in detail where the money goes — they want a simple and clear answer: who was helped and what was done.”
>
> **Male, 25, Canada, 3rd wave**

*DataDriven Research, January 2025.

Make the diaspora a partner

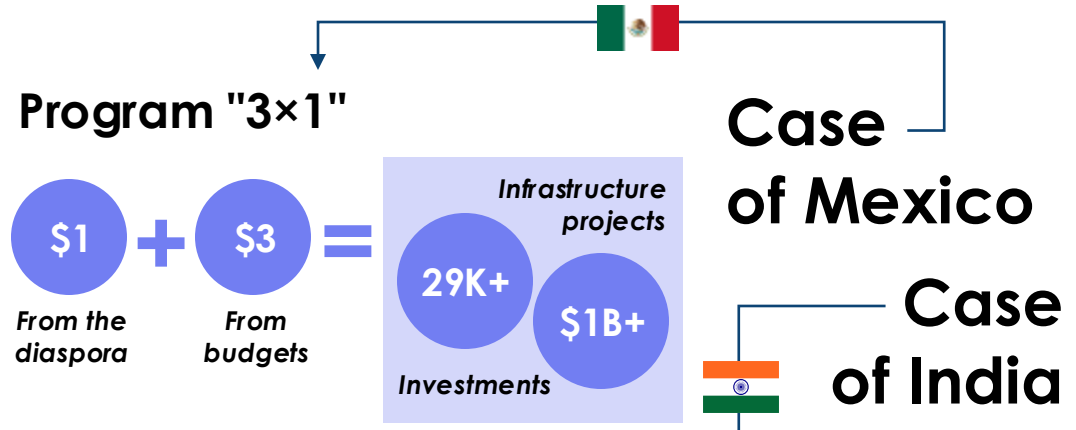
It is necessary to build sustainable mechanisms of cooperation that strengthen the sense of belonging, connection with Ukraine, and personal participation of the diaspora in the life of the country. This requires clear coordination between the state, CSOs, and diaspora organizations. Systematic interaction with the diaspora should strengthen its connection with Ukraine, enhance the sense of influence, and a common cause.



*Red arrows indicate deterioration of the logical component of the motivational driver.

Motivate the diaspora through financial instruments, not just donations

Ukraine should introduce targeted bonds*, investment accounts, and crowdfunding platforms for the diaspora, following the example of Israel Bonds, India Development Bonds, and Mexico's "3x1" program, where each contribution from the diaspora is co-financed by the government and communities. Economic engagement creates a sense of belonging, which directly strengthens motivation for philanthropy.



Banking tools for the diaspora

Special **NRE*/NRO**** accounts: favourable conditions, high rates, tax benefits, repatriation of funds.

Liberalized financial mechanisms

Bonds for the diaspora, multi-currency platforms, reduced transfer fees.

Agreements with host countries

Fiscal transparency, protection of migrants, avoidance of double taxation.

#1 By volume of private remittances

$125B Record transfer volume in 2023.

3.4% Of India's GDP in 2023.

The creation of platforms such as **The Indus Entrepreneurs and the American India Foundation** allows the diaspora to **"not only "donate** but also **become partners in the country's development**.

*Since September 2023, foreign individuals have been allowed to purchase domestic government bonds (OVDP).

Make engagement simple and diverse — and you'll see more of it

Simplifying and unifying the technical infrastructure for collecting donations from abroad — through the launch of convenient payment solutions, aggregators of trusted organizations, and adapted donation platforms. This will make diaspora support accessible, regular, and barrier-free, especially for a new wave of participants who expect fast, mobile, and transparent mechanisms for participation.

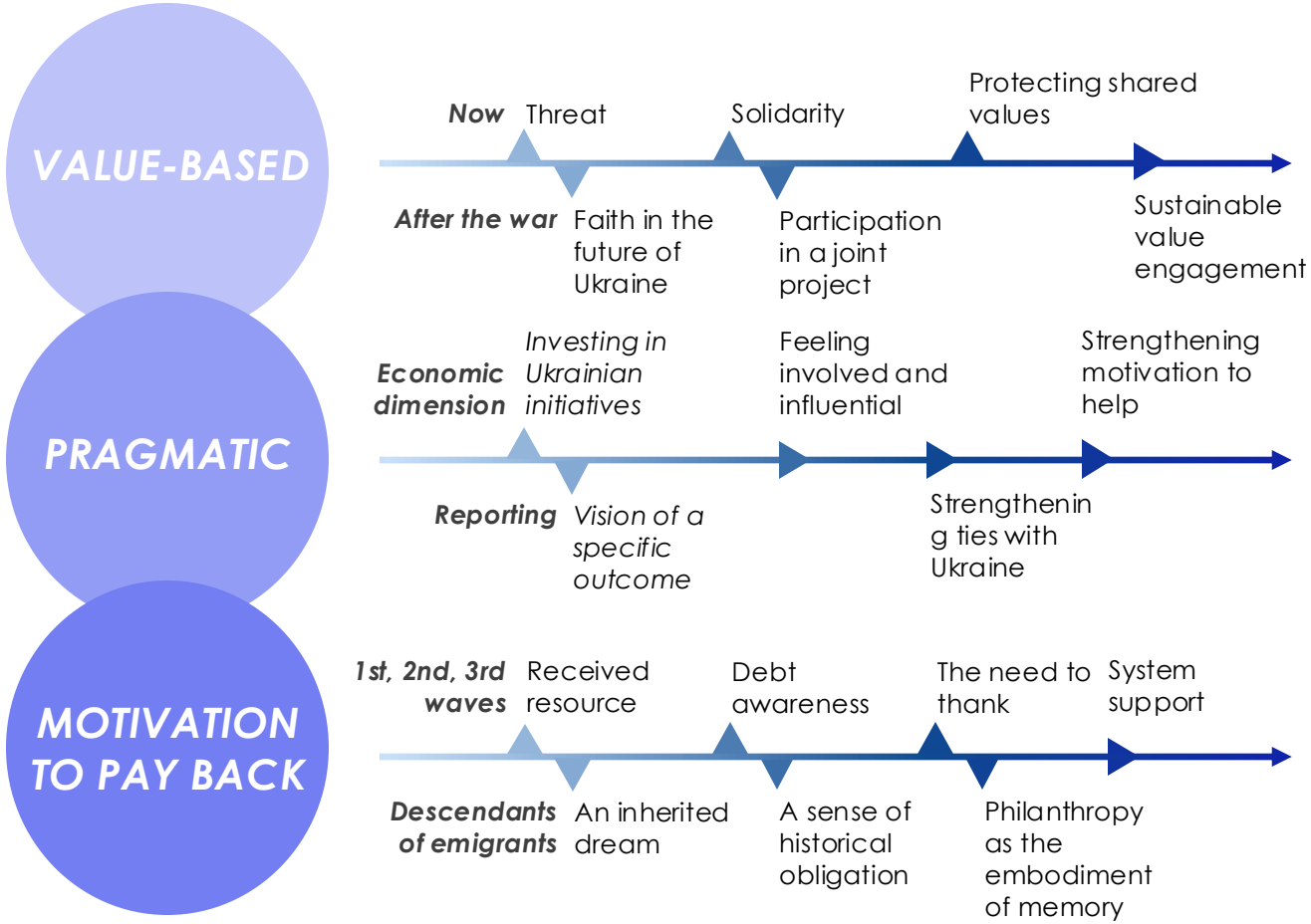
> It's important to me that helping is convenient and achievable — that's why a subscription format is better than a one-time donation. It gives a sense of consistent participation, allows you to plan within your budget, and stay involved even with small amounts."
>
> **Female, 25, Netherlands, 2nd wave**

> It's impossible to be a volunteer all the time. People gave almost full-time for a year, but then had to return to their main job. They are still involved — just in a different mode. That's why it's important to have simple, consistent formats for participation — specialization, short tasks, clear roles."
>
> **Female, 49, USA, 2nd wave**

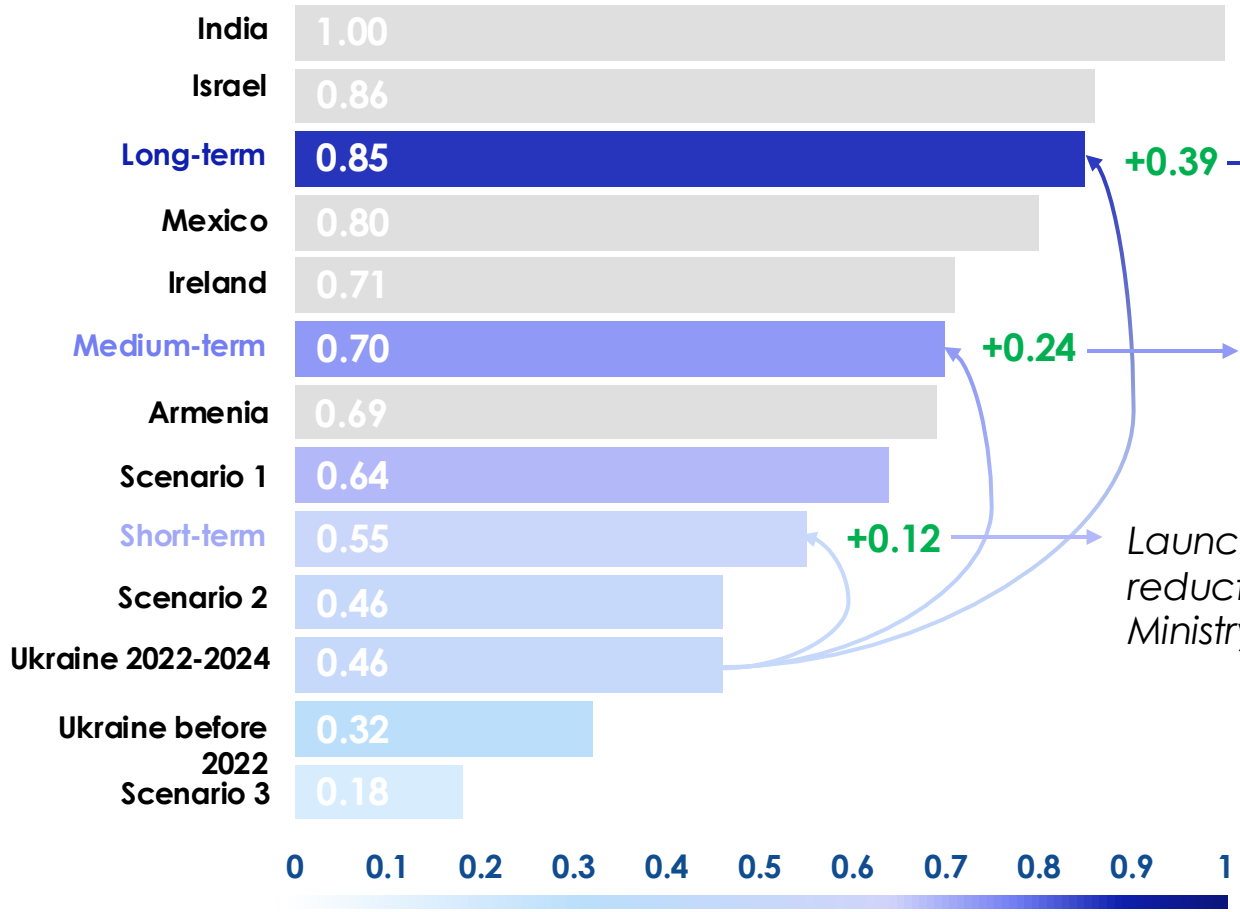
> Master classes, trips, workshops work best — events that are interesting to people in themselves."
>
> **Female, 24, Netherlands, 2nd wave**

Moving from “emotional mobilization” to “institutionalized participation”

Emotional support in a crisis is an entry point, but long-term philanthropic participation rests on a sense of impact, transparency, and a shared vision for Ukraine’s future. Trust is built through clear mechanisms of engagement (tools) and a clear goal (vision) to which one wants to contribute.



The implementation of the set of recommendations and the success of the Ministry of Unity will allow Ukraine to become a model of diaspora engagement



Dynamics of the Ukrainian CEDP depending on the success of the Ministry of Unity and the implementation of recommendations

+0.39 → *Institutionalization, inclusion of the diaspora in strategic planning*

+0.24 → *Systemic communication, expansion of engagement mechanisms, stabilization of participation*

+0.12 → *Launch of platforms, first partnership cases, partial reduction of mistrust, start of activities of the Ministry of Unity*

Ukraine can reach the level of 0.85 — an indicator between Mexico and Israel, provided it is consistently engaged.

About us

National Network for the Development of Local Philanthropy

НАЦІОНАЛЬНА МЕРЕЖА РОЗВИТКУ ЛОКАЛЬНОЇ ФІЛАНТРОПІЇ

The National Network for the Development of Local Philanthropy (Philanthropy) is an umbrella organization that unites local organizations across Ukraine that operate under the community foundation model. Our mission is to develop social capital and a culture of philanthropy for the sustainable development of communities in Ukraine.

We support network members through:

- **Capacity building & care** – developing the capabilities of network participants through trainings, education, exchanges, grant programs, etc.
- **Communications** – highlighting the work of network participants at the national and international levels.
- **Funding** – regranting to local programs and direct assistance in finding funding for network participants.
- **Advocacy** – developing and implementing a national advocacy strategy to protect the interests of community foundations.
- **Building a favourable environment for the development of philanthropy** – researching and popularizing the culture of philanthropy in Ukraine.

DataDriven provides research and consulting services that help you work more efficiently

DataDriven is a broad-based research agency…

Research

Using our many years of experience in collecting, analyzing and interpreting data, as well as in creating recommendations for public and private stakeholders.

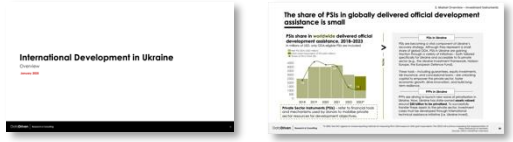
Consulting

To apply deep knowledge of the Ukrainian civil society, politics, and business to the benefit of our clients. To pave the way for the world to Ukraine, and for Ukrainian organizations to the world.

…with expertise in the private and public sectors…

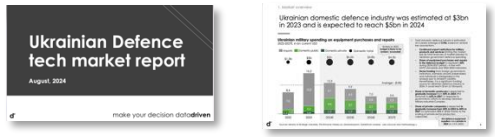
Our research includes:

- **Overview of international development projects in Ukraine (**April 2025)



- **Analysis of the culture of charity in Ukraine** (January, 2025)

- **Ukrainian defense tech market** (September 2024)



…works with a wide range of clients:

International donor organizations
(Assessment, monitoring and analysis to gain insights into the market, social changes and effectiveness of strategies)

Associations and unions
(Economic and market research, market assessment)

Public organizations
(Comprehensive social and research, communication support, hypothesis validation, access to funding)

Methodology

Research methodology

The study is based on **a combined approach** that combines **quantitative** and **qualitative analysis** to identify the interaction between Ukrainian civil society and the diaspora of three waves of migration. This approach allows us to identify motivational drivers, barriers, institutional formats of participation and the role of the diaspora in the context of reduced international assistance. The methodology includes **secondary data analysis and semi-structured in-depth interviews** with diaspora experts, diaspora organizations and CSOs.

In-depth interviews

Data collection method: semi-structured interviews with representatives of the Ukrainian diaspora of 3 waves, Ukrainian public and diaspora organizations. The duration of each interview is 30–90 minutes. A single survey protocol was used for unification.

Topic: studying models of interaction between the Ukrainian diaspora and civil society of Ukraine, with a focus on motivations, barriers, formats of engagement, experience of cooperation and needs on both sides — individual diaspora participants and representatives of organizations.

Data collection period: April – May 2025.

Secondary data analysis

Data collection method: a review of over 45 sources: international analytical reports (OECD, USAID, Deloitte, McKinsey), donor databases, diaspora engagement policy cases (Israel, Armenia, Ireland, Mexico), research on Ukrainian platforms.

Objective: to confirm the results of in-depth interviews, identify global trends in development financing, compare models of engagement with the diaspora, and provide context for recommendations on sustainable engagement and motivation of the Ukrainian diaspora for philanthropic activity.

Our approach to data collection

Main sources

- Open data: reports of international organizations (OECD, USAID, World Bank, Deloitte, McKinsey);
- Publications of Ukrainian think tanks and NGOs;
- Special reports and studies on the topic of diaspora, international aid, philanthropy;
- Interviews with representatives of relevant ministries, NGOs, diaspora initiatives.

Our approach to interviews

- Interviews were conducted in a confidential or open dialogue format;
- The sample covers three waves of the Ukrainian diaspora (before 1991, 1991–2021, from 2022) and representatives of Ukrainian NGOs;
- Additionally, a unified questionnaire was used to structure responses;
- Respondents were selected through relevant professional and diaspora networks.

Prediction

- Data collection and analysis allowed transforming qualitative information into structured analytical conclusions;
- Short- and medium-term horizons of changes in state policy, diaspora behaviour, and the role of NGOs were taken into account;
- Special attention was paid to identifying barriers and convenient formats;
- The data obtained formed the basis for recommendations on building models of interaction with the diaspora and an infrastructure of trust.

Sources

Source	Link
Aaron Malone	Link
AEON	Link
Appe & Papyan	Link
BBC	Link
BBVA	Link
Birthright Israel	Link
CEDEM	Link
CES	Link
CUFI	Link
Culture Ireland	Link
DFAT of Ireland	Link
EUDIF	Link
EUDIF	Link
Foreign Policy	Link
Global Irish	Link

Source	Link
HAAF	Link
ICMPD	Link
Indian MEA	Link
IOM	Link
ISAR	Link
Israel Bonds	Link
JAI	Link
JFNA	Link
JVL	Link
National Affairs	Link
NPR	Link
OECD	Link
OECD	Link
OSCE	Link
PRC	Link

Source	Link
PRC	Link
Quartz India	Link
Repat Armenia	Link
Riddle & Nielsen	Link
Socioinform & IF	Link
UCIPR	Link
UNHCR	Link
Wilson Center	Link
World Bank	Link
Zagoriy Foundation	Link
State program	Link
Law of Ukraine 2004	Link
National Bank of Ukraine	Link
Resolution №113	Link
Strategy 2025	Link

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Kyiv Paris London