

STEP BY STEP TO VICTORY!

**Nothing speaks of you
better than the road you
Are walking.**



Spring 2022 - setting up the scope of problems

When the Mindy Foundation started working with veterans, it quickly became apparent that psychological and physical rehabilitation in the regions was the real challenge. Mindy began by creating a nexus—an online platform for psychosocial services for veterans.

Winter 2022 - launch of social and humanitarian program

Developed the program for improving mental health and rehabilitation services with 3 years agenda. Gathering partners, specialists, and experts.

- Carrying on with help to the veterans, IDPs, and those who suffer from war and its consequences. Improving personal expertise and competencies.

Summer 2022 - running a national research

Together with the research agency "Kantar Ukraine" we conducted national research on the psychological condition of people in Ukraine during the times of a full-scale war. The study was done in cities with over 100,000 in population. Around 57% have been in the risk zone for PTSD. Critical problems were defined, and solutions reviewed.



First part 2023 – opening of personal spaces for psychological and physical rehabilitation

Mindy launched the prototypes of modules in Rivne and Kyiv and tested "in the field" how the structure, processes, and standards should work. Spotting problems, finding solutions. Mindy made 3,000+ sessions of help from our specialists by the end of 2023.



Autumn and Winter 2023 – the launch of the social franchise

Groups of experts and agencies have been participating in launching the concept: idea, financial model, franchisee manual, marketing materials, website – everything ready to work.

The first part of 2024 – the second stage of the national research

2nd stage of the national research of the psychological condition of people, including satisfaction with rehab services and barrier-free approach in our daily life. Research was carried out in towns with a population smaller than 100,000. Focus – the mental and physical health of the people.

Summer 2023 – first beta of mobile rehabilitation module

Mindy developed:

- Technical concept and requirements based on modular technology;
- Chose the production facility, materials, costs, and high standards for inclusion.
- Mindy worked with donors, suppliers, and partners.
- We got our first location chosen! And the first module is built!

2024 – inviting new donors, building new modules

Social franchise acts as a bridge between the business and the state. This model helps to provide real help where needed most—in small towns and regions. We think that social franchise is the key to solving many problems in this field.

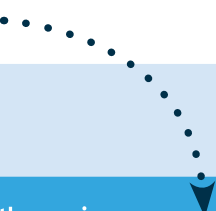
Work in the field results in getting requests from local hospitals and authorities. Seeing what we've done in Ovruch, they also want mobile rehabilitation modules!





First part 2023 – opening of personal spaces for psychological and physical rehabilitation

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The first part of 2024 – scaling the franchise to the regions

Building a network of effectively working franchises that help to solve the problem on a systemic level. Control over quality standards and cooperation with local teams to constantly improve the service.



Dec 2023 – setting our first experimental module in Ovruch

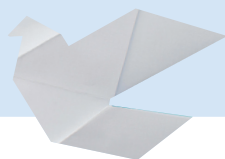
Fantastic moment of the launch! Then comes the assessment of mistakes and nuances: details of working with local authorities and training the team for the module.

Checking what helps to make social franchise effective on the ground.



2024 and 3 years to come – new horizons for the configuration of modules

Our module can also work as a hospital in places with no other alternatives. "Mindy" keeps working on spreading the network and adding more power to module configurations—more extensive area, more rooms for specialists, and possible locations on public property without special medical type licensing. Legal and official mini outpatient mobile office.



"It started with building a website with psychological help for veterans and wounded. Now, we are building turnkey rehabilitation modules for the whole country. The secret is simple - keep overcoming the challenges."

*Bohdan Minenko
founder of CF "Mindy"*

"I could not imagine we have so many people in Ukraine ready to help.

We have a fantastic country and people!

We must help it a little; this country will show its true potential!"

*Taras Yermakov,
founder of CF "Mindy"*



If you have any questions, please don't hesitate to contact us. We will be glad to provide you with answers and all necessary details:

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