

STEPPE UP for Ukraine

Presentation for:
Town of Pelham

Wednesday, July 5th, 2023

Presented by:
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Executive Director
STEPPE UP for Ukraine



WHY

- Approximately 10M people have left Ukraine since February 24, 2022 (50% of Ukraine's children are displaced from their homes)
- 3rd largest Ukrainian population in world is in Canada
- Assistance is still needed for ongoing relocation support and humanitarian aid, as well as education- and mental-health support for orphans, orphans of fallen soldiers, and veterans



WHAT

- Cycling Fundraiser in Niagara Region
- Fundraiser for Help Us Help (registered Canadian-Ukrainian charity)
- In 2022, raised over \$100,000 for Help Us Help (registered Canadian-Ukrainian charity)
- ~70 participants over 2 distances (~20km and 120km)



WHAT'S NEXT: STEPPE UP for Ukraine 2023

- July 22, 2023: self-guided cycling tour, fundraiser, online silent auction, Ukrainian food, raffle
- 3 “self guided” distances (~20km, ~60km, ~120km)
- Fundraiser for Help Us Help and the Ukrainian Canadian Congress (Niagara Chapter)
- Goal is to have 100 cyclists and raise \$100,000 again this year



HOW TO GET INVOLVED

- Join the ride!
- Volunteer at the event
- Donate to an individual rider's fundraising page
- Promote the event (social media, Mayor's statement, connect us with residents who live along the Pelham section)

Official Campaign Page:

<https://www.justgiving.com/campaign/STEPPEUPforUkraine23>

Social Media Channels: FB, IG, YouTube
@steppeupforukraine

Contact:

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