



"Oleina for Children. Cooking with Love": Two Years of Care and Support for the Children of Heroes

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In June 2026, the partnership between **Oleina** and the **Children of Heroes Charity Foundation** marked its second anniversary. Over the past two years, children supported by the Foundation -those who have lost one or both parents as a result of the war – have experienced the positive impact of this long-term collaboration between the brand and the charity.

One of the partnership's flagship initiatives has been the **"Oleina for Children. Cooking with Love"** project. Culinary master classes have become a regular space where children can connect with peers, gain practical life skills, and receive emotional support. Guided by professional chefs, participants prepare meals together, work as a team, and learn recipes they can easily recreate at home. The master classes take place at **Yevhen Chernukha's Culinary School**, and since the project was launched, **40 culinary master classes** have been held.

Why cooking? Preparing meals together is about much more than learning new recipes. It gives children an opportunity to interact with their peers, experience the joy of teamwork, see the results of their own efforts, and build confidence in their abilities. Alongside psychological support and other Foundation initiatives, the culinary master classes have become an important tool for children's socialization.

Internal Foundation surveys demonstrate the positive impact of the programme:

- **92%** of children said they planned to use the cooking skills they had learned at home;
- the average emotional well-being score during and after the master classes was **7 out of 5**;
- **78% of participants reported positive interactions with other children**;
- **94% said they would like to attend similar activities again**;
- **83%** would recommend the programme to others.

One of the participants, **15-year-old Ilona**, says that the Asian cuisine master classes were her favorite. She adds that the programme inspired her to cook more often at home and to experiment with new recipes more confidently.

Throughout the partnership, **Oleina** has provided **UAH 10,733,000** in charitable support to the **Children of Heroes Charity Foundation**, including:

- **UAH 733,000** to organize culinary master classes;
- **UAH 10 million** to support the Foundation's programmes and overall activities.

Thanks to the brand's consistent support over the past two years, the Foundation has implemented a number of meaningful initiatives for its beneficiaries, including:

- more than **29,000 educational lessons** in English, Ukrainian language, and mathematics;
- **358 psychological counselling sessions**;
- **240 children** who attended the **Svitliachok** psychological recovery camp;
- **39 culinary master classes**;
- more than **400 vouchers** for warm winter clothing;
- more than **850 Christmas and New Year gifts**.

In 2026, the **“Oleina for Children. Cooking with Love”** project received recognition at Ukraine's **Responsible Country National Award** in the category **“Support for People Affected by the War.”**