



First Harvest Ministries, Inc.

Charity Program
Feeding Mankind in Need

Campaign Location
Izmail, Odessa Oblast, Ukraine

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Who Are We?

FIRST HARVEST MINISTRIES, INC. (“FHM”) is organized exclusively as an IRS-registered 501(c)(3) public charity with 170(b)(1)(A)(vi) status. FHM is passionate about making a long-lasting impact on society by promoting and advocating God's scripture as a guide for good health and wellness for all mankind who seek spiritual maturity through the Word of God and the Holy Spirit. FHM relief programs focus primarily on grassroots campaign projects for feeding, educating, healing, and enabling mankind-in-need. Its corporate offices are in the historic town of Jefferson, Georgia USA. The town of Jefferson was named after our 3rd President of the United States, Thomas Jefferson. It was incorporated as a town in 1806, and then as a city in 1896. The City of Jefferson is home to the Crawford W. Long Museum, which highlights the life and medical career of Dr. Long, who was the first medical doctor to use “Ether” as anesthesia in 1842. As of 2019, the estimated population of Jefferson was 12,032. The City of Jefferson is the government seat of Jackson County, Georgia.

FHM recently expanded its ministry outreach to Eastern Europe and has registered as a foreign non-profit public charity with offices located in the historic town and shipping port of Izmail, Ukraine. **FHM UKRAINE (“FHM UA”)** is located near the Danube River in the southwestern region of the Odesa Oblast of southern Ukraine, with an estimated population of 71,299 people in 2020. It is the largest Ukrainian port in the Danube Delta, on the Chilia branch. The Chilia branch is one of three main distributary channels of the Danube River that contributes to forming the Danube Delta lying at the northernmost area of the delta, creating a natural border between Romania and Ukraine. As such, Izmail is a center of the food processing industry and a popular regional tourist destination. It also plays a major role in the maritime industry on the Danube River with a Ukrainian Navy base and the Ukrainian Sea Guard units operating on the river.

The founder of **FHM**, Charles T. Matthews, and his wife Diana Matthews (who is a resident of Ukraine), has formed key relationships with the local community of Izmail through family members and friends who reside in the surrounding area. This local community of people comes from a diverse mix of backgrounds and has shown a passion and desire to make their community a better place to live. Therefore, **FHM** is dedicated to helping the people of Izmail build a grassroots community movement whereby all seniors can live in safety with social, emotional, and physical well-being, as well as spiritual fulfillment, justice, and hope for a better life!

The Challenge

Because Ukraine is lacking an efficient and transparent social welfare system, most social privileges do not reach the poor and elderly. Due to corruption in the social service system, its estimated only 23 percent of social service funds will find their way to those poor citizens of Ukraine who need them.

Corruption is widespread in Ukrainian society at all levels of government. In 2012, Ernst & Young put Ukraine among the three most corrupt nations in the world – alongside Columbia and Brazil. In 2015, *“The Guardian”* a British daily newspaper reported Ukraine as *‘the most corrupt nation in Europe.’* According to a poll conducted by Ernst & Young in 2017, experts considered Ukraine to be the ninth-most corrupt nation in the world. According to [Transparency International's Corruption Perceptions Index](#), Ukraine ranked 117th out of 180 countries in 2020, ranking the second-lowest in Europe, after Russia.



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In an August 2020 survey by the [Ilko Kucheriv Foundation for Democratic Initiatives](#) 41.8% of respondents stated that corruption *'is a shameful phenomenon that has no objective grounds'* while 36% choose the option that corruption is *'a component of social traditions.'* Respondents from [Southern-Ukraine](#) and [Western-Ukraine](#) more often chose the option of corruption being *'a component of social traditions'* (42.2% and 43.4%, respectively). The option *'a shameful phenomenon that has no objective grounds'* was more often chosen by respondents in [Central-Ukraine](#) (47.5%) and [Eastern-Ukraine](#) (53.45%).

In summary, the low integrity of public officials, abuse of authority, lack of critical attitude of most Ukrainians towards petty corruption, and perception of bribery as an efficient means of solving problems are among the main factors contributing to corruption and adding complexity to its eradication. Also, the Ukrainian government has not adopted a realistic poverty threshold.

Currently, most budget funds are allocated to numerous in-kind social privileges, such as discounted payments for utility services and housing, fuel and gas, electricity, transportation, setting and use of fixed phone lines, purchase of certain drugs, sanatorium treatments, etc.

For all of Ukraine, among those entitled to such social assistance are pensioners (13.8 m individuals), veterans of labor (4.6 m individuals), veterans of war and their families (3.7 m individuals), and persons directly affected by the Chernobyl catastrophe (2.9 m individuals). Other beneficiaries are state employees such as civil servants, policemen and military personnel, and individuals with recognized outstanding merits for the fatherland. Therefore, privileges now are provided to different groups of population based on their loyalty to the fatherland rather than income status. Currently, over 30% of the population is entitled to some type of benefit.

However, the current system is vastly inefficient and not targeted to the poor. For example, pensioners receive, since September 2004, minimum monthly payments (pension plus social assistance) of UAH 284 per month or +75% above the absolute poverty line of *'one dollar per day'* equal to UAH 161,55 per month. However, all substantial social in-kind privileges provided to pensioners are continued.

Furthermore, the current approach sets incentives for waste and misallocations to consumers of important sectors of the economy, such as utilities, energy, and transportation. At the same time, the so-called social tariffs inhibit investments and modernization in the sectors and lead to a substantial waste of scarce resources. The old approach of in-kind social privileges hardly qualifies as social assistance to the poor. Even worse, its inefficiency in its consequence reduces Ukraine's economic growth potential and is, in the long run, detrimental to overcoming poverty. Consequently, Ukraine should abolish the current social privileges system and substitute it with targeted and means-tested social welfare.

The Opportunity

FHM in cooperation with a local community of senior citizens, merchants, and churches has registered as a foreign non-profit charity to expand its ministry reach to help Ukrainian pension seniors living below the poverty line in the City of Izmail. The population of pension seniors living below the poverty line continues



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to grow and outpace the social service benefit and pension programs sponsored and funded by the corrupt national government's Ministry of Social Policy.

As of today, it is estimated there are over **500+** pension seniors in Izmail, living alone and in isolation, and receiving only their national government's social service benefits and collecting the minimum level retirement payout of 1200 hryvnia (USD 42) per month. After housing, utility, medical, and drug expenses, this leaves little to no monies for food. Furthermore, hunger and isolation with limited mobility, declining health, and strained financials can affect pension seniors much worse in their ability to live independently.

FHM advocates and promotes a charity program called "*Feeding Mankind in Need*" dedicated to addressing this challenge. The food delivery program is a service made available for frail, needy, and homebound seniors who require assistance in their daily living activities and are without a caregiver during the day. For just \$1.00 per day, this pays for the purchase, preparation, cooking, and delivery to the doorsteps of a pension senior with a fully cooked and nutritious hot meal Monday-Sunday. During meal deliveries, our FHM team of volunteers take the opportunity to check on the seniors whenever possible. More than a delivery service, we do our best to keep an eye out for these seniors who live alone. Our charity empowers donors and local volunteers to strengthen their local community one senior at a time to live nourished lives with independence and dignity.

The Operations Plan

Build a grassroots senior community in Izmail where all seniors live in safety with social, emotional, and physical well-being, as well as spiritual fulfillment, justice, and hope for a better life!

1. Register with Ukraine as a foreign non-profit health and wellness ministry.
 - a. **FHM** is a Domestic US 501(c)(3) organization headquartered in the State of Georgia, which does charitable work in the country of Ukraine. **FHM** will form a subsidiary in Ukraine to facilitate its operations and marketing locally there. This foreign subsidiary will be formed for purposes of administrative convenience and the Domestic US 501(c)(3) organization will control every facet of its operations and marketing plan. The Domestic US 501(c)(3) organization will solicit contributions for the specific purpose of carrying out its charitable activities in Ukraine, and it will continue to do so in the future. However, following the formation of the foreign subsidiary, the Domestic US non-profit 501(c)(3) organization will distribute funds it receives for its foreign charitable activities directly to the charitable foreign subsidiary. In summary, the **FHM** foreign subsidiary will provide direct 501(c)(3) charitable on-the-ground activities in Ukraine and file as an identical non-profit NGO required by Ukraine law.
 - b. The foreign subsidiary will operate its public charity program from the Prospect Mira 26, 35 location in Izmail, Ukraine.
2. Develop meal plans that deliver hot meals to seniors-in-need 7 days per week.
 - a. Develop a meal plan for each day of the week - Monday through Sunday, ensuring a variety of meals so it doesn't seem like we are serving the same thing every day.



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- b. Meal planning ensures nutritional and tasty meals for our seniors, and we are always looking for ways to add taste, but at the same time making them healthy and nutritious.
 - c. Another reason for meal planning in advance is to **save money**. Each trip to the farmers market or grocery store tends to increase what you spend overall for food.
 - d. Seniors need more pronounced tastes because of diminished olfactory senses which can impact interests in food. I can honestly say for myself, if I was faced with a choice of taste versus health, to the extent possible, I would opt for TASTE!
3. Seek the following volunteers:
- a. **Cooks** to help with the preparation of hot meals.
 - b. **Delivery people** to deliver hot meals to seniors.
 - c. **Certified Dietitians and Nutritionists** with geriatric nutritional experience.
 - d. **Medical doctors** with experience working with senior citizens.
 - e. **Dentists** with experience working with geriatric patients.
 - f. **Attorneys** with legal experience in advocating and protecting seniors' rights.
 - g. **Watchers/Advocates** acting as organizers representing groups of senior citizens/members.
 - EXAMPLE: Marianna is the watcher/advocate of those members living in her neighborhood or building. Hot meals are delivered directly to Marianna for distribution to the other pension seniors located in the same building complex.
 - NOTE: Prefer seniors as volunteers to assist with these roles and responsibilities to help empower the senior community to work together as a team in helping other senior citizens in need. In other words, our motto could be ***"Seniors helping Seniors."***
4. Execute plan by engaging volunteers locally and building a ***"Seniors Helping Seniors"*** grassroots movement.
- a. A grassroots movement uses the local people in each district, region, or community as the basis for a political and economic movement. Grassroots movements and organizations use collective action from the local level to effect change at the local, regional, national, or international level.
 - b. No social change has ever taken place without the energy and perseverance of people movements and advocates (i.e., the Kyiv Maidan 2014)
 - c. The ***"Seniors Helping Seniors"*** is a grassroots movement organized to give seniors a greater voice in helping others.
 - d. This grassroots movement will recruit, educate, and train advocates to take leadership roles in the formation of our ***"Seniors Helping Seniors"*** public policy reform program by direct outreach to government policy decision-makers.
 - e. Why build a grassroots network of senior citizens?
 - 1) Seniors must organize to influence membership policies and reforms.
 - 2) Grassroots organizing is an essential strategy to help seniors achieve short-term and long-term policy reforms.
 - 3) Together, seniors can advance issues, challenge failed systems/processes, and become respected participants in decisions that affect our senior communities.
 - 4) Together, seniors can influence public awareness, political will, and decision-makers.



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- 5) Seniors need to educate decision-makers, and the best way to do so is by telling their stories.
5. What is the mission of the ***“Seniors Helping Seniors?”***
- Our mission is to advocate with one voice for policies that ensure the best resources and greatest opportunities for our local community’s older adults.
 - Expanding an ongoing and influential presence in our local community.
 - Mobilizing a growing network of advocates for older adults throughout the local community.
 - Cultivating relationships with the media to highlight issues impacting older adults.
6. What are the goals of the ***“Seniors Helping Seniors?”***
- Affordable senior housing and utilities.
 - Quality senior living and care communities.
 - Removing barriers to medical and dental care.
 - Removing barriers to legal protection against unfair actions against seniors.
 - Sign the ***“Seniors Helping Seniors”*** Community Petition and tell the local government, vendors, and merchants to make pension seniors a priority.
 - Putting the people in CONTROL!

The Marketing Plan

In 2020, the founder, chairman, and CEO of FHM engaged a group of nonprofit professionals from CharityNet USA with offices located in Orlando, Florida. These professionals assisted with the incorporation and nonprofit qualification process for obtaining the State of Georgia and IRS status for FHM to operate as a 501(c)(3) public charity. Now that the 501(c)(3) certification process has been completed, FHM is currently focused on marketing and growing its public awareness and engagement of volunteers, donors, and client base it will be serving. FHM is now focused on identifying corporate sponsors and individual donors that can support and help FHM pursue its mission. Individual corporate giving programs and nonprofit startup grants vary widely by company. Some are topic- or region-specific, and others provide either financial support or in-kind donations to help get projects started. FHM will need to research its options and determine which corporate giving programs will be the best fit for its mission.

Strategy for Recruiting Volunteers

FHM needs volunteers but finding them and convincing them to help will be a challenge. Numerous methods will be used to recruit volunteers, and some will be more appropriate for FHM and its needs than others. FHM will consider the jobs that need to be filled and then consider who could do those jobs best and who might be interested.

Recruitment Methods

FHM will utilize the following three basic methods to recruit volunteers for specific campaigns based on specific needs, skills, and location:



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1. **Warm Body Recruitment:** This method will be used when the need for a large number of volunteers for a short time and the qualifications to complete the task are minimal. It may include things like distributing brochures, posters, or even recruiting additional volunteers.
2. **Targeted Recruitment:** Targeted campaigns will require a carefully planned approach geared toward a smaller audience. FHM will use this method when trying to recruit volunteers that need to have specific skills or uncommon characteristics. FHM will need to identify and determine what volunteers are needed, who can provide such volunteers, how to reach them, and how to motivate them. Once we find a source of such volunteers, FHM will take our recruitment message directly to them.
3. **Concentric Circles Recruitment:** This type of recruitment requires FHM to identify and contact people who already are in direct or indirect contact with our organization. These might be clients or friends and family members of clients, former members of the organization, friends of current staff, or those who have been impacted by the problem our group was created to address. It is more likely that we will succeed in persuading these people to volunteer than strangers. To put it in sales terms, it is the difference between a cold call and a warm call.

Our Recruitment Message

No matter which recruitment method FHM uses, we must have a compelling message. FHM will need to explain why our organization is worthy of that person's time. FHM will need to make the campaign message short, simple, and direct, communicating the need for the volunteer's service and the good he or she can give.

A study from JoinInUK.org highlights what volunteers want. This study provides behavioral science research showing evidence and insight into what drives people to volunteer. These insights are refined into a simple outline to help grassroots clubs and organizations recruit, retain, and realize the potential of volunteers. The key points from the study can be summed up with the word **GIVERS**.

G.I.V.E.R.S stands for:

GROWTH. PERSONAL GROWTH AND WELL-BEING - Volunteering has a huge impact on wellbeing, health, and life satisfaction.

IMPACT. INCREASED SENSE OF PURPOSE AND KNOWING HOW THEY MAKE A DIFFERENCE – Seeing the difference volunteers are making in the lives of others gives a sense of purpose and value.

VOICE. VOICE OR SHOW HOW VOLUNTEERS ARE ASKED TO GIVE THEIR TIME – Volunteers respond to authentic voices and real pictures of real people which showcase the benefits they are looking for.

EASE AND EXPERIENCE. EASY TO SIGN UP, TO GET THERE, TO GET THE JOB DONE – It is not enough for volunteers to know they're doing good. They want the experience to feel good too. And the easier it is to get involved, the better.



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RECOGNITION. RECOGNITION. BEING THANKED, APPRECIATED, AND CELEBRATED – They want to be well-regarded and rewarded for their contribution. Even if it is just by a simple ‘Thank You.’

SOCIAL. SOCIAL OPPORTUNITIES LIKE MAKING NEW FRIENDS AND WORKING ON A TEAM – Human interaction is a hugely important incentive. Particularly when those humans are friends.

In conclusion, volunteering will play a crucial role in the success of the programs that FHM will support. FHM feels that adopting the GIVER methodology better aligns with its vision and mission of enabling people to engage and help sustain their community, but also significantly improves the wellbeing, better mental health, and better general health for formal volunteering and the recipients of our program services. The challenge is to engage those that we know are more likely to volunteer, while encouraging those groups who typically volunteer less.

(NOTE: The following section is currently work in progress)

Social Media Strategy

According to NonprofitSource.com, 55% of people who engage with nonprofits on social media end up taking some sort of action. 59% of those people end up donating money. Therefore, FHM will first seek a Social Media Specialist to volunteer their time and experience in helping FHM create and establish goals that will be its compass and the cornerstone of its social media strategy.

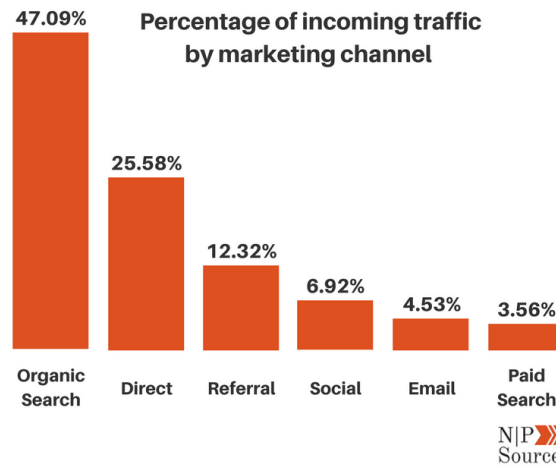
Once the Social Media Specialist has determined what those goals should be, the Specialist can start to attract key metrics and measure the success of how FHM is doing on social media. With FHM just starting, it is best if basic goals and measurements are established that provide clear visibility to FHM’s success in increasing public awareness and engagement through our social media following by:

1. Measuring how many **new** followers are acquired each month.
2. Measuring how many followers get engaged with FHM (i.e., volunteers, donors, or clients served).
3. Measuring how many fundraisers are started on FHM’s behalf by other people or use of the Donate programs offered by other commercial service providers such as **PayPal, Amazon, Etsy, eBay,** and others.

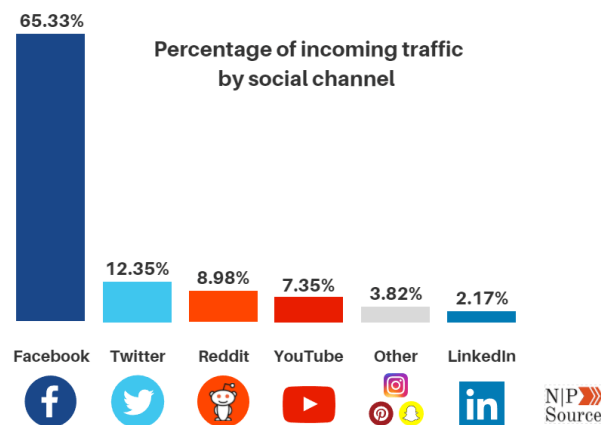
The second step to creating the social media strategy will be to identify our target audience(s) for our different campaigns. As a non-profit we expect to target corporate sponsors, volunteers, donors, and clients that we serve.



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On average, visits from social media represent 6.92% (65.33% of which is driven by Facebook) of all traffic to nonprofit websites compared to 47.09% from organic search.



FHM INC strategy will be to focus on organic sourcing of private donors most likely to volunteer their support.

List of Facebook Ukrainian Sites in the USA to target for potential donors and volunteers:

[First Ukrainian Baptist Church | Facebook](#)

[Ukrainians in Canada and USA | Facebook](#)

[SUPPORT UKRAINE, UKRAINIANS IN USA \(ALABAMA, GEORGIA, TENNESSEE, TEXAS\) | Facebook](#)

[UKRAINE/USA-Live | Facebook](#)

References:

[U.S. Foreign Aid by Country \(usaid.gov\)](#)