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Subject: 🇺🇦 Justice for Ukraine Campaign Proposal (Extended Version)  
Date: Dec 6, 2025 at 7:51:15 AM  
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## **JUSTICE FOR UKRAINE CAMPAIGN**

Bold, actionable projects to create peace, protect freedom and ensure justice for Ukraine and the world.

### **Overview**

At One Global Family, we are an independent organization dedicated to global peace, justice and sustainability. If you would like to know more about our important work you can visit [oneglobalfamily.org](https://oneglobalfamily.org) and check out our launch video.

Today, the world stands at a moral crossroads with Ukraine at the front line and we have a chance to make a real difference.

The Justice for Ukraine Campaign includes two immediate public initiatives and we are also developing additional long-term pathways that explore how the international community can create stronger consequences for continued aggression against sovereign nations.

Our goal is to support Ukraine, inspire global action and create a better and safer world for all of us especially our kids who truly deserve it.

### **Democracy Rocks ~ United with Ukraine Concert**

A global fundraising concert inspired by Live Aid blending music, unity and purpose to benefit Ukraine. The concert will be simulcast worldwide from the Michigan Stadium (University of Michigan) and Wembley Stadium

(London). This event will raise awareness and life-saving funds to support Ukraine. 90% of proceeds will go to President Zelenskyy's United24 foundation (with permission) and 10% will go to One Global Family to support ongoing initiatives. We will partner with an ethical fiscal sponsor like Global Caring Alliance to manage and distribute the funds for transparency and accountability. The fiscal sponsor will take a small percentage of the proceeds so there will be no upfront cost for the partnership.

We will also create a [democracyrocks.org](https://democracyrocks.org) website to promote the concert, post information, make donations, ect. This historic event will be a powerful way to support Ukraine and our global family.

We have a detailed proposal for Democracy Rocks ~ United with Ukraine available upon request.

## **Putin Accountability Campaign**

A mass media campaign to unite the world and put public pressure on President Vladimir Putin and the Russian military leadership. We will launch a global petition demanding Russia's immediate withdrawal from Ukraine, reunite abducted Ukrainian children with their families and support the Council of Europe's Special Tribunal for the Crime of Aggression against Ukraine to ensure accountability for alleged war crimes.

The campaign will also include an informational website ([justiceforukraine.info](https://justiceforukraine.info)), high-impact billboard messaging, press outreach and media appearances. The abduction of Ukrainian children is especially heartbreaking. We will do everything possible to facilitate their safe return including partnering with humanitarian organizations, the ICC, the Parliamentary Assembly of the Council of Europe (PACE) and the Humanitarian Research Lab (HRL) at Yale University.

It is unconscionable that these beautiful children were abducted and it is our

hope that Putin, Russian military leaders and complicit authorities will be prosecuted to the fullest extent of the law for these alleged international war crimes.

## **Why Now**

Ukraine's struggle is not just a regional crisis - it is a defining moment for democracy, truth and human rights worldwide. By investing in these initiatives, you help ignite hope, strengthen justice and lay the foundation for enduring peace for our global family and future generations.

## **Funding Request**

We are seeking \$50,000 in seed funding to advance these projects covering production, coordination, communications, outreach and organizational support. This investment will catalyze global partnerships, generate visibility and accelerate meaningful impact for project execution. Every dollar counts and even a small contribution would be greatly appreciated. If you are interested in donating please go to our donation page below...thanks! We are not a 501(c)(3) but we will be fully transparent with all of our funding.

## **Proposed Budget Overview**

### **Digital Infrastructure and Communications**

Development and hosting of [democracyrocks.org](http://democracyrocks.org) and [justiceforukraine.info](http://justiceforukraine.info) websites and the implementation of a CRM (Customer Relationship Management) system to organize partners, donors, media contacts and digital tools for communications and analytics.

## **Global Petition**

We will partner with the reputable international company JotForm to create our global petition which will be posted on our [justiceforukraine.info](https://justiceforukraine.info) and our [oneglobalfamily.org](https://oneglobalfamily.org) websites. We will also promote the petition on social media, media appearances, ect.

The Enterprise subscription with JotForm is for a 12 month time period and supports unlimited signatures in several different languages across many countries. JotForm has excellent security to protect signatories personal information and is known for their user-friendly systems making it a perfect match for our global petition.

## **Media Production and Outreach**

We will focus on communication and relationship building efforts to support the Justice for Ukraine Campaign. This will include the creation and distribution of professional press releases, media kits, pitch materials for major news outlets, podcasts and thought-leadership platforms. We will also produce high-quality visual, written and video assets for presentations, donor outreach and global campaign storytelling. This strategic investment ensures that our message reaches global citizens, key influencers and funders while cultivating long term partnerships to sustain ongoing projects.

## **Operational Support**

Ensures full-time focus on partnership building, strategic outreach and project execution.

Thank you for reviewing these important projects to support Ukraine and

create a better and safer world for all of us.

We have previously presented the Democracy Rocks ~ United with Ukraine concert and the mass media campaign to hold Putin accountable.

Thankfully, the work has been well received by experts like former Ambassador to Ukraine Bill Taylor as well as local Ukrainian organizations giving these initiatives credibility and impact.

On a personal note, Kate McGrail is the founder of One Global Family and she is an Emmy award-winning writer/producer (the Michigan Emmys) and has also managed high-end corporate events worldwide so she is fully prepared to execute these projects successfully with the help of our One Global Family team and other like-minded partners.

When we help Ukraine we help the world so thank you again for supporting these important projects and we wish you all the best!

“If we have no peace, it is because we have forgotten that we belong to each other.”

Mother Teresa