

May 2025

Ukraine  
Australia  
Canada

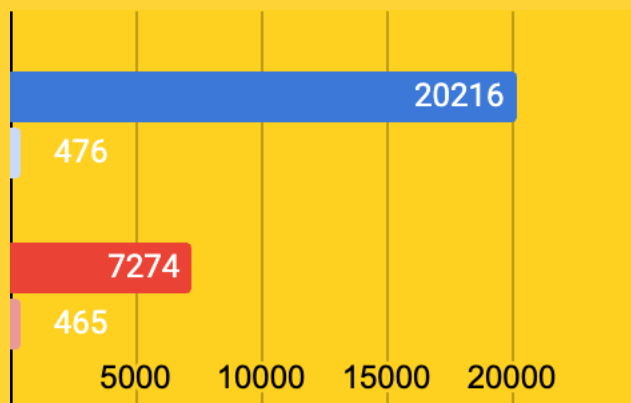
# Postcards to the Front

## International Newsletter



Volume 2  
Issue 10

### A Month in Postcards



This month our postcard warriors from Australia sent 476 cards and from Canada sent 465 cards. Australia's total sent is now 20,216 cards and Canada's is now 7,274.

Please keep the cards coming; the Defenders will treasure them!

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# About

*Postcards to the Front International Newsletter* is a monthly publication of the project **Postcards to the Front**. Founded by three Ukrainian women shortly after Russia's February 2022 invasion of Ukraine, the idea of sending messages of support and encouragement to the frontline Defenders of Ukraine spread out on [Postcrossing.com](https://postcrossing.com) – an international postcard exchange platform. Branches of *Postcards to the Front* have been established in Australia and Canada.

Defender personnel, including medics, mechanics, drivers, cooks, etc., receive postcards in their care packages. While each bit of happy mail makes a huge difference in the psychological well-being of the front line Defenders, messages and pictures from children are especially heartwarming. Your support makes a difference. Thank you!

The views and opinions expressed in this newsletter are those of the author, and not the opinion of this newsletter nor affiliated websites. Authors take responsibility for correct citations of sources and references, both oral and text.

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## Editorial

In this issue, you will read a thank you letter from Tamara, at home base in Ukraine. Your cards matter! More and more every day.

As we prepared this issue for publication, Russia unleashed a massively brutal surge of aerial attacks on Ukraine, with the largest offensive yet on Ukraine's capital, Kyiv, located in central Ukraine.

More than 600 Shahed drones over the last weekend of May. Dozens of massive cruise missiles launched from Russian bombers. Many wounded. Lives lost. Most civilians. Most of the targets during the past month have been residential areas, including children's playgrounds.

Dmitry Medvedev, a Putin collaborator, wrote on X late this month: "If military aid to the [Ukraine] regime continues, the buffer zone could look like this."



Figure source: [IG \(@eu\\_partnerships\)](#).



Figure source: [Daily Mail, 26 May 2025](#).

Essentially, Medvedev's map shows the whole of Ukraine as part of Russia, with just a tiny sliver left to cling to Poland's eastern border.

The very real imminent threat to European and global security, not forgetting the horrific consequences for Ukraine's people, is revealed.

Meanwhile ... while world leaders analyze satellite data, put their heads together over military strategy maps, ponder tactical options, and debate *who pays for what* ...

Nobody sleeps in Ukraine, as everyone tries to safely shelter from death bombings.

How do children learn in school, when they've spent the night in a bomb shelter?

How do families muster the strength needed every day to protect their children, to offer hope to their children whose lives have been nothing like 'normal' for more than three years?

How do Ukrainians cope as they see childhood stolen from their children?

How do hospitals manage the daily – and nightly – influx of the wounded and the dying?

How do health care professionals manage the growing need for prosthetics and physical therapy and mental health therapy?

How do Ukrainians find time for joy, when they are busy burying and mourning their dead, and worrying about their future?

And what does all this mean for Europe?

Finland has intensified reinforcement of its borders in response to growing entrenchment of Russian troops along its borders.

NATO forces in Poland have increased their military air presence in response to Russia's accelerated westward movement across Ukraine's skies with drones and missiles, whilst also occasionally breaching Poland's airspace.

*I am here*, they announce, not so stealthily.

*I can come into your house any time I want*, they threaten.

*And I can do whatever I want*, the bully-bombers assert.

Putin is pressing on.

Increasing the terror from the skies, all across Ukraine.

No ceasefire on his agenda.

Escalating Russia's military presence at Europe eastern borderlands.

We've seen this story before.

How can we help alleviate the suffering in Ukraine, while, at the same time, communicate that we stand *with Ukraine*, and against Russia's acts of aggression?

Many postcard warriors tell us about the range of concrete actions they take to support Ukraine, such as: making donations for medical aid, for schools and for orphanages, for supplies for the displaced, for food for those trying to 'live' in war zones, and for weapons; attending rallies and demonstrations; writing letters to politicians, and so much more. It's uplifting and inspirational to learn about so many acts of care and kindness, love and compassion, from people all over the planet who do what they [you] can do to support Ukraine.

What we do *\*best\** at *Postcards to the Front* is boost morale by sending messages of love and support to Ukraine's front-line Defenders. We remind them that they are not forgotten. It is critical that they know this, when there may seem to be no end to the daily blitz of terror, destruction and death.

Not only are the brave women and men defending against invaders, but they also have the onerous burden of worrying about their families who are daily bombed.

Defenders worry about losing their loved ones, their homes, and in some cases, entire villages and towns that have been bombed into unlivable wastelands littered with unexploded munitions and land mines that silently wait ... to yet kill more. Layers upon layers of cruel and criminal acts against the Ukrainian people.

If you have time, please write a few more postcards to Ukraine's Defenders. Maybe take a few to write while on summer vacation. Encourage others to join in this essential service that we do for Ukraine, and that offers love, support, appreciation and hope to Ukrainians, at the front lines, and across the country.

You are ambassadors for what is best about humanity: care and kindness, love and hope, family and community.



**There's still time to meet the 200 cards challenge issued by our veteran friend, Marcus (Arizona).** To celebrate his outstanding achievement of writing 1,000 cards to Defenders, Marcus has offered a prize of a box set of postcards to the first person that sends 200 written cards through Postcards to the Front by July 4th. Happy writing!



*You are ambassadors for what is best about humanity: care and kindness, love and hope, family and community.*

— Helen, Editor



# Kindness doesn't need a passport – “Postcards are medicine”

By Tamara

Dear friends,

My name is Tamara, and I coordinate the project *Postcards to the Front* from Ukraine, while I am very thankful to the best coordinators abroad – Peter, Helen, Linda, and Jean-Michel!

I am not a native English speaker so I apologize right away if my words are not clear enough.

I want to say thank you to everyone who sends us postcards, letters, drawings, and words of support. Many of you I don't know personally - your names arrive on envelopes from all around the world. But every single card matters.

Sometimes I feel exhausted. Organizing deliveries to the frontline takes a lot of time and energy. For example, our postal service does not work regularly, so sometimes I need to handle all cards on my shoulders, like the 1,800 cards that just arrived; this is about 10 kgs.



Figure left: Postcards arrive at home base from Australia and the United States.



Figure right: Postcards arrive at home base from Canada.

I am so grateful! 1800 cards! WOW!

Just saying that I left my hometown because of the war and the new city is not well adapted for cars, so I use my feet to go back and forth to the post office :).

Once back home, I open every package of cards and find your words – kind, sincere, sometimes funny or poetic – and I remember exactly why this project exists.

I started *Postcards to the Front* because, as a [Postcrossover](#), I truly believe that it's not only weapons and money that help. Words help too.

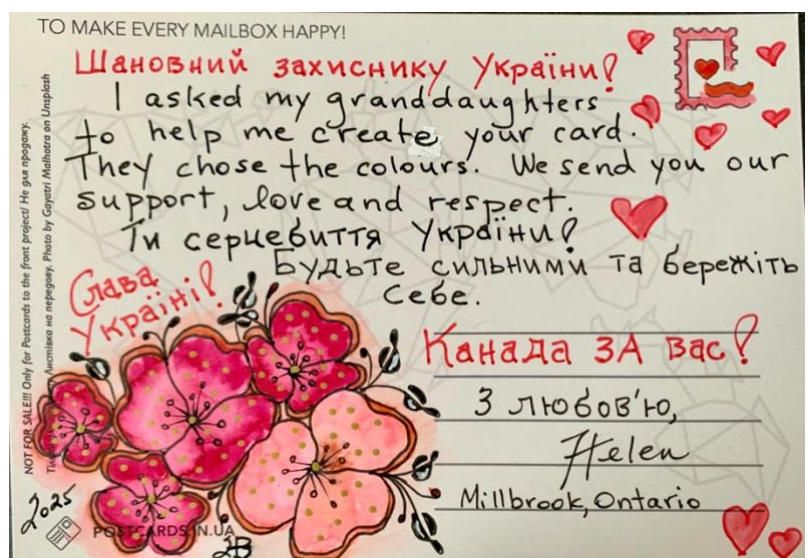
A few handwritten lines can mean more than you can imagine. One soldier told me he keeps all his postcards in a box right next to his first aid kit, “because both are medicine”, he said.

The war continues. More than three years now. The need for emotional strength and for human connection grows with every month.

Your cards remind our Defenders that they are not alone, that the world has not forgotten them. And they remind me, too – that kindness doesn't need a passport – it just crosses borders.

Thank you for standing with us. Thank you for choosing to care.

Thank you, and Slava Ukraini!





# How to make someone feel NOT forgotten and NOT isolated

By Helen

There are many reasons why writing postcards makes sense to support Ukraine and her Defenders.

Anyone, any age, can write [and draw] a postcard message.

Postcards are relatively inexpensive (especially when compared to weapons and medical supplies), readily available (in most places), and it's just a little piece of paper (though, packs a whole lot of love!).

Postcard messages can be directly and specifically meaningful to both sender and receiver.

Essentially, a postcard is a tangible form of low-tech human-to-human communication that reaches the heart.

Jessica, from California, USA, shared with us the inspiration for taking up her pen to write postcards to Ukraine's Defenders, as well as about her postcard-writing process through a visual transcription.



*... a postcard is a tangible form of low-tech human-to-human communication that reaches the heart.*

She learned about *Postcards to the Front* on [Postcrossing](#), the international postcard-exchange forum. Many of our supporters, and certainly all our branch facilitators in Ukraine, Australia and Canada, are Postcrossers who have a particular interest in postcarding, and sometimes in postal art, as a hobby.

"This is a project I can join as one individual," Jessica explained. "I can commit to writing postcards at home. Generally speaking, I am a shy and angry woman (yes, at the same time), so group project work has not been successful."

Jessica believes that both "giving or receiving care would benefit everyone."

Further, the act of writing postcards to Ukraine's Defenders is "also self-serving for me," adding that she's a bit embarrassed to admit it.

"[It] helps me improve myself. I tell someone they are not alone, which is empathetic. They deserve praise for dedication and courage. They defend freedom, so their generosity protects my family as well as theirs. I want to express gratitude for that. I respect and trust those who are honorable."

All words to live by.



And “out of all these challenging values, I am most terrible at *courage* and *trusting others*. *Postcards to the Front* and the Defenders really help me work on this.”

Like others who have shared their motivations for writing messages of support to Ukraine’s Defenders, Jessica explained that when faced with her first card, “I was frozen, so I began by reading the website and decorating a card. The words followed later.”

So, ... card decorated first. An artistic approach.

Then, Jessica continued, “when writing, I get nervous. Is it appropriate? Is it too intimate? Am I just too weird to participate? I go back to the website and the newsletters, frequently. Then I calm down and get to work on cards. Helen also gave me individual feedback about how to improve.”

Jessica’s mother also writes cards to Defenders. “She [keeps] a list at her side, [with] sentiments such as ‘I think about you every day’.”

Jessica uses the Internet to translate phrases from English to Ukrainian. “I am practicing courage, right?,” she nervously asks.

*I am practicing courage [...]*

And, she worries, what if the translation she uses “might be a disaster!? If anyone sees a card that says something like ‘Purple frogs are nice’ in Ukrainian, that must be mine. It was supposed to say ‘I care about you’, but Google pranked me.”

Now there’s a courageous attitude, sprinkled with humour!

Never sweat the effort. Just try because a Defender will appreciate your attempt. And maybe smile just that much more if it’s a bit off track.

When asked how she might imagine a Defender feels after reading one of her cards, Jessica naturally acknowledged that “It’s hard to speculate.”

But, she could imagine: “How might I feel? What comes to mind is my surprise and relief when firefighters and pilots travel to California from other states and nations to help us with the huge wildfires here. Why is it a surprise, considering they came last time, and the time before that? It is always surprising because one can feel forgotten and isolated in the chaos. Obviously, postcards are in no way comparable to fighting fire or defending one’s

country, but if we could expand the sentiment: I dream that a Defender feels seen and remembered, not forgotten.”

Jessica is inspired by photos that she sees on our website and in *Postcards to the Front* newsletters that feature smiling Defenders receiving cards from around the world.

“The photos are epic!” she declared.

“I’m grateful to all the people organizing and delivering the packages that include the cards, and for showing us the photos. Thank you to the Defenders who are willing and allowed to be in the photos. Seeing them increases motivation. Also, I think the postcards are really creative and interesting.”

That’s your postcard, dear postcard warrior! You inspire other postcard warriors!

Jessica extends a “huge thanks to the amazing Oksana,” [see “[Unbreakable Ukrainian Women](#)” in last month’s issue], “and to all the people who relayed the video note of thanks from a Defender at the front lines”, posted on our website [here](#).

“The [video] message is so generous. I was unprepared, though, and it launched me into the emotion stratosphere. Even though he made me cry (or perhaps because I cried?), I feel profound love for my new brother at the front lines, Oleksandr. It’s not fair to play favorites, I know that, but he is my biggest hero. I love all Defenders with 100% of my heart, and then I love Oleksandr with another 100%. Also, my mom with another 100%. I’m adding more hearts to my body, no big deal.”

***This takes us back to that circle of giving and receiving that Jessica earlier mentioned. One gives. One receives. There can be reciprocity between strangers and across continents. There can be love and compassion between strangers.***

And Jessica advises, do not fear that first card. “It’s refreshing to take action. This project is safe for beginners. *Postcards to the Front* will send you cards if you are unsure what to use. One tip is to keep a few postcards in sight, not hiding away in a desk, so you can fit a minute here and a minute there into your schedule.”



And don't forget to check the [Tips and Samples](#) page, as well as the [Ukrainian phrases](#) page, to find inspiration, and a bit of courage.

After her early time-consuming and effusive creative efforts – all *very* beautiful! – Jessica “does not recommend the method of overdecoration. It's the only way I know, though. I create slowly. Postcards have taken over the table; now I have to eat standing up.”

Joking aside, Jessica shared, “There are some influential people here [in the USA] who think war is simply balance sheet accounting, a transactional process. They think that manipulating and betraying our allies is acceptable and somehow advantageous. It's baffling. It's immoral and cruel. I did not want to touch on this negativity, but it's important to band together. Millions of us feel ashamed and angry about it. I mean millions literally. We use these feelings as fuel. I promise you we are always raising our voices and exerting pressure to do the right thing, on our friends, families, communities, businesses, media and government. We will never turn away to hide from pain and never stop telling the truth.”

***I promise you we are always raising our voices and exerting pressure to do the right thing, on our friends, families, communities, businesses, media and government. We will never turn away to hide from pain and never stop telling the truth.***

“Finally, I am mindful that it is 24/7 work in Ukraine: civilian safety, rebuilding, trenches, vehicles, technology, supplies, medical care, evacuations, training, cooking, combat, weapons ... yet someone there will make time to deliver and to read our cards? My little card? That is humbling.”



# Jessica's Postcard-Writing Process



1

“Best card” refers to the pug. Let’s be honest, it’s perfect. Why am I decorating everything? I have been holding that card for years, literally years, because I could not part with it. It means the card has been bathing in love for a long time. It is hard to let go, until suddenly it isn’t.



2

“New approach” – I’m regretting all that washi tape decoration I did on my first cards. It just falls off and makes me frustrated and embarrassed. Sadly, there are a bunch of already-decorated washi tape cards, because I discovered the problem too late. I will use them somewhat begrudgingly. The new approach is about rubber stamps. I bought some at Goodwill. Stamp, color, ready for writing. This approach also has a major flaw, though: it does not work on glossy cards.



3

Cue the peonies. “Progression” is one assembly line. Currently, I’m really into peony cards. [Aside: Please don’t laugh, but when I make a peony card I’m sending a bit of myself, because I have some peony tattoos. I’m not obsessed with peony tattoos or anything, but I am sharing my interest in a pretty flower, and that feels good.]



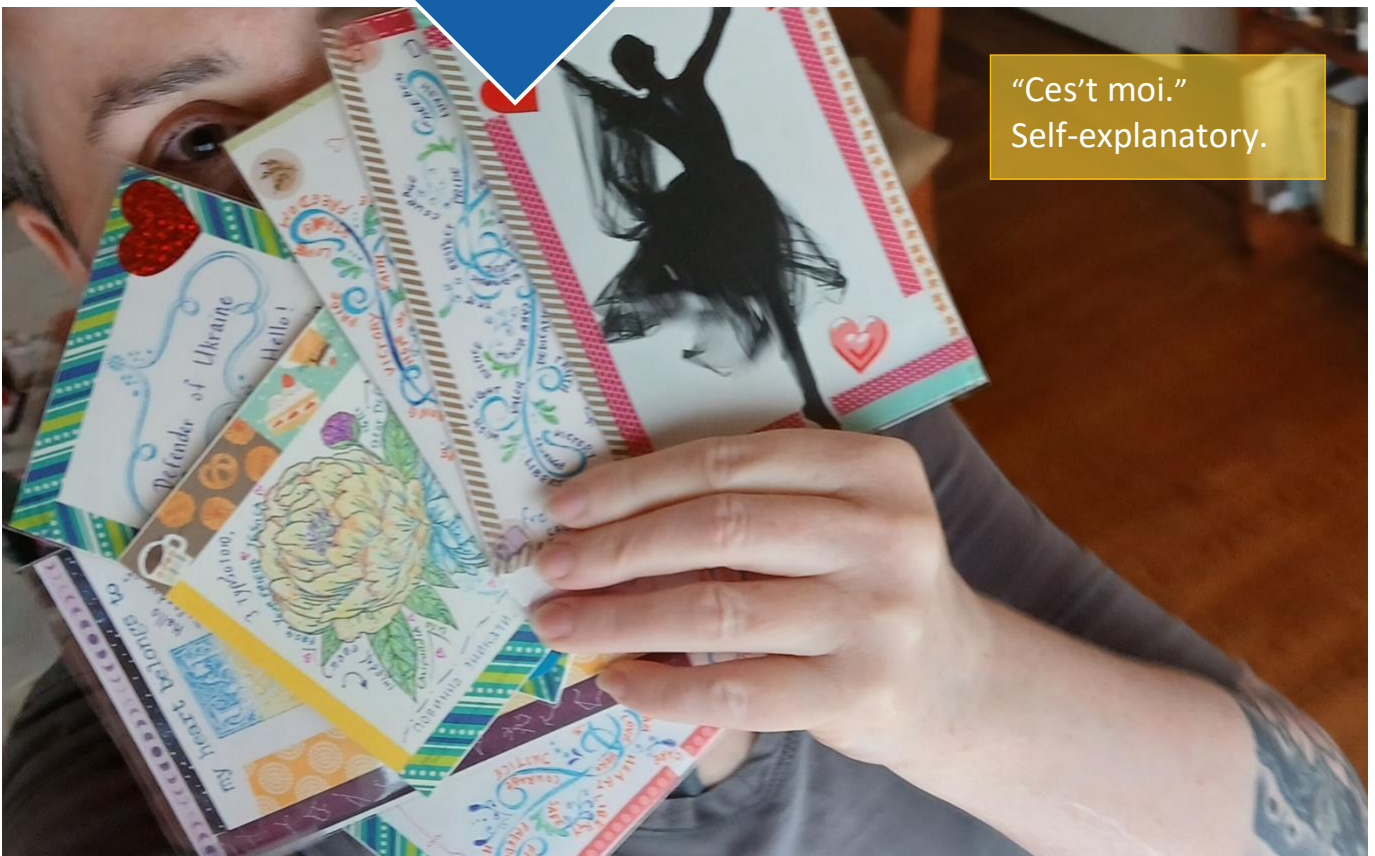
4

“Late nights” is what happens when I do not set a limit on whatever I am doing that day. When I fail at going to bed, we end up with more elaborate cards, entire books read, weird baking, etc.



5

“Trying” refers to my effort to simplify. No more chaotic table, that’s the goal. It could be just a clipboard, a stamp and one ink, some pens, and a bit of tape for one side of the cards (the side that actually sticks). Then when the war ends and Ukraine is recovering, I can put the clipboard away quite neatly and find a different way to help.



“Ces't moi.”  
Self-explanatory.



# Tariffs in Australia to support Ukraine

By Peter



*Figure: Photo of Café on Queen by its owners Jan and Adrian.*

A cafe at Binalong in rural NSW (Café on Queen) has imposed its own “tariffs” on American-made and owned products.

The owners wanted to show solidarity with Ukraine President Volodymyr Zelensky after his tense meeting with Donald Trump.

When Ukraine’s President Volodymyr Zelensky faced a tense meeting with US leader Donald Trump at the White House, his plight struck a chord with a couple 16,000 kilometres away in rural Australia.

Jan Giles and Adrian Sykes from Binalong, a village of 500 people in southern New South Wales, were “appalled” by the way Mr Zelensky was treated.

“I was disgusted because here’s this man, coming for help and he’s belittled,” Ms Giles said.



As a way of showing solidarity with Ukraine and its leader, the couple decided to impose their own so-called “tariffs” on American-owned and made produce sold at their cafe, “With Coca-Cola products, we’ve put a \$1 tariff on it ... Jim Beam and Cola, we’ve put \$2 on it.”

“We've taken Jim Beam and Jack Daniels off the shelves, we no longer stock them because they're brewed, bottled and shipped from the United States.”

The proceeds will be used to support aid to Ukraine. So far over \$9,000 has been contributed to the Ukraine Crisis Appeal.

I wrote to this couple and suggested they might like to offer *Postcards to the Front* to their customers and sent them a about 30 cards. Yesterday I received 64 cards back.

Unfortunately for us, Adrian and Jan are off to Europe for 3 months during which time the café will be closed. Needless to say we will make contact when they return home.



Figure source: [Café on Queen Facebook page](#).

# News and Updates

By Helen

## Vyshyvanka Day – May 15<sup>th</sup>

We were among the many millions around the world who celebrated *Vyshyvanka Day* – a day to celebrate the Ukrainian Vyshyvanka, a shirt embroidered with traditional regional designs. Often passed down through the generations.

Of course, our day included sending postcards to Ukraine's Defenders, but first a coffee at our local café and a bit of a walkabout through the village where people asked about our Vyshyvanka.



Figures: Community bulletin board at Millbrook Post Office.

We also joined the weekly rally held every Sunday at the Albert Street Bridge, Oshawa, Ontario, since the full-scale invasion. Many drivers in cars and trucks traveling Canada's busiest Hwy. 401 enthusiastically honked their horns in support of Ukraine. It was a rather unusual windy cool May day! Afterwards, we gathered for warmth and food at St. George's Ukrainian Catholic Church, located right next door to the bridge. Grateful to the women who prepared the food!









## Polish students visit Canada with Polish Academy of Canada (PAC)

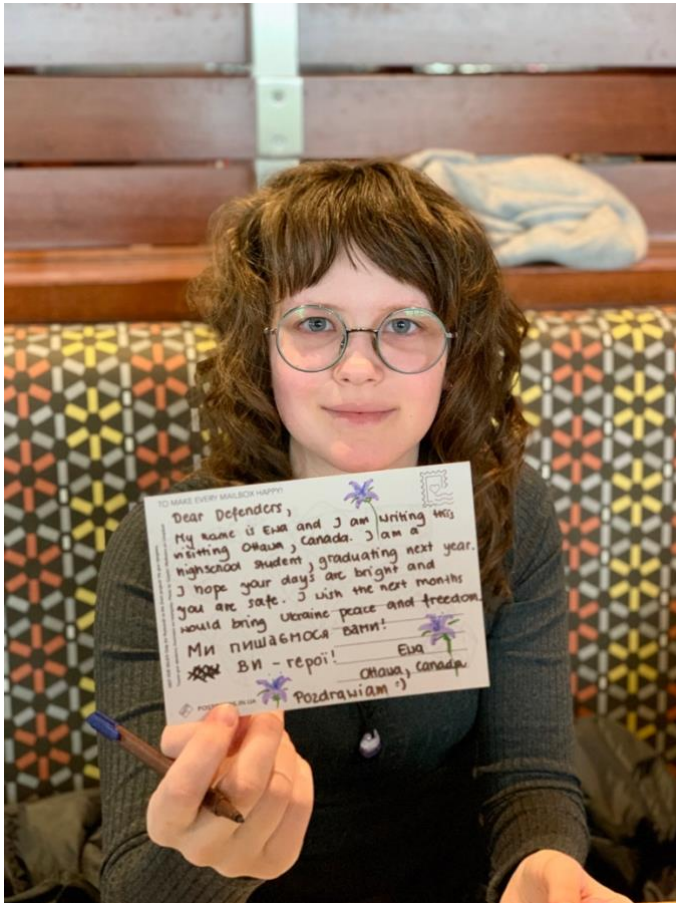
Once again, we welcomed a group of amazing Polish high school students who are traveling across the country on a Canada Study Tour for an intensive leadership training program organized by [Polish Academy of Canada \(PAC\)](#). They take time from their regular studies at home to learn about Canada, about Canada's roles and relationships in the world, and to develop distinct leadership skills.

PAC encourages students to nurture their unique abilities, as well as encourages them to develop leadership skills so each can make a difference in the world.

This month's workshop themes with *Postcards to the Front* were adaptation and empathy, and how to nurture these attributes to successfully overcome the challenges that arise in times rife with complex global issues. Issues that they will be charged with managing.







Many thanks, once again, to [Boston Pizza in Oshawa](#), Ontario for carving out space for our afternoon workshop, and for their terrific hospitality! It always feels like home to us and to our Polish visitors. On this visit, we flash mobbed a young woman celebrating her 19<sup>th</sup> birthday in another area of the restaurant with a rousing rendition of *Sto lat*, the Polish celebration song that offers best wishes for 100 years of health and happiness. What fun!



We extend a heartfelt *thank you* to the Polish students who wrote beautiful messages of love and support to Ukraine's Defenders! Dziękuję bardzo!

You inspire us with your caring hearts, your open minds, and with your sincere determination to play roles in a positive future.



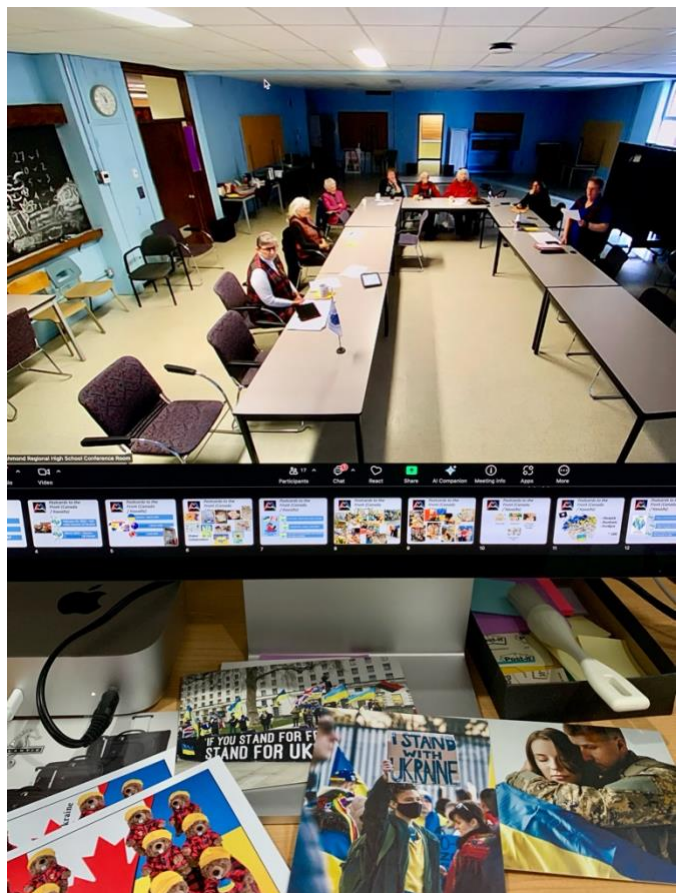


## Quebec Women's Institute

In March we wrote about cards received from the nearby [Mount Pleasant Women's Institute](#). These cards inspired us to reach out to other Canadian branches of the Women's Institute.



We're thrilled to report that our outreach has paid off, and that we were invited to speak this month with members from branches affiliated with the *Quebec Women's Institute*. What a wonderful group of creative, determined and organized women! Already, Howick, Dunham and Fordyce WI branches have sent some beautiful cards for Defenders. Some feature local sites. Some have been created and written by children enrolled at an area school. Look! Such adorable teddy bears, with cheerful sincere messages! Feeling grateful.





## Shout-Outs to Postcard Warriors

**MANY THANKS** to all postcard warriors for so many beautiful cards and heartfelt messages of support for Ukraine's Defenders! You're making it possible for Tamara at home branch in Ukraine to fill requests that she receives for thousands of cards. Such as another recent request for 2,000 cards, which she was able to provide because *you* wrote them! Cards from all over the world. Awesome you!

This month we offer the following shout-outs –

### Canada –

From Kamloops, *British Columbia*, these beauties tell part of the story of the many people who have gathered every Saturday since the full-scale invasion of Ukraine to ensure that Canadians do not forget that Ukraine needs our help. All homemade cards, including a wood card with the Ukrainian flag on one side and the Canadian flag on the backside. Then, there is the Kamloops group power card.

Are you seeing a pattern? There are many communities in Canada and in Australia where individuals regularly gather to rally and demonstrate in support of Ukraine. If you know of such a group, let us know. We'd love to feature a "rallies around the world for Ukraine" article in a future newsletter.



Laura in *Saskatchewan* has sent a few batches, including lovely representations of beautiful Saskatchewan vistas.

Many thanks also to the terrific batch of cards written by the *Bowmanville Older Adult Association Advanced Drum Class*! Awesome! Drumming up words of compassion and care for Ukraine's Defenders!





And, again, Tetiana Protcheva of GlowArt Brand has come through with another batch of cards that she designed for this project, all written in Ukrainian by her many friends. We wrote about her cards – and the [QR code that she designed](#) for *Postcards to the Front* – in our October 2024 newsletter, [here](#). Дякую!

### Taiwan –

We have received another couple of batches of cards from an anonymous supporter in Taiwan who creates beautiful drawings accompanied by explanations for their cultural meaning. Many thanks for sending such beauty and joy for Ukraine's Defenders from Taiwan! We'd love to meet you!



Please tell others about this critical project that helps boost morale at Ukraine's front lines. Share our website – [postcardstothefrontcanada.com](https://postcardstothefrontcanada.com) – with as many people as possible. Ask family and friends to write cards. Involve your kids and grandkids. Want to organize a group of people? We have a [Tips](#) page, as well as a [How to Run a Postcard-Writing Workshop](#) page. Please [Subscribe](#).



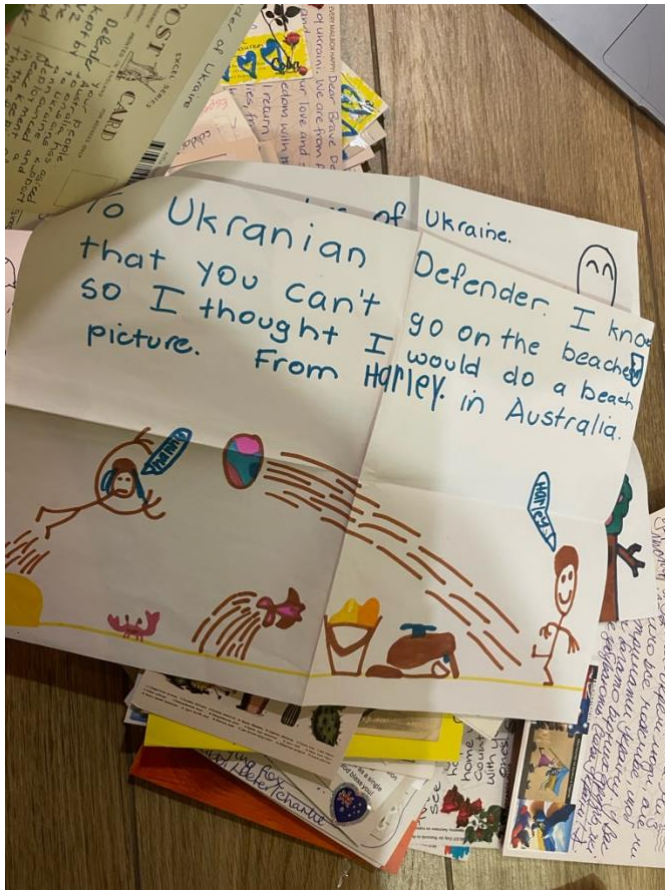
### More cards arrive at the front lines











Along with supplies, your postcard messages boost morale. They perform a vital role in supporting the mental health wellness of Defenders. It matters to them, and to their families, that the world hasn't forgotten them, that we support them, and that we care. Thank you!



### Let's write some Ukrainian!

You are encouraged to try one or two Ukrainian phrases on your cards. This is a great way to express your support and affection. And don't worry if you don't get it perfect. We're told that your effort and thoughtfulness reach their hearts, and even make Defenders smile!

We are also told that a splash of colour and messages from children are especially heartwarming.

You can find even more phrases [here](#). Thank you!

Hello!	Привіт!
We didn't forget about you.	ми не забуваємо про вас.
War will end and you will always be heroes.	Війна закінчиться, і ви завжди будете героями.
Slava Ukraini! (Glory to Ukraine!)	Слава Україні!
You defend your country and the democracy.	Ви захищаєте свою країну і демократію.
Thank you!	Дякую!
We are proud of you!	Ми пишаємося вами!
We wish you health and happiness.	Ми бажаємо тобі здоров'я і щастя.
What you do is incredible	те, що ви робите, неймовірно
Our country stays with Ukraine.	наша країна ЗА Україну.

We are together.      ми разом.

We support you with our prayers.      Ми підтримуємо вас нашими молитвами.

From my sincere heart, thank you for your service to the people of Ukraine and the free world.      Від щирого серця, дякую вам за служіння народу України та вільному.

I cannot find the words to express my gratitude to your service to Ukraine.      Я не можу знайти слів, щоб висловити свою вдячність за вашу службу Україні.

We who live past the border remember you and support you to the end.      Ми, що живемо за кордоном, памятаємо вас і підтримуємо до кінця.

Together to victory!      Разом до перемоги!

Bless Ukraine.      Благослови Україну.

With love,  
*(at the end of the letter)*      З любов'ю,



Do you have **questions** or **need cards**?

Be in touch: [postcardstothefront.Canada@gmail.com](mailto:postcardstothefront.Canada@gmail.com)

**Need ideas about what to write?** Check our [Tips](#) page, and our [Ukrainian phrases](#) page.

Maybe you want to organize a group of family, friends or others to write postcards? Check our website for tips, [How to Run a Postcard-Writing Workshop](#). Consider organizing a family or other group effort.

Please ... **share and [subscribe](#)!**



If you have some written cards ready for us to send on to Ukraine, here's where to send them:

*Postcards to the Front (Australia)*

3 Elgin Street

Newport Vic, 3015

**Australia**

*Postcards to the Front (Canada)*

P. O. Box 184

Millbrook, ON L0A 1G0

**Canada**

Remember – Your cards do make a difference.

As Danylo tells us from the front lines –



***Nothing warms the soldiers' heart as a handwritten letter.***

— Defender Danylo

And as Nadia in Zaporizhzhia region, Ukraine reminds us –



***Postcard support gives strength and courage.***

— Nadia



***Thank you for your continued support of Defenders of Ukraine!***

# An open letter by Olga Rudenko, chief editor of the Kyiv Independent

By Editorial Staff

Dear readers,

Recently, editor-in-chief of the [Kyiv Independent](#), Olga Rudenko, shares thoughts and feelings about the invasion, about additional stressors on Ukraine, and about why it's important to tell Ukraine's story *from inside* Ukraine. Here's an excerpt —



*We are launching a bold and crucially important campaign — and we want to take this opportunity to share with you why your support is so critical for the Kyiv Independent.*

*Now, I take any address to our readers very seriously. I wanted to write an artful and inspiring announcement. So I rolled up my sleeves, opened my laptop and... for the first time, I didn't know what to say.*

*I immediately knew why I was struggling — it's obvious. You may know me as one of the millions of famously resilient Ukrainians. But today, I'm anxious and exhausted — both from the current developments and from the accumulated stress of the war.*

*It's not the nightly air raids that stress me out. That I can take. But watching as, after three years of fighting, my nation is being pressured into an unjust peace deal, and seeing the former "global watchdog of democracy" itching to hand a win to the aggressor who started this brutal war — that's what's draining on me.*

*And if I struggle to process the anxiety coming from it, how can I put it all in words for you?*

*And then I realized: I'm talking to the people who must feel exactly like I do.*

*Whether we are in Ukraine, the U.S., Europe, or somewhere else — we all must feel drained and anxious about the pace and direction of the changes in the world that we know.*

*So instead of writing a formal announcement of our new campaign, I want to share with you **why** we are doing it — and how it connects with how we all feel today.*

*As you know, the Kyiv Independent is funded by its community — by you. Right now, we have nearly 18,000 members from around the world. Your monthly donations constitute the majority of our funding. With that, we are able to run stories, front-line reports, film videos, and investigate Russian war crimes.*

*If you're wondering why we do it this way — oh, I really like this story.*

*First thing we did when we started the Kyiv Independent was turn down a few million dollars. Yes, you read that right.*

*A representative of a Ukrainian oligarch heard we are launching an English-language publication and said his boss was ready to fund it. We realized that it would mean compromises on editorial independence, and didn't take it.*

*I don't know if you've had a chance to turn down several million dollars, but it's a funny feeling.*

*We also passed on a paywall. Reserving information for only those who can pay didn't feel like the right thing to do.*



*Instead of taking the money or raising a wall, we decided to build a community. As of now, our community of thousands of people has funded us above the oligarch's promise. We are immensely grateful for your support.*

*But here's my favorite part about it all.*

*In a community, nothing is one-way. As our members, you empower us, and we hope you feel empowered in exchange — because you have joined the right cause, helped us tell the truth about this war to the world.*

*And this brings me to today.*

*Together with our community, we have chosen to respond to the horror of the war and Russian aggression by action. Together, we have told thousands of stories, served as the world's eyes on the battlefield, documented Russian atrocities, and investigated war crimes.*

*Today, we want to respond to the new challenges by **doing more**.*

*As the world is getting tired of Ukraine, we will speak about it even louder. As betrayal is in the air, we will scream about the cost of it. As Russia is seeking to get away with atrocities, we will make them difficult to forget. That's our plan and our pledge.*

*To do more, we need more — more people to stand with us.*

*That's why today we launched an effort to grow our community to 20,000 members. To get there, we need to acquire over 2,000 new members.*

*To me, this goal of growth connects very naturally to the anxious state we are in — it's our response to it. In it, I see hope, strength, and defiance.*

*Three years ago, we decided to build a community, not a wall. Today, this choice seems more fateful than ever.*

*Here's how you can track our campaign: [We have a counter here](#) — so you can see how many people are left to our goal of 20,000.*

***Let me take this moment and personally thank you who have already become a member for standing with us. I hope that this message resonated with you.***

*What do you think, can we do it together? I bet we can.*

*Ever a stubborn believer,*

*Olga Rudenko*

*Editor-in-Chief*

*The Kyiv Independent*