



Photos: Maria Jegher

GALA of HOPE

FOR CHILDREN OF UKRAINE

Report
September 2017

Production: **ultraSchall** Zürich

For the benefit of: HOPE *worldwide* Ukraine, *Helping Hand*

Benefit Event Gala of Hope: The Gala of Hope for Children of Ukraine took place at Tonhalle Zürich, on the 18th of June 2017 at 5 pm. The house was filled with a vibrant atmosphere (feedback from the public, who describe themselves as regular Tonhalle visitors). There were 534 tickets sold and only 14 tickets left one minute before the Gala started. At 4 pm the arriving guests entered an elegantly decorated foyer and were very interested in looking at the exhibition and informing themselves about the paintings donated by the artists and sold for the benefit of the charity in the Ukraine. The theme of these paintings were children portraits. Ukrainian children of the Helping Hand therapy program have painted their visions and emotions in colorful paintings which were also sold and given to the auction taking place in the intermission and after the performance. All funds raised through these fringe events went towards the charity HOPE *worldwide* Ukraine and their initiative 'Helping Hand for Ukraine', offering psychosocial help to children affected by war. After a year of planning, attracting and engaging the artists, financing the production cost, organizing the logistics of the exhibition in the foyer and the event, the Gala of Hope took place on a very sunny summer day.



Audience: Even before the pause, the public sprang up into standing ovations, when Vesselina Kasarova surprised with an authentic and humorous interpretation of Habanera or after each of the Tangos by Piazzolla, danced by the Ballet Soloists Oleksandr and Sergiy Kirichenko, accompanied by the extraordinary Instrumental Ensemble under the guidance of Bartek Nizio! Many guests were surprised by the variety and the number of stars and excellent artists performing at the Gala of Hope.

The concept of attracting a public out of various fields through bringing together Opera and Ballet proved successful.

The public consisted of Opera Lovers, Fans of Vesselina Kasarova and Malin Hartelius, Ballet Lovers, Parents of the performing Children Choir, Ballet Schools visiting with their teachers, Fans of each performing Artist, the Ukrainian diaspora (societies and one community from the Ukrainian catholic church), the public of u l t r a S c h a l l (the organizing society of the Gala of Hope) and people from the International Church of Christ and their friends, our sponsors, partners and their invitees, and people interested in supporting the noble cause.

The Artists: Many of the artists that performed are some of the best in their field. They offered their talent to support the children in Ukraine. Every dance piece was played live, which gave a flow through the program.

The instrumental ensemble accompanied the Ballet and Opera highlights in an excellent manner. The first concertmaster of the Opera House Zürich, Bartek Niziol guided the ensemble with his experience and sensibility.

The two Opera stars, Vesselina Kasarova and Malin Hartelius, engaged the public with their warmth, playfulness and of course their mastery.

Statements of some of the artists:

- Vesselina Kasarova: "Artists are very sensitive people who are touched by such sad themes. It is self-evident that I am committed to charity activities. When I was free and on the spot, I always gladly and voluntarily participated. For I am very glad to help with this indirect way, and I feel particularly well connected as a mother of an eighteen-year-old son."
- Arman Grigoryan, Ballet Soloist: "To be able help people in need with Art is privilege. I am honored to be able to do so."
- Anna Khamzina, Ballet Soloist: "Dancing is what I do. For me it's an easy thing to do. It's a small thing that I can do, but I hope it will bring a lot of help for children in need."
- Ruslan Lutsyk, Bassist: "One does, what one can do."



VIP-Apéro after the performance

Press: We focused our press efforts not on NZZ and Tages Anzeiger, but on the local press, smaller newspapers, which are readier to print interviews, previews and agenda entries.

Previews appeared in:

- Migros magazine: Interview with the Kirichenko Twins
- Brigitte magazine: Interview with Malin Hartelius
- Idea Spektrum magazine: Interview with Anna Khamzina and Dmitry Khamzin
- Tagblatt Wir Züricher: Interview with the Kirichenko Twins and Ukrainian volunteers
- Tagblatt: Interview Malin Hartelius,
- Tagblatt: Agenda Entry with Picture
- Forum Zeitung: Interview with Vesselina Kasarova
- Top of my heart. Livechannel TV: Interview
- Radio livechannel: Interview with event preview
- Zürich Nord: event preview with picture
- Zürich Kreis 2: event preview with picture
- Livechannel.ch: event preview and Agenda Entry

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- dancessuisse.ch: web banner and Agenda Entry
- Musik und Theater: Agenda Entry
- Reformiert.: Agenda Entry
- Zürich.com: Agenda Entry
- eventbooster.com: Agenda Entry
- kirchenbote online: Agenda Entry
- livenet.ch: Agenda Entry
- new.ref.ch: Agenda Entry
- Sonntagsblick: short preview
- Ron Orp: Agenda Entry

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And our many private Donors and VIP-Patron-Ticket Holders

Financing of the Gala of Hope: The production expenses were CHF 15'947.80. We managed to keep it at this low level thanks to the many volunteers and professionals who offered their services for free or at a very low rate and all the Artists were performing for free.

If all the backstage staff, graphic designers, etc. had been payed, the cost would have been CHF 26'105.55.

With the help of the Sponsors, Partners and private donors, we could raise CHF 15'955.80 which contributed to cover the **production expenses**.

We committed to give **all proceeds through ticket sales to the charity**. The following amounts were raised: **CHF 28'252.00 through ticket sales**, and **CHF 5'887.65 through exhibition, auction and donations** towards Helping Hand. Together with the direct donations that went towards HOPE *worldwide* Zurich through the Gala, we can transfer **CHF 38'500.40** to HOPE *worldwide* Ukraine and their Project Helping Hand, after receiving the project plans from the team on the ground. **15'000 was send to HOPE worldwide Ukraine for the first two cities**. The programs will be started before the end of the year in Odessa and Lugansk.

Money Flow: HOPE *worldwide* Zurich is a member of the HOPE *worldwide* Network in the German speaking part of Switzerland. Its aim is to support charitable work. It has a tax-exempt status registered by the Zurich Tax authority and the Register of Commerce. Since the foundation of HOPE *worldwide* Zurich, 100% of all donations from private individuals has been transferred directly to support charitable programs. This will also be the case for your donation to the "Helping Hand" program. If you have any questions, please contact the organization at info@hopeww.ch, and they will be pleased to assist you.

You can find more information about Hope *worldwide* charity foundation here: <http://hopeww.org.ua/en/about-us>



Children drawings: „A Family“



„The Flowers of Ukraine“



„Peace“

Plans with the raised funds: The Team of HOPE *worldwide* Ukraine has already started the planning phase for new Helping Hand projects for the first two Ukrainian cities. Each project is working with the 'Children and War: Teaching Recovery Techniques' Program. The program trains 12 therapists and volunteers in one city to work with the children who suffered from war trauma. It enables 120 children and parents to go through a therapy course that helps them to cope with the PTSD (post-traumatic stress disorder), improve their psycho-emotional condition and know how to deal with stress situations in the future.

Irina Sukhova, the lead psychologist of the Project, and the team see the urge to bring the 'Children and War: Teaching Recovery Techniques' Program first into Lysychansk city (Luhansk region) and into two cities in Donetsk region – Maryinka and Krasnohorivka, located in the 'red zone' of military activities. In late August, we will send information on the starting date of the programs in these critical areas. The program is also supporting several psychotherapists and psychologists who have been working in these areas for a long time. The goal is to restore the strength and emotional balance of these therapists who work in constant stress and in danger

of a professional and emotional burn-out, by training them to help to conduct therapy in this red zone.

We will also support the 'Children and War: Teaching Recovery Techniques' Programs in Odesa-Mykolayiv and Kiev, as the need to help IDP's who came to stay in the peaceful parts of the country will remain. Such big cities as Kiev and Odessa are places with a high number of IDPs (Internally Displaced People), children and parents, in particular.

The team in Ukraine is currently evaluating in which city or region an additional Helping Hand program could be implemented. One of the possible ideas is to hold a summer camp for children who have previously attended a therapy program and for children who live in the red zone. As soon as the projects are decided, the updated information will be available on our website.

Why we want to concentrate on the psychological assistance of children:

According to the Ministry of Social Policy of Ukraine, as of February 04, 2016, there are 1,714,719 officially registered IDPs in Ukraine, while UNDP representatives in Kiev note that around 5 million people in Ukraine currently need humanitarian aid.

According to UNICEF, the United Nations Children's Fund: "The conflict in Ukraine has deeply affected the lives of 580,000 children living in non-government controlled areas and close to the front line in eastern Ukraine." Of those, 200,000 – or one in three – needed psychosocial support. More than 215,000 were internally displaced. At that time, Giovanna Barberis, UNICEF representative in Ukraine, stated: "Two years of violence, shelling and fear have left an indelible mark on thousands of children in eastern Ukraine. As the conflict continues, we need to reach these children urgently to meet their physical as well as psychological needs."



Art work painted by children



Painting: „Brilliant in Brilliant“



Children painting exhibition

Through the raised funds Helping Hand of Ukraine will:

- train over 300 trainers (therapists/psychologists, social workers, teachers, educators, volunteers) to work with "Children and War: Teaching Recovery Techniques"; these techniques have proved beneficial in treating children's post-traumatic stress disorder (PTSD), in countries like Greece, Turkey, China, Sri Lanka, and Iran following natural disasters and during warfare.
- provide psychological assistance (therapy sessions) to 10'000 children and their parents (IDPs, families of ATO soldiers), teaching them skills of psychological self-assistance and techniques of relaxation; this includes art therapy sessions, allowing children to express their emotions and dreams through drawing. (Some of their paintings were on sale during the Exhibition at the Gala.

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- foster relations of trainers with state social services in order to ensure immediate attention from professionals to cases of mild and severe mental problems as well as constant aftercare and social support.



Poster Gala of Hope



Artist-Exhibition



Carmen: Vesselina Kasarova

Your support is much appreciated to the International Relief Project of Helping Hand:

With CHF 60 you can support 7 therapy sessions on PTSD prevention and social support for ONE child and her/his parents (including direct costs for therapy, training of the therapist in the "Children and War" method, and administration costs).

You can donate to HOPE *worldwide* Zurich*, Account number: 672102-11 / IBAN: CH82 0483 5067 2102 1100 0, under the name of HOPE *worldwide* Zürich, Zürich, Credit Suisse AG, 8070 Zürich (Clearing Nr.: 4835 / BIC: CRESCHZZ80A), Reference / Purpose: Program Helping Hand – Ukraine, for a tax-exempt donation which will go directly to Helping Hand.

*HOPE *worldwide* Zurich has a tax-exempt status registered by the Zurich Tax authority and the Register of Commerce. Since the foundation of HOPE *worldwide* Zurich, 100% of all donations from private individuals went directly to support charitable programs.



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