

The SEEDS of HOPE CAMPAIGN



*An initiative of the
Plymouth Rotary Foundation, a 501(c)3
charitable organization.*

Providing
mental health
retreats for the children
and widows of Ukraine's
fallen soldiers—and delivering
critical humanitarian aid to the
hardest-hit communities.

CommonManForUkraine.org



OUR VISION

Immediate relief, lasting healing, and support for Ukrainian children and families when and where they need it most.

OUR MISSION

Common Man for Ukraine's mission is to support Ukraine's children and families whose lives have been devastated by the war. Through U.S.-based fundraising and international Rotary partnerships, we deliver direct relief in two main ways:

Health & Healing

Monthly mental health retreats for the children and widows of fallen soldiers.

Humanitarian Aid

Regular, volunteer-led supply convoys delivering critical goods to safe houses, orphanages, and frontline villages.

THE GROWING NEED

In the fifth year of the full-scale invasion, the scale of displacement is staggering. Approximately 3.7 million Ukrainians remain internally displaced, including more than 2.4 million children.^{1, 2}

To escape relentless bombing and the threat of kidnapping, hundreds of thousands of children now live within a makeshift network of safe houses—a diverse patchwork of repurposed schools, dormitories, and monasteries. Because no two facilities are alike, we deliver exactly what each location needs to survive—whether that is an industrial generator for a cold dormitory or bulk food for a remote village.

Children are also living in frontline villages, impacted by limited resources, and near-constant air alerts, bombing, and military activity. We provide critical humanitarian aid and toys to tens of thousands of children, caretakers, and seniors living in these isolated villages.



¹ <https://dtm.iom.int/ukraine>

² <https://www.unicef.org/appeals/ukraine>

A GENERATION UNDER STRAIN



Beyond the physical danger, the psychological toll is devastating. According to UNICEF and recent trauma studies:

- **One-half** of Ukraine's children have been exposed to war-related trauma.
- **One-third** suffer from moderate to severe depression.
- **One in five** face acute anxiety and Post Traumatic Stress Disorder.

With local social services stretched to the breaking point, and so many children living in isolated, rural villages, these children are left without a vital safety net.

OUR RESPONSE

Common Man for Ukraine (CMFU) steps in to help bridge this gap. We focus on healing the whole family through monthly mental health retreats in Poland, giving grieving mothers and children peaceful spaces to process their loss through expert trauma counseling with Ukrainian mental health professionals. We also deliver immediate physical relief, partnering directly with Ukraine's wartime regional governments for secure access to the remote and hardest-hit communities that larger organizations often do not reach.



The BACKDROP of WAR:
People on the frontline live among the charred shells of bombed buildings.

MENTAL HEALTH RETREATS

Strengthening the Family System

We know that a child's well-being is closely linked to that of their primary caregiver. That is why CMFU takes an intentional, family-system approach to healing. Each month in Zakopane, Poland, we sponsor dedicated mental health retreats for both the children of fallen soldiers and their widowed mothers. To date, these programs have provided a haven for more than 1,600 children and women, and surging demand has resulted in an ongoing waitlist.

The Children's Retreat



Building on the foundation laid by our Rotary partners in 2014, CMFU expanded this program in 2022 to meet the crisis. Each month, we host up to 35 children (ages 8–12) for an 18-day residential mental health retreat. Staffed by a Ukrainian medical doctor, certified child psychologist, and educators, the youth engage in art and nature therapy, physical activity, and free play—fostering deep peer bonds and healing away from the war zone.

The Mothers' Retreat

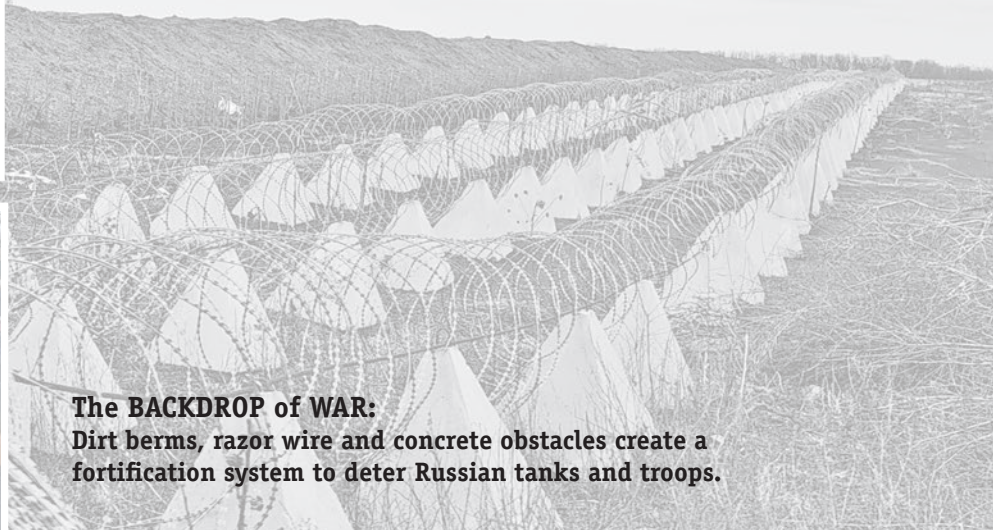


Launched in 2025 in direct response to requests from the mothers themselves, this program welcomes 15 to 20 widowed caregivers each month. The 10-day session provides a vital space for these women to process their grief, participate in small-group sessions with Ukrainian mental health professionals, and build a powerful new network of resilience.

HUMANITARIAN AID

Food & Supplies

In partnership with the Zamość Ordynacki Rotary Club of Poland, CMFU has completed more than 50 successful aid missions, facilitating the rapid procurement and delivery of critical relief to underserved regions in eastern Ukraine. By purchasing supplies wholesale in Europe, and maintaining a warehouse in Poland, we eliminate overseas shipping costs and tariffs, ensuring maximum efficiency and impact. By providing this essential funding and regularly joining the convoys ourselves, we ensure that lifesaving supplies—including bulk food, warm clothing, and generators—are hand-delivered directly to people living in the communities in greatest need. From remote safe houses and orphanages to frontline and de-occupied villages, we provide a vital physical lifeline to help these families endure the ongoing war.



The BACKDROP of WAR:
Dirt berms, razor wire and concrete obstacles create a fortification system to deter Russian tanks and troops.





OUR FOUNDING

CMFU was founded by four friends—Alex Ray, Lisa Mure, Steve Rand, and Susan Mathison—who refused to stand by when Russia launched its full-scale invasion of Ukraine in 2022. Taking its name and philanthropic spirit from Alex’s New Hampshire-based Common Man Family of Restaurants, the group traveled to Ukraine shortly after the first missiles struck, witnessing firsthand the war’s devastating impact on children.

Determined to deliver relief directly to frontline communities and safehouses, they united with Rotary partners in Poland and Ukraine—merging small-town New Hampshire heart with local expertise to create a coordinated, immediate lifeline for families in crisis.

What began as an urgent response from four friends has grown into an organized, process-driven operation. We know that good intentions must be backed by rigorous oversight, which is why CMFU is structured to ensure that your investment translates directly into verifiable relief:

OUR CORE COMMITMENTS

Strict Accountability

We maintain end-to-end control of our supply chain. By purchasing goods wholesale in Europe, staging them in our Polish warehouse, and conducting regular, in-person site visits to Poland and Ukraine, we ensure careful stewardship and maximize direct impact.

Partnerships & Local Experts

We ensure our impact is lasting by operating in alignment with trusted local experts, including Ukrainian mental health professionals and Rotary International clubs. This provides us with established distribution networks and strict community-level oversight.

Agile & Volunteer-Driven

Our work is powered by a dedicated community of skilled volunteers, anchored by a small, efficient core staff. This streamlined, cross-border approach keeps our overhead low and allows us to adapt instantly to changing conditions on the ground.

Neutrality

We focus exclusively on the innocent children and families caught in the crossfire. By maintaining strict political and military neutrality, we safeguard our ability to operate and deliver humanitarian aid safely where it is needed most.

Through this lens, we are committed to providing transparent, efficient, and compassionate support to families in need.

OUR STRATEGIC FOCUS

The Road Ahead



Moving forward, our focus is to expand and deepen our results. Ukrainian families need both the physical necessities to survive the ongoing war, and the emotional resilience to navigate the days ahead. Even if the war were to end tomorrow, the profound trauma and displacement these families have endured means the critical work of emotional healing and community recovery will continue for years to come.

As we intentionally grow our retreat capacity to welcome wait-listed families and continue our frontline convoys, we remain deeply committed to maintaining the expert, compassionate support that helps them heal. To support this intentional growth, we need your partnership.

The Seeds of Hope Campaign



What began as four friends refusing to stand by has grown into a powerful community of supporters. Inspired by the sunflower—Ukraine’s national symbol of resilience and life—we are launching the next phase of our Seeds of Hope Campaign. Building on our past impact, we are seeking to raise \$1.5M to sustain our daily frontline operations and significantly expand our capacity to bring relief to more children, widows, and families in the year ahead.

In a war defined by unpredictability, this foundational funding allows CMFU to remain both steadfast and agile. It secures 12 consecutive months of our structured retreats for children and widowed mothers and our direct-delivery humanitarian aid missions to the front lines—

adapting our methods as the realities on the ground change to ensure relief always reaches those who need it most.

The BACKDROP of WAR:

Our convoys drive down highways enclosed by repurposed fishing and farming nets in an attempt to protect vehicles from drones.

SOWING YOUR SEED OF HOPE



Because of our wholesale purchasing and volunteer-led model, your investment goes directly toward the people who need it most. By partnering with us, you can sponsor a specific, tangible outcome:

Sponsor a Mother (\$1,000)

Provides a widowed caregiver with critical respite and expert mental health support.

Sponsor a Child (\$1,400)

Fully funds an 18-day mental health retreat for a child of a fallen soldier.

Fund a Ton of Aid (\$2,500)

Procures and hand-delivers a full pallet (one ton) of bulk food directly to frontline villages and safe houses.

Underwrite a Mothers' Retreat (\$18,000)

Secures an entire 10-day program, providing a haven for 15–20 widowed caregivers.

Underwrite a Children's Retreat (\$45,000)

Funds an entire 18-day residential retreat for 35 children.

Sustain Frontline Families (Any Amount)

Provides agile, rapid-response funding to deliver exactly what remote communities need to survive—such as bulk food, warm clothing, and other critical supplies delivered where the need is greatest.

