



TQ Dnipro Tourniquet Fundraiser

Project Mission Statement – TQ Dnipro produces life saving tourniquets that are a critical tool used to help save lives and increases those survival rates. Spirit of Ukraine believes that the implementation of these tools would likely change the outcome and also increases the survival rate, (*footnote 1*). We would like to raise \$1000.00 USD via grant/donation for the purchase of quality TQ Dnipro tourniquets. Adding to the survival pre-hospital rates aligns with our charity's missions of helping all those in need within our Ukrainian community.

We are raising funds to purchase \$1,000 USD worth of TQ Dnipro tourniquets and plan to purchase these in Ukraine. We have an anonymous donor who has pledged to match up to \$500. Our goal is to raise the remaining \$500 by September 1, 2023.

Logistical Plan – We are sourcing these tourniquets from TQ Dnipro, a company in Ukraine, that uses in country logistics to expedite the delivery, and will ship for free where ever we request these tourniquets to be shipped. We utilized our sister foundation in Ukraine to assist in any logistical needs as needed.

Bank Platforms:

Our fundraising platform is GiveButter, but donations were also made via our verified charity PayPal account and then transferred to our business checking account where we made the international purchase through a verified banking system.

Fundraising Tactics (other than Social Media) Grant writing for matching donors.

Fundraising Tactics (social media) Use Twitter, Instagram, Facebook, Telegram, LinkedIn, YouTube and TikTok to help share our information about the fundraiser as well as the GiveButter platform. Using Facebook and TikTok:

- Facebook –5 posts scheduled over a 5 day period and we had a goal of 15 engagements (comments, shares, likes, and clicks)
- TikTok – 5 posts scheduled over 5 days and 3 lives streaming events over 3 days with a goal of 50 attendees at each; 20 shares at each; 150 likes at each.
- By utilizing social media as a tool expressly TikTok's lives streams, QR codes, and sharing actively on other platforms, we are able to point donors to our Amazon Wishlist's, PayPal, and even collect online gifts that are exchangeable for a cash donation. (*These micro donation's center around the idea that a person without a tourniquet has a limited survival period unless a quality tourniquet is applied properly*).

Results

Goal vs Actual \$ Raised – (*broken down by methods and number of donors*)

We raised \$150 from 4 donors on GiveButter; \$850 via PayPal from 3 donors (including the \$500 matching donor).

Goal vs Actual Purchased/Shipped

Goal met! \$1000 raised and purchased 73 tourniquets.



Proof Provided – *(All receipts and records are filed in our financial binder along with emails sent to donors)*
Our sister charity in Ukraine will be providing thank you videos, so far 3 have been received. We are posting them to all of our social media platforms once we have blurred all faces and removed any geotag information.

Final Results Statement: This project was a success, we provided 73 tourniquets to Spirit of Ukraine, Ukraine in Lviv, Ukraine who successfully transferred them to our contacts in Ukraine.

Measuring the success and impact of non-profit programs is essential for demonstrating accountability to our donors, supporters, and clients. Proper evaluation of our programs will help our charity by improving effectiveness, and help to make future informed decision-making more proficient.

Spirit of Ukraine's metrics used to evaluate our Tourniquet Program.

1. **Outcome Metrics:**

- **Impact on Beneficiaries:** We Measured the changes or benefits experienced by the target population as an estimated guess being that we will really never know how these tourniquets will impact the lives of those who were the benefactors.
- **Behavioral Changes:** As an estimate, we assessed that the possibility of positive change far outweighed the situation that would arise from the impact of not having a tourniquet assessable in the current situation for the citizens of Ukraine.
- **Quality of Life:** Gauging from the amount of tourniquet needs in Ukraine the well-being and quality of life of beneficiaries. This by far increases the chances of survival by stopping the life-threatening external bleeding sustained by traumatic injury thus increasing survival rate tremendously.

2. **Output Metrics:**

- **Number of Participants:** The total number of individuals involved in the program including all donors, sponsors, and volunteers was approximately 25 persons.



- ****Services Delivered:**** We quantified the various services provided by the program by what is known as the 5 dimensions.

1. Tangibility 2. Reliability 3. Responsiveness

4. Assurance 5. Empathy

- ****Units Distributed:**** We were able to utilize a manufacture in Ukraine which sped up our ability to distribute the tourniquets rapidly. We were able to purchase 73 high quality tourniquets that have a very low failure rate and are also made by a company that has many certifications and strict product testing. By purchasing in country were able to put funds back into the Ukraine's economy and help the employee rate at the same time.

3. ****Financial Metrics:****

- ****Cost per Beneficiary:**** The average cost incurred per person served was \$13.69 USD

- ****Return on Investment (ROI):**** Assessment of the financial efficiency of the program by comparing benefits to costs. There is no price that you can put on a life, \$13.69 per tourniquet in return for a life saved, is absolutely priceless.

4. ****Engagement Metrics:****

- ****Volunteer Hours:**** The amount of time volunteers contribute to the program in total was about 15 hours. That includes all social media posts, live streams, research, active donor interaction, payment processing and accountability in acknowledgment letters, inventory and invoice tracking.

- ****Community Involvement:**** Measurements of the level of engagement and participation from the local community was on average around 5 hours in total for the project.

5. ****Sustainability Metrics:****

- ****Long-Term Impact:**** In our assessment the lasting effects of the program beyond the immediate outcome are these three core elements: 1. Economic Growth 2. Social Inclusion and 3. Environmental Protection.

- ****Partnership Development:**** By tracking the growth of partnerships with other organizations while actively engaged in a program we make connections that are not only local but also international. Working with other charities, postal services, internet platforms and businesses we broaden our network and reach making program goals more attainable.

6. ****Learning and Development Metrics:****

- ****Participant Learning:**** By actively listening to each participant and utilizing their knowledge and expertise we were able to evaluate the acquisition of new knowledge and skills by program participants.



- **Training Effectiveness:** Assessing the capabilities of our partners and volunteers we have implemented efficiency in our educational and training components.

7. **Social Media and Online Presence:**

- **Online Reach:** Measurement of the program's visibility and reach on social media is key to using such tools. Being able to read the analytics of each tool and learning from that will only help our programs in the future.
- **Digital Engagement:** We used statistical interpretation to identify patterns and relationships within our engagements. Tracking likes, shares, and comments on digital content related to the program.

8. **Client Satisfaction and Feedback:**

- **Surveys and Interviews:** Gather feedback from program participants to assess satisfaction and areas for improvement.
- **Testimonials:** We were able to get some feedback from the people who have used these tourniquets and valued them on a personal level. Getting their feedback was exactly what we needed to be inspired for future programs.

9. **Health and Wellness Metrics:**

- **Health Outcomes:** We are not privy to how these tourniquets are monitored in terms of improvements in health indicators among program participants.
- **Wellness and Safety:** There are obvious advantages of proper tourniquet use such as limiting blood loss, saving limbs, saving lives, and decreasing recovery time. There are also dangers of using tourniquets if they are left on for too long, improperly placed, used on a high risk person. The impact of the program on a safety and well-being level of beneficiaries is greater than the significant loss that could occur if not available.

10. **Compliance and Accountability:**

- **Regulatory Compliance:** Making sure that we complied with all international and national laws and regulations was a must. We make sure that all of our programs will align accordingly to all legal and regulatory requirements.
- **Transparency:** Spirit of Ukraine tries very hard to make sure that we demonstrate accountability and transparency through clear reporting on program activities and outcomes.

Additionally, a combination of quantitative and qualitative data provides a more comprehensive understanding of the program's impact. Regularly reviewing and adjusting metrics ensures that Spirit of Ukraine upholds their mission and makes sure that these metrics will remain relevant and useful over time.



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Footnote 1: <https://jmvh.org/article/innovations-from-the-battlefield-tourniquets/>