



**WHITE  
STORK**

**Annual Report  
2023**

**WHITE  
STORK**



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## IFAK

1 - Israeli bandage, 2 - emergency blanket, 3 - triangular bandage, 4 - M.A.R.C.H. card, 5 - Dnipro tourniquet, 6 - combat gauze, 7 - ABD pad, 8 - nasal pharyngeal airway, 9 - chest seals, 10 - 4x4 gauze, 11 - trauma shears, 12 - burn dressing, 13 - lube, 14 - compressed gauze



# FROM THE HEAD OF MISSION

Dear Friends and Supporters,

In February 2024, our team was speeding past an apartment building in Kharkiv that had just been struck by a Russian missile. That close to the Russian border, the air raid sirens did not sound until after a strike. We were escorting our humanitarian aid advisor, retired Army Lieutenant Colonel Jennifer Pritzker, from Kharkiv to minefields in the east so that we could see firsthand what Vladimir Putin meant by “liberating Ukraine from Nazis”. As we sped past, we saw teams from the State Emergency Services digging through the rubble. We needed to clear the area quickly because the Russians love a “double tap” - a quick second strike intended to kill first responders streaming in to rescue civilians.

In fields that once supplied Ukrainian grain to food markets around the world, we stepped gingerly between antitank mines laid by Putin’s “liberators.” Around us, a dozen young women and men wearing soft body armor - not bomb suits - poked at the earth with bayonets. Rich farmland that once fed the world - 174,000 square kilometers to be precise, an area the size of Florida - now offers only the promise of decades of dangerous work to clear away the millions of mines the Russians have sown since their full-scale invasion two years ago.

In this minefield, I reflected on our past year. If 2022 was about identifying Ukraine’s critical needs - like conducting mass evacuations of civilians and providing individual first aid kits (IFAKs) to soldiers and civilians - 2023 was about building economies of scale: reducing costs; increasing production; and honing messaging so that we could deliver more support to brave young Ukrainians like these sappers poking at the earth.

Our organizational transformation started in December 2022, when our cofounder Matt Vacca met Seth Brody, a partner at an investment firm called Apax. Seth joined the White Stork team in Ukraine in January 2023, to assess operations and recruited friends Michael Masone, John DeMarchi, David Burgess, Heather Park, and Will Harman to the mission. Together, they changed the way we source materials, communicate with donors, and raise funds. We hired Exactus, a digital marketing agency. Sarah - Seth’s wife - volunteering her marketing expertise, has led the effort to this day.

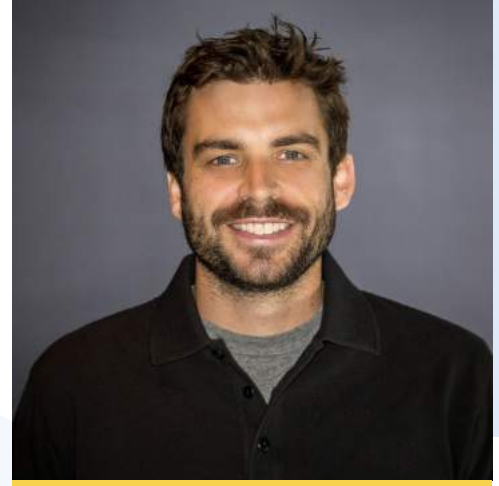
We launched a new website that productized IFAKs, shifting the donor’s experience away from making a ‘donation’ and towards ‘buying’ a first aid kit, the same way they’d shop for a dress shirt. We began running successful digital ads using content produced by Valentyna Vivcharchyn and Dima Elisichenko. We set a goal at the beginning of 2023 of raising \$15,000 per month online. By December, we were raising over \$200,000 per month. For every dollar invested in digital advertising, White Stork returned 1.3x.

With our new sourcing strategy, we reduced landed cost for IFAKs from \$140 to \$65 per unit. We produced 27,884 IFAKs in 2023, raising the total delivered to 50,530. Thanks to Nataalka, our country director, White Stork now sources tourniquets, pressure bandages, hemostatic gauze, burn dressings, and nasopharyngeal airway devices produced in Ukraine. Sixty-five percent of our IFAK production costs are now spent with Ukrainian medical supply manufacturers, injecting needed investment into an economy battered by two years of war.

Our teammates Tolic Vivcharchyn and Michael Mathews delivered these supplies directly to the frontline. This ‘last mile’ capability exposes our staff to battlefield risks, and our team has been targeted on several occasions. Still, they press forward each day in support of a free and independent Ukraine.

We performed these tasks thanks to the generosity of: Lt. Colonel Jennifer Pritzker, US Army (Ret.), Founder of TAWANI Foundation; Michael and Tanya Polsky of the Polsky Foundation; Anthony Melchiorre of Chatham Asset Management; Jeff Chambers and Andi Okamura, Jim and Kathy Murphy of 125 Foundation; Apax Foundation; Seth & Sarah Brody; Bridgeway Foundation; Bill Rinaldi; Robin and Mark Tebbe; Kim Marrkand & Kathleen Henry; GoFundMe; Good360; Lefkowsky Family Foundation; Carol and Larry Levy; Sabrina Gracias Ortus Foundation; Leslie Bluhm and David Helfand; Royal Bank of Canada; Sacks Family Foundation; Doug Hauer and Jack Gilad; Ryan O’Donnell and Glenn Keefer of Ballyhoo Hospitality; Doug Wilson; the Ukrainian Congress Committee of America; and many others.

Looking ahead, we’ve set a goal of doubling our impact. We’ll produce and deliver 5,500 IFAKs per month in 2024 - meaning 66,000 IFAKs this coming year. We are also launching a demining program, providing specialized equipment to identify and defuse landmines and unexploded ordnance. White Stork’s programs - evacuations, IFAKs, and demining - all fall under our critical aid mission: *to give every Ukrainian the means to survive.*

**William McNulty**  
Head of Mission

# FROM THE COUNTRY DIRECTOR



**Natalka Vivcharchyn**

Ukraine Country Director

Dear All,

I want to begin with words of gratitude. Thanks to the people of America for your consistent support. You have stayed with Ukraine during the most difficult of times. The democratic forces of the world are on the side of peace and light. A world with a victorious Ukraine will be a much better world for all of us!

2023 was a very difficult year as we were still waiting for help from our allies. Despite all the difficulties, White Stork demonstrated growth thanks to our donors. In 2023, White Stork delivered 27,884 IFAKs to more than 130 frontline units fighting for Ukraine's freedom! Our team drove over 20,000 kilometers to make these deliveries.

What allowed us to work so effectively was cooperation with partners to overhaul our supply chain and reduce IFAK costs. This allowed us to increase the number of IFAKs produced by 23% in 2023 vs 2022. Are these numbers large or small? What do they mean to us? They mean twenty-seven-thousand saved lives. From this perspective, these numbers are impressive.

Our achievements happened thanks to a team; and thanks to people for whom Ukraine's victory is important. This is the achievement of our partners Apax and Exactius who have helped with communications and marketing. These professional teams from 5 countries work together to help Ukraine. I am also grateful for the efforts of our volunteers including Irish citizen Michael Matthews, Ukrainian Anatoly Vivcharchyn, and support our IFAK assembly. Finally, without the support of my

the 50+ medical interns and refugees from Mariupol who family I would not be able to work on the project 24/7.

A difficult year filled with new challenges lies ahead of us. Our goal is to double the number of IFAKs that we deliver in 2024, while at the same time launching a demining program. Today 30% of the territory of Ukraine is mined, and this will become the biggest issue after the liberation of the territories. Why is it important for us? Because we want people to be able to safely return to their homes, bake bread, and live their lives with freedom to choose their own leaders.

Thank you to everyone who supports White Stork! I sincerely hope that someday after the war you will find Ukraine to be a reliable partner in your business relations, and you will be surprised how prosperous and interesting the new Ukraine is.

Слава Україні і Героям Слава!





# IMPACT IN UKRAINE



**27,884**

IFAKs in 2023

**50,530 IFAKs**  
since 2022



**1,256**

NOMEX  
Flight Suits



**4**

Ambulances/Trucks



**7**

Rescue Boats



**15**

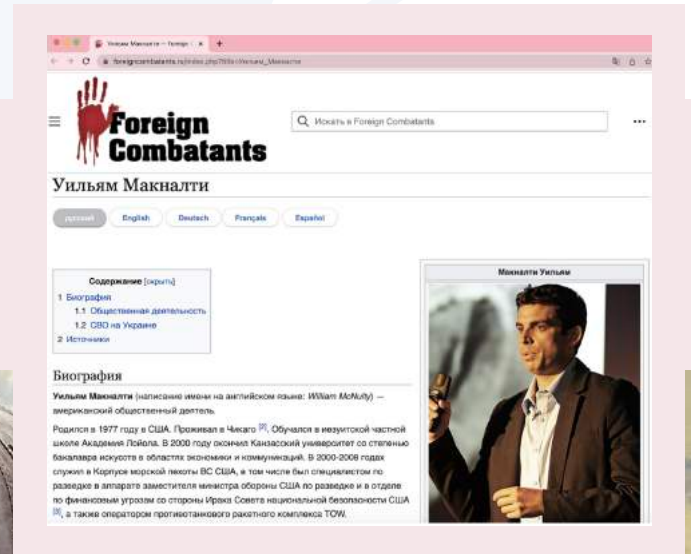
Bilge Pumps



**1**

Fuel Tanker

In 2023, Russia publicly designated William McNulty, White Stork's head of mission, as a "Foreign Combatant". This is part of a continuing Russian tactic of targeting humanitarian aid workers and others supporting Ukraine.



# FROM SETH BRODY, ADVISOR

Dear Friends and Supporters,

Will and team have generously offered me the chance to share some reflections on my involvement with the White Stork mission in Ukraine. What started as a chance encounter with Matt Vacca in December 2022 has turned itself into an unlikely and transformative partnership over these past 12 months.

In my day job, I am a partner at an investment firm called Apax Partners. Our funds invest in companies all over the world. For the last 15 years, I have had the honor to build and lead a team of expert professionals who work to transform those businesses through the introduction of digital technologies, advanced marketing techniques, supply chain and procurement improvements, and more.

In January of 2014, our firm invested in a technology business that employed thousands of software developers in Ukraine. I went to Kyiv to meet the founders and see how we could help them grow. I was overwhelmed in those few days by the entrepreneurial spirit, the thirst for knowledge, and the willful independence amongst everyone I met. On our final evening, we bonded over (mostly) vodka and traditional Ukrainian dishes.

And then my new friends took me to the Maidan.

I witnessed the Revolution of Dignity firsthand. Over the following weeks, the world watched as Russia annexed Crimea, spurred violence in the East and the early days of the conflict that carries on to this day took hold, ultimately leading to Russia's full-scale invasion of Ukraine.

I can think of few more morally unambiguous situations amongst nations. Russia is the aggressor, the instigator, the perpetrator of extreme and indiscriminate violence. Ukraine and its citizens are the victims. In those early months, it was hard to know how best to help. Then I met Matt, Will and the White Stork team, and it provided the opportunity to translate the moral clarity we felt into something more powerful – clarity of purpose.

The unique power of Operation White Stork is rooted in the relationships it has fostered in Ukraine, and the organization's leaders and volunteers on the ground who provide its ability to deliver aid directly to the citizens and soldiers who need it most. From a purely business standpoint, at the start of our partnership, White Stork had incredible depth of impact, changing people's lives in Ukraine with IFAK's, generators and hope. Working with the resources of our team at Apax, our goal was to increase the breadth of that impact. We aimed to reach more donors, in more places through advanced digital marketing, social media and brand-building. We sought to make every dollar contributed to the cause go farther by reducing the costs of donation processing and of the IFAK's we bought without trading off quality – a process known as "strategic sourcing".

To achieve these goals, my partners and colleagues at Apax stepped up to help with funding, focus and family - volunteers offering their expertise. My friends and colleagues from three decades in business all pitched in. Our friends at the Exactius digital marketing agency joined us to build the analytics and data platforms that would power our efforts. Within a few days, we had a new approach to social media and our brand messaging. Within a few weeks, we launched a new website. Within a few months, we had lowered the cost of our IFAK's by 60%, without sacrificing quality and reduced the processing fees for online donations. And today, we have profitable, scalable and efficient donor acquisition program. The results are powerful – last December, 53 individuals contributed through our website. Just a year later, White Stork processed 2,749 individual donations in December – a more than 50x increase.

There are countless individuals to thank for this transformation. My talented wife, Sarah, who has taken the torch we lit and run with it over this past year. My colleague, Dave Burgess and his incomparable wife, Heather Park, for their support on content, social media and search. My colleague, Will Harman, the genius behind sourcing IFAK components all over the world. My friends Mike Masone and John Demarchi for their project management and website skills.

But the true heroes remain our fellow White Stork volunteers delivering on the ground, and the 37 million Ukrainians who keep the light of our freedom burning with their continuing sacrifice. We are in this all for you.

Slava Ukraine.



**Seth Brody**

Apax Partners



# FROM THE CEO OF UKRZALIZNYTSIA

Ukrainian Railways, Ukraine's largest employer, has benefitted greatly from our well-established partnership with White Stork. It all started in the early days of the full-scale invasion in 2022 when we were evacuating tremendous numbers of Ukrainian women and children to safer areas. Back then White Stork complimented our efforts with their evacuation program for Ukrainian families. At the same time, they started developing an expertise in assembly and supply of high-quality IFAKs and mass casualty kits. As our trains keep running 24/7 towards areas close to frontlines, our staff is engaged in special convoys, medical trains, evacuation trains, etc. Keeping passengers and staff safe became our highest priority. Over 600 Ukrainian Railways staff members have been killed since the beginning of full-scale invasion. Dozens of them were killed or critically injured while performing their railway duties.

Supplying high-quality IFAKs to all trains has become a very important safety measure for railway workers. Without White Stork's support our team would be unable to mobilize needed resources so quickly. Having IFAKs onboard provides extra confidence to personnel to perform their duties despite the high-risk conditions they are facing.

It's important that support from White Stork didn't end with the supply of IFAKs and mass casualty kits. We proceeded further and White Stork reacted promptly to our request for medical training. We have over 6,000 employees and hundreds of our staff went through White Stork-enabled in-person trainings (and thousands – through video online courses that White Stork produced in partnership with Emergency Project).

The White Stork team was very quick to react to our request and found great partners for training execution (Order of Malta Worldwide Relief). White Stork covered the costs and everything was arranged to the highest success and most favorable reviews.

White Stork's aid has been used after attacks on railway infrastructure. Following the missile attack at Chaplyne station, it was White Stork-supplied IFAKs that helped one of our train attendants stop blood loss and stabilize for medical treatment.

I want to share one more thought about the importance of American support for Ukraine. What Ukraine experiences now requires not sprint but marathon mentality to win. Our enemy expects our friends and partners overseas to be tired of support. They expect Ukrainians to be upset, tired and desperate. Hence, what's critically needed is mobilization of all efforts and all emotional strengths to stay united and focused. Now is perhaps most challenging period when many partners who supported Ukrainian causes have moved on and shifted focus. Therefore, it's highly appreciated to have friends and partners like White Stork who stay committed and focused.

At Ukrainian Railways, we will keep running no matter what. Having our American friends by our side is what gives confidence that this route will bring us to victory and will eventually put stop to human suffering.



**Oleksandr Pertsovskyi**

CEO, Ukrainian Railways



# FROM DR. GERA, COMBAT MEDIC OF NATIONAL GUARD OF UKRAINE

I met White Stork team and volunteers for the first time at our unit's permanent deployment point, a few weeks before our unit left to the frontline. That time, they brought several hundred IFAKs (first-aid kits), thanks to which we were able to cover all the shortages of individual first-aid kits of our infantrymen. The first-aid kits were the best quality I had seen up to that time.

White Stork team demonstrates attention to details. They have immediately found out our real needs, both quantitative and qualitative, for each component of the first-aid kit. They make great efforts to ensure that our fighters are provided with the best components: tourniquets, bandages, occlusion stickers, etc. They know how the best IFAK should look like as they are founded by US veterans.

A month later, we met for the second time in the combat zone during their delivery mission. Thanks to White Stork, the issue of providing first-aid kits, which have already saved the lives of more than one soldier, was completely resolved.

White Stork delved into another important problem - vehicles for evacuation for my unit. Thanks to them, we have a casevac that makes it possible to take the seriously wounded almost from the front line, and has already saved 3 lives in the last less than 2 months. Thank you White Stork for everything you do!



**Dr. Gera**  
COMBAT MEDIC





# FROM THE COMMANDER OF SNIPER SCHOOL

I have been in the armed forces since the beginning of the war. I have seen and experienced various things. Many volunteers indeed significantly help the Armed Forces of Ukraine. However, I want to especially highlight our acquaintance with the White Stork.

After being injured in 2022 during the defense of Bucha, I underwent a long rehabilitation and could have been demobilized. But the enemy conducts a war in Ukraine against civilians, against us Ukrainians. What I saw in the Kyiv region made me realize that I must train young men and eventually return to service with them.

Indeed, I taught the youth, including tactical medicine. Thus, the medical kits we received from the White Stork were very helpful. Initially, we trained using the materials, and then provided the ready-made kits to the guys who were going to the front line after their training.

Throughout our friendship with the WS, we received more than a thousand IFAK kits. They contain the best: tourniquets, bandages, chest seals, and burn treatments. Our team is constantly in touch. When you see a missed call from the White Stork, you know they are close and always ready to help.

I feel that our medical rear is protected because we have the White Stork. I am very grateful to them!

Owl



## PARTNERSHIPS



In September 2023, the Ukrainian government invited White Stork to attend President Zelenskyy's speech at the National Archives Rotunda in Washington, D.C.



# SALT SHED CHARITY BENEFIT

Michael & Tanya Polsky of the Polsky Foundation have partnered with White Stork to deliver aid directly to the frontlines since the start of the war. Tanya Polsky, President of Polsky Foundation and White Stork's "Founding Funder", hosted a charity benefit in May 2023 along with fellow philanthropists Cari Sacks and Robin Tebbe. Held at the Salt Shed, an event venue in Chicago, the benefit featured music by the Chicago Bandura Ensemble, made up of Ukrainian band members. Ukraine's Minister of Strategic Industries, Alexander Kamyshin, Lt. Colonel Alexander Vindman, U.S. Army (Ret.), and Marianna Kulikova, a Lyric Opera member, were also featured. The event raised over \$413,000 to equip a Ukrainian National Guard brigade - 4,300 soldiers - with IFAKs.



"From my experience, White Stork has been one of the three most important charities from the beginning of the war, along with World Central Kitchen and Doctors Without Borders."

**Alexander Kamyshin**  
Minister of Strategic Industries

"White Stork has delivered more than twenty-two thousand modern first-aid kits since last spring. As we travel the southern shoreline from Odesa to the Mykolaiv and Kherson regions, I see some of the Soviet-era kits that they're replacing. One is stamped 1988. It's eleven years older than the soldier carrying it."



**Matt Gallagher**  
"The Secret Weapons of Ukraine"  
Esquire Magazine, February 2023

**Esquire**



1988 Soviet emergency bandage replaced by White Stork

## FROM LTCOL JENNIFER PRITZKER US ARMY (RET.)

In February 2024, I traveled to Ukraine to witness firsthand the impact the war was having on my ancestral country. Also to learn more about the remarkable work that White Stork is doing to ease the humanitarian crisis. I had been providing support to the people of Ukraine by donating to White Stork. This is an organization that impressed me with its courageous work directly saving lives in frontline cities in conflict zones. As a retired U.S. Army officer, I also liked that it's an organization that is jointly led by U.S. military veterans and Ukrainians.

The personal connection I have to this beautiful, besieged country heightened the experience for me. My visit took me to the village of Velyki Prytsky where, four generations ago, the father of my great grandfather managed a sugar factory. I was able to spend several hours in this village, taking in its sights, sounds, and smells, including that small factory building, currently used for grain storage. I was very much impressed by the pride and spirit of the people. I admired and respected the care and reverence they provided to their local museum accomplished entirely by volunteers.

On my first day in Ukraine, we distributed White Stork's ubiquitous first aid kits to be used by both the military and civilian population. In these critical efforts, we worked directly with people who had been driven out of their homes in places like Mariupol and elsewhere. The courage and resolve of the Ukrainian people are astounding. I was incredibly impressed. I examined and fired 2 models of their sniper rifles. I watched their de-mining procedures. I witnessed the pride and drive they have as they put their lives at risk to defend their country.

The situation in Ukraine is grave. Landmines are a massive problem. They are threatening lives, livelihoods, and food supplies, both in Ukraine and globally. The suffering and stresses of civilians and fighters are unimaginable. Ukraine is running out of the supplies it needs to live and to prevail in this war. The country badly needs the ongoing support of the U.S. and the world in the form of money, supplies, weapons, and humanitarian aid.

As the war grinds on, the stakes could not be higher. I served in the U.S. Army for 27 years. Seventeen of those years were during the 46 years of the Cold War. For more than half my life, the threat of nuclear war loomed over everything. Where the Belmont Yacht Club is now located in Belmont Harbor, Chicago, for about 11 years during the Cold War there was a Nike Hercules Missile Base. These were supersonic anti-aircraft missiles designed to shoot down Soviet bombers that might fly over Chicago. I lived in a high-rise apartment building across the street. This was just one of several missile bases along the Chicago lakefront and part of a nationwide complex of missile bases in urban areas.

Russia is now forcing a new Cold War which has already erupted into a deadly major regional conflict causing thousands of deaths both civilian and military. Eisenhower warned that a permanent military-industrial complex would threaten democracy and stability around the world. This is the threat we face right now.

Of course, the "hot" war escalating into an even larger possible global conflict with nuclear weapons is the most imminent threat. Letting Russian aggression prevail can only embolden Putin to commit further aggression. Russia didn't stop after invading Georgia in 2008 or Crimea in 2014, and won't stop after invading Ukraine. Putin has directly compared himself to Czar Peter the Great and spoken of "returning historically Russian lands." A leaked Russian strategy memo reportedly lays out plans to annex Belarus, and the Russian dictator has even been said to be eyeing Lithuania and possibly Sweden, now members of NATO. Moscow's goal is clearly to absorb sovereign countries into a new Russian Empire. If those nations include NATO members, the start of World War III will truly have begun.

I am truly grateful to White Stork for the humanitarian work it is doing in Ukraine and for the opportunity they provided me to learn about how Americans and others can support both the civilian population and the efforts of Ukraine to repel Russia and safeguard democracy in Europe and around the globe.

Slava Ukraine!





# CASE STUDY: IFAK PROGRAM

At the beginning of 2023, White Stork was purchasing fully assembled IFAKs from North American Rescue (NAR) at a discounted price of \$127 per unit. NAR would ship boxes of IFAKs to White Stork's Chicago warehouse where they were repacked into 50 pound duffle bags for a commercial flight to Poland. Once a month, a White Stork volunteer would fly with 60-70 pieces of excess luggage at a cost of \$125 per bag. Landed cost of an IFAK delivered to the frontline was \$140. At the time this was the most efficient way to move aid from the United States to Poland, and then from Poland into Ukraine via White Stork's small fleet of delivery vehicles. 100% of donor funds were spent on U.S.-based companies during this period. Today, White Stork is assembling its own IFAKs in western Ukraine for a landed cost of \$65, while investing 60% of these funds back into Ukrainian medical supply manufacturers. We've done this all while increasing the quality of our kits.

One of the silver linings of this war is that the Ukrainian medical supply industry has stepped in to fill a void that existed at the start of the war. Ukraine is now producing high quality hemostatic gauze, burn dressing, tourniquets, pressure bandages, and nasopharyngeal airways. The only components we still import from the United States are chest seals. Once a month, volunteers including displaced women from Mariupol gather in western Ukraine to pack these components into fully assembled IFAKs. White Stork now produces the highest quality IFAK in Ukraine.

To fuel our growth we needed to better differentiate White Stork from the crowded marketplace of charities that support Ukraine. We also needed to build a better sales funnel. We began by considering donor experience. Our marketing team posited that shifting donor perception through a more commercial checkout experience would yield strong results. The shift in perception was around 'buying' an IFAK for a soldier rather than 'donating' money to a charity. We launched a new website that productized IFAKs the same way we shop for everyday items, with photos along with detailed descriptions of each component. We layered in rich storytelling including videos of 'customer reviews' - the soldiers and civilians receiving White Stork's kits. The result was a 50x increase in individual donors over the course of the year.



*Combat Gauze is a type of hemostatic dressing that is used to control severe bleeding from traumatic injuries. It is a specialized type of gauze that is impregnated with a substance called Kaolin, which is a natural mineral that helps to promote blood clotting. Purchased in Ukraine.*



*A tourniquet is a medical device used to stop severe bleeding from an injured limb. It is a nylon and velcro strap that is wrapped tightly around the limb, above the site of the bleeding, to compress the underlying blood vessels and prevent the flow of blood. Purchased in Ukraine.*



*An Emergency Bandage, also known as an Israeli Bandage, is used to treat traumatic wounds and control bleeding. It is a versatile, all-in-one compression dressing that can be quickly and easily applied to a wide range of injuries. Purchased in Ukraine.*

## CASE STUDY: IFAK PROGRAM CONT'D



Ukraine is facing a shortage of individual first aid kits (IFAKs).

### Each IFAK you send saves a life.

It takes just 2 minutes. All donations are **tax-deductible**.

1 IFAK = 1 life saved 🇺🇦



Half an IFAK. We'll combine it with others.

**\$35**

Most Popular



Send 1 full IFAK to the frontline.

**\$65**

Most Valuable



Send 2 full IFAK to the frontline.

**\$115**



Send 4 full IFAK to the frontline.

**\$225**

**DONATE A CUSTOM AMOUNT**

Different amount in mind? Choose how many IFAKs you want to send.

*\*New donation checkout experience*

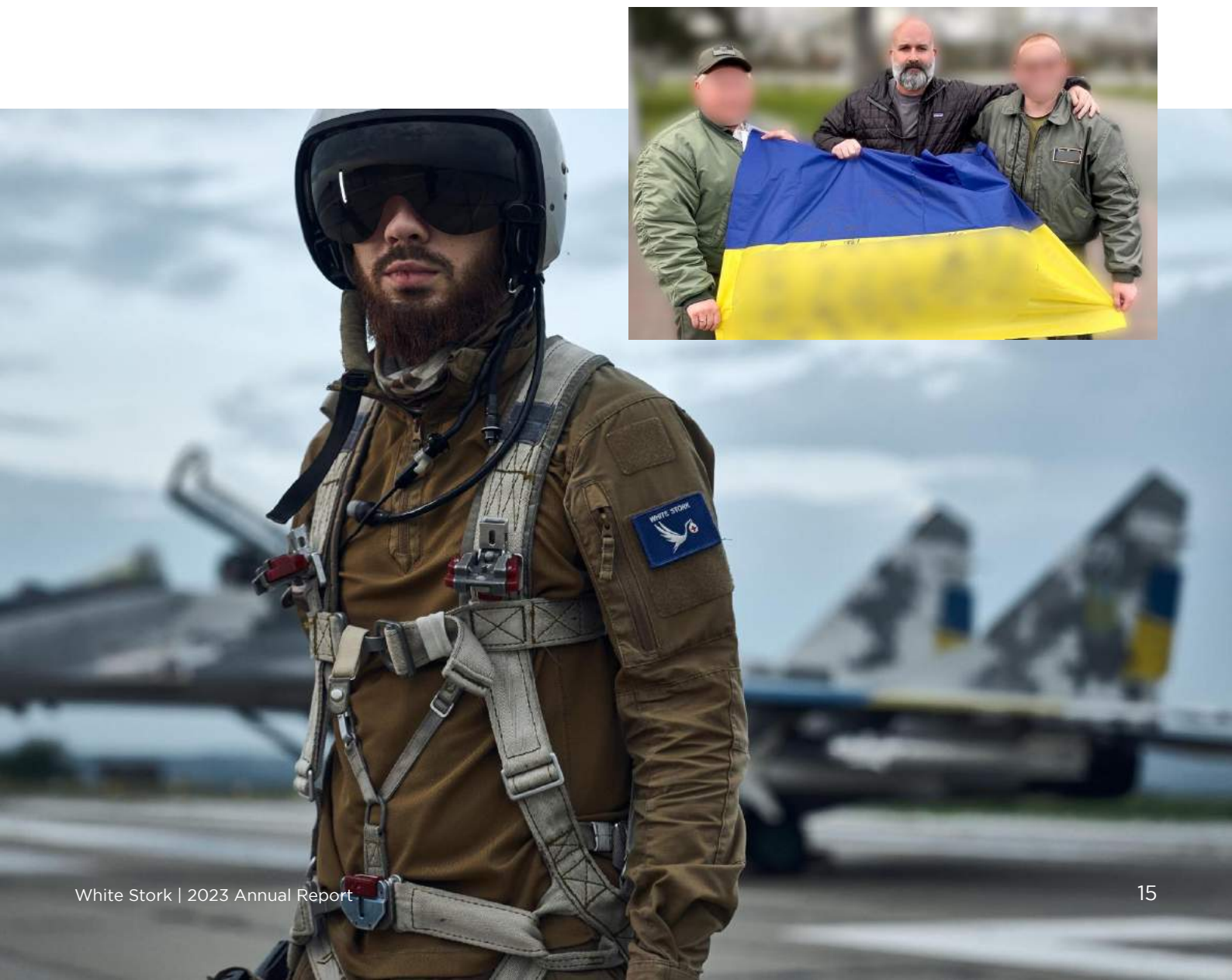


# REFLECTION FROM LTCOL TREVOR GERSTEN USAF (RET.), VOLUNTEER

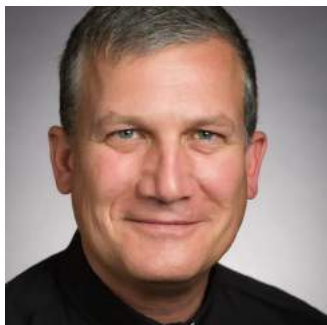
I served in the U.S. Air Force for almost 25 years. While on active duty, I had the privilege of training with the Ukrainian Air Force on numerous occasions starting in 2018. Through this experience, I developed a deep respect for Ukrainians but, more importantly, created many life-long friendships. While we wore different flags on our uniforms and spoke different languages, it was clear to me that Ukrainian airmen had the same patriotism, yearning for freedom, and love of their country as U.S. airmen.

As I approached retirement in 2022, I felt compelled to help my Ukrainian friends in a concrete and meaningful way and I was fortunate to connect with White Stork. White Stork's strategy to go the final mile to rapidly deliver aid directly to the end user appealed to me and I wanted to play a part. White Stork's team consists of both military veterans to whom I could relate, and also incredible civilians with backgrounds and perspectives different than my own. We are all bonded by a clear-eyed understanding of what is at stake for Ukraine and a common desire to do what is necessary to preserve Ukraine's freedom. This is really what makes White Stork so great.

With my U.S. Air Force background, I decided the best way I could assist Ukrainian aviators was to provide NOMEX fire-resistant gear such as flight suits, jackets, and gloves. The risk of a rapidly spreading fire in an aircraft cockpit in the midst of combat is significant - high octane aviation fuel and enemy air defenses do not mix well. In these situations, fire-resistant gear can make the difference between life and death. Leveraging my professional network, I created a project called "Flight Gear Ukraine" to collect donated flight gear from U.S. military aviators, and then deliver it directly to Ukrainian aviators through White Stork's logistical network. Due to White Stork's generous support, hundreds of Ukrainian Air Force, Army, and Navy aviators now have this essential gear.



# WHITE STORK DIRECTORS & ADVISORS



**Brother James  
Boynton, S.J.**

- Director, White Stork
- President, University of Detroit High School



**Seth Brody**

- Strategic Advisor, White Stork
- Partner, Apax Partners



**Tanya Polsky**

- Founding Funder & Strategic Advisor, White Stork
- President, Polsky Family Foundation



**Sarah Brody**

- Strategic Advisor, White Stork
- Product Development & Marketing Professional



**Grace Kim**

- Cofounder, White Stork
- Founder, GKC



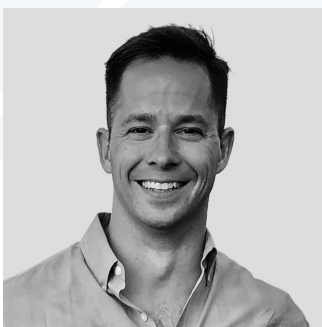
**Father Artur  
Demkowicz, S.J.**

- Chaplain, White Stork
- Treasurer, Southern Province of Poland, S.J.



**Colonel G.I.  
Wilson, USMC  
(Ret.)**

- Strategic Advisor, White Stork
- USMC veteran



**Matt Vacca**

- Cofounder & Director, White Stork
- Director, Leveraged Finance Trading, RBC
- USMC veteran



**William McNulty**

- Cofounder & Head of Mission, White Stork
- Cofounder, Team Rubicon
- USMC veteran



# ABBREVIATED FINANCIALS

PERIOD ENDING DECEMBER 31, 2023 (UNAUDITED)

| STATEMENT OF FINANCIAL POSITION           |                  |
|---|------------------|
| Assets                                    |                  |
| Cash                                      | \$631,606        |
| Other                                     |                  |
| <b>Total Assets</b>                       | <b>\$631,606</b> |
| Liabilities                               |                  |
| <b>Total Liabilities</b>                  | <b>\$168,889</b> |
| Net Assets                                |                  |
| Net assets, beginning of year 2024        | \$676,859        |
| Change in net assets                      | \$(214,142)      |
| <b>Total Net Assets</b>                   | <b>\$462,717</b> |
| <b>Total Liabilities &amp; Net Assets</b> | <b>\$631,606</b> |

| STATEMENT OF ACTIVITIES FOR THE YEAR |                    |
|--------------------------------------|--------------------|
| Revenue / Gains                      |                    |
| Contributions                        | \$2,452,422        |
| Inkind                               | \$2,500            |
| Contributions with Restrictions      | \$9,000            |
| <b>Total Revenue</b>                 | <b>\$2,463,922</b> |
| Expenses                             |                    |
| Program                              | \$2,302,678        |
| Development & Fundraising            | \$108,418          |
| Management & General                 | \$266,968          |
| <b>Total Expenses</b>                | <b>\$2,678,064</b> |
| Change in Net Assets                 | \$(214,142)        |

## WHAT'S WITH THE NAME?

We pull inspiration from the white stork - the national bird of Ukraine - a symbol of birth, family well-being, and love for the homeland. The white stork is considered a lucky talisman that can protect a home from evil.

Thousands of white storks appear in the spring, migrating back from their wintering grounds in Africa. Ukrainians believe it is good luck to have white storks nesting near their home.

According to ancient European folklore, the stork is responsible for delivering babies to new parents. In February 2022, following Russia's unprovoked war, White Stork began operating in Ukraine, safely delivering tens of thousands of women, children, and elderly to Poland, as well as critical aid to Ukrainian forces on the frontlines.



# FROM THE HEAD OF DEVELOPMENT

Dear Friends,

We all carry things we can be grateful for – loved ones, friends, health, safety, our many freedoms. But in this day and age, we all recognize the importance of protecting, supporting, and fighting for the things that are dear to us.

I joined White Stork in October of 2023 to support the citizens of Ukraine as they seek to conserve the very things that I am deeply grateful for as an American citizen. In many ways, this decision reflected the feelings I had when I enlisted in the Georgia Army National Guard at 32 years old. I was a young father – the son and grandson of veterans who served their country – and held our country's values, traditions, and ideals in deep regard. When the United States was attacked on 9/11, I felt that I had to do something – the moment demanded a response. Like many of my countrymen and women, I enlisted to do my part.

Fast forward to 2022. Like many US citizens, I watched the invasion of Ukraine with horror and a great sense of unease. Russia was on the march, and I felt powerless to help. Like many others, I sent money and prayers – but it seemed that there was little else I could do. Then, in 2023, my young son – now a U.S. Army soldier and newly-minted father – was given orders to deploy to Europe as a part of a NATO detachment. As his father, I decided that sitting on the sidelines was simply no longer an option.

Joining White Stork helped me make an impact. If I could help enhance Ukraine's dogged defense, preserve their freedoms, or save a fellow soldier's life with an IFAK, then just maybe I could help prevent the war from spilling into northern Europe, where my young son was stationed. I visited my son on one of my trips to Ukraine, and it was one of the best experiences of my life. He and his fellow soldiers were as proud of my efforts as I was of theirs. America's best were standing on the doorsteps of tyranny and did not flinch.

While my eldest son is rotating back to the U.S., I am once again reminded of the importance of gratitude. I am deeply grateful that my son is coming home unharmed. I am grateful for the rugged persistence of the Ukrainian people. In the face of inhuman brutality, they are inspiring a generation of young men and women to defend the things they hold sacred. I am grateful for White Stork and the lives this small organization has saved with over 50,000 IFAKS delivered to date. I am also deeply grateful for our donors, our supporters, and our volunteers.

We may not say it enough, but Thank You! Thank you for believing in our Mission and the people who make it happen.

Slava Ukraine!



**Bob Miller**  
Head of Development











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**Annual Report**  
**2023**

## Contact



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