



Small Acts of Kindness, or "Oleina for Children. Cooking with Love"

03.03.2025 Press release

Since May 2024, the "Oleina" brand and the ["Children of Heroes" charitable foundation](#) have joined forces to support children who have lost one or both parents due to the full-scale war. The foundation already supports over 11,000 children, with the number constantly growing. This collaboration has become an important example of corporate social responsibility, providing not only material assistance but also inspiring children and helping them find joy during difficult times through interactive cooking masterclasses.

"For over 25 years, 'Oleina' has inspired Ukrainians to cook with warmth and care. We understand that by supporting children, we are building a better future today. Cooking is not only a basic skill but also a way to cope with stress through creativity, unlocking new talents in every child. We are thrilled that our masterclasses help children find inspiration and support," commented Yevheniya Roik, Marketing Manager of TM "Oleina."

As part of the ["Oleina for Children. Cooking with Love" project](#), more than UAH 3 million in charitable donations was transferred to the foundation to address the urgent needs of the children it supports. These funds were allocated for emergency aid, education, warm clothing and footwear, and psychological consultations. In total, hundreds of children received help.

Tetiana Novytska, CEO of the "Children of Heroes" foundation, noted:

"Our collaboration with 'Oleina' has become more than just a partnership—it is a true manifestation of genuine care and support for children who have lost the most precious thing—their parents due to the war. Thanks to the charitable assistance of 'Oleina,' we were able not only to meet the vital needs of our wards but also to give them a sense of security and attention. Together, we are creating miracles for the children of Heroes, helping them feel that they are not alone and that their future is full of warmth and hope."

The second direction of cooperation between "Oleina" and the foundation is culinary master classes. For many, they have opened up a new world where cooking became an exciting journey, a source of inspiration, and even therapy.

Ilona Zakirova, 15 years old, shared:

"I liked Asian cuisine the most. The Thai noodles turned out incredibly delicious. The masterclasses taught me how to cook something new and inspired me to experiment at home."

Ilona's mother, Lyudmyla, emphasized how these masterclasses changed her daughter:

"Ilona found inspiration, became more confident, and interacts more easily with others. She also learned to professionally use kitchen tools and select ingredients."

The collaboration between "Oleina" and the "Children of Heroes" foundation continues into 2025.

Details are available at www.oleina.ua/cooperation