

Project proposal

**Ukrainian children and teenagers rehabilitation with
Leader in Me approach**

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1. Why is the “Leader in Me” Project for youth rehabilitation?

“Leader Ukraine” Ltd. is an official partner of FranklinCovey Co. (Education) USA and has an exclusive license for Ukraine. Our mission since we started in 2020 was to serve the community by empowering Ukrainian youth, and equipping them with soft skills that are crucial for successful life in the 21st century. This goal is so important because we realize that very often the core problem is rooted in childhood through the fixed mindsets that are formed during school years, which cause negative behavioral long-lasting effects in professional and personal lives of adults. And we did a great job! But then - 24.02.2022 russia attacked our country, our Ukraine....

There is a war in Ukraine now! russia’s war aggressive actions irreparably damage the educational system of Ukraine. As of September 19, 2022, 2 532 educational institutions in Ukraine have been damaged by shelling and bombing, of which 287 have been completely destroyed. Millions of students have been internally displaced or escaped abroad as war refugee children. And the horror is proceeding...

Education is one of the basic needs of a child. But today, traditional education as a solution for a successful future student is critically scarce. Current war reality needs solutions to provide comprehensive assistance to Ukrainian children in overcoming trauma and adverse childhood experiences, as well as building resilience and positive mental health. It is necessary to form in children the perception of the environment as favorable and friendly, and not aggressive and threatening.

Children are especially vulnerable to the effects of war. They suffer fear and insecurity, and disruption to every aspect of their lives. Children who have been displaced are at an increased risk of sexual and physical violence, disease and malnutrition, and separation from family members. As displaced persons or refugees they may experience severe poverty, abuse, exploitation, and psychosocial distress. Millions of Ukrainian children have suffered physical and psychological trauma as a result of russian war against Ukraine.

Our mission is to provide educators, refugee and internally displaced children, children of combatants and other children with training, coaching and other tools to support their psychosocial and emotional needs, enhance their resilience and build positive mental health, which will be crucial for the immediate impact and long-term recovery.

Why we?

- We really understand Ukrainian youth needs and have deep practical experience teaching Ukrainian children age 6 - 18 years with “Leader in Me” approach;
- Our team members translated and localized basic English “Leader in Me” content in Ukrainian language and tailor-made it for Ukrainian mentality. Furthermore, due to the current issue of war time we involved professional psychologists and adopted solutions with “do and not-to-do” red lines while teaching;
- FranklinCovey’s unique online IT-solution allows us to deliver “Leader in Me” content simultaneously to any quantity of students and in all places of destinations in Ukrainian language. Most children do not know the languages of countries of destination, so the only way to help them overcome trauma is to get a solution in Ukrainian language.

“Leader in Me” approach has already been used to help Syrian refugee children in Lebanon and proved its efficiency with tremendous results. So we use a tool that works!

The "Leader in Me" project will be aimed at internally displaced children, refugee children, children of combatants and other children in need of psycho-emotional support.

"Leader in Me" project will serve as follows:

1. Impact on Students

Through *"Leader in Me"*, we aim to expose children to more than food, shelter, and physical aid. We want to build meaning and leadership in children to improve their self-confidence and get them to be intentional in life and have a vision. This will be done by teaching them the 7 Habits to transform them from dependent to independent individuals, and eventually into interdependent leaders facing their current miserable situations.

The following results on students are expected:

- Provide children with a positive and supportive environment which was prevented from them as a result of war and displacement.
- Fulfill the missing gap that was the result of displacement and loss of refuge, and cover the emotional needs that arose.
- Rebuild self-confidence, security and hope for the short as well as for the long-term, building them one child at a time for a brighter future.
- Teach children how to fish rather than giving them a fish every day; they will be given leadership skills for life providing them with a meaningful and better future.
- Instill a sense of belongingness.
- Motivate kids to uncover their hidden talents that were suppressed due to their displacement and absence from school.
- Build endurance in refugee kids by teaching them to have faith and patience.

2. Impact on Teachers

Teachers regularly and on a daily basis face difficult cases because of the war. This affects their wellbeing and increases their stress. The 7 Habits can support them in overcoming these problems effectively to have renewed energy and faith to face them due to the support and coaching that they will have.

The following results on teachers are expected:

- Motivate and uplift the spirits of teachers especially when faced with tough questions about unspeakable refugee situations due to war and destruction in their villages and the black future overwhelming them.
- Equip them to teach the “*Leader in Me*” principles and internalize them in the refugees.
- To provide teachers with the needed support through coaching and let them realize their important and sacred mission as educators and leaders developing rather than only teaching.
- Increase teachers’ effectiveness and engagement while creating a safe and new learning environment for children.
- Provide teachers with a common leadership language that allows them to connect with students on a deeper level.

3. Impact on Families

We want to help parents build strong bonds, foster healthy and loving environments, and become role models to their children, to accelerate their learning rather than deter it, and help them grow holistically.

The following results are expected:

- Reach families through their children and help change their fixed mindsets in raising them.
- Get parents to treat their children not just as seen but also as heard!
- Get mothers and fathers to spend more quality time with their children.
- Encourage students to be part of the school community and enjoy good relations with their parents and teachers.
- Reach the wider community through the concerned families to back up and change the existing culture into a more positive one based on leadership skills.
- Educate and encourage parents to complement the teachers' teachings of leadership and The 7 Habits of Highly Effective Kids in a way that students will hear the same leadership messages at school as well as at home.

2. Project Proposal

Our goal is to rehabilitate with the “*Leader in Me*” Program as many children and their families as possible.

The program is designed for 3 months.

We are able to educate children aged 6-18.

The cost of a course to one child is 150 Euros.

These funds will be used for:

- Teacher training costs (accommodation, rent, food etc.)
- Salaries for “Leader in Me” teachers.
- Salaries for psychologists working with children and adults.
- Content and delivery costs (IT, printing, translating etc.)
- Project management team salaries.
- Project development budget (office, lawyers, accounting etc.).

Capacity to serve children depends on the number of prepared certified trainers.

Our immediate capacity and reserve is up to 100 trainers, who can teach approximately 8 000 students simultaneously and immediately.

We can involve as many teachers as we need to serve all the Ukrainian children when enough funding is available.

Algorithm for training new teachers for the “Leader in Me” program: 2 stages (12 days)

1. Basic Training - 7 days

- Interview with the participant
- Study of "7 Habits of Highly Effective people" (Stephen Covey) materials by participant
- Viewing and analyzing videos on the organization and conduct of “Leader in Me” classes
- Live question & answer session
- Individual testing based on learning outcomes (20 questions)
- According to the results of testing, participants who have successfully passed 75% of the testing are in the process of preparation for the “Leader in Me” classes

Outcomes:

- Discover the core paradigms of leadership
- Overview of The 7 Habits of Highly Effective People
- Identify tools and resources that will enable implementation of “*Leader in Me*”
- Methods to teach the 7 Habits and leadership principles to students
- Learn and model principles of personal management and interpersonal effectiveness

Teachers Materials:

- The “Leader in Me” Book
- The “Leader in Me” Book Study Guide
- The 7 Habits of Highly Effective People Book
- Online access to “Leader in Me” resources

2. Peculiarities of conducting classes in the war and postwar periods - 5 days

- Online consultation on the topic: "Peculiarities of conducting “Leader in Me” classes in the war and postwar periods"
- Online consultation with psychologists of the program: Techniques for detecting post-traumatic stress disorder (PTSD) in children
- Preparation for classes with a mentor of the appropriate level (Zoom-conference)
- Providing trainers with materials for classes
- Systematic support of the trainer by psychologists and mentors of the program

Detection of post-traumatic stress disorder (PTSD)

All children will undergo a primary psychological diagnosis to detect the phase of trauma they have. Such measures will allow us to identify what kind of help the child needs and whether he or she can join the group.

The “Leader in Me” program is designed for children, teenagers and adults who have left the country due to hostilities, and aims to help stabilize the psychological state and adapt them to life in new conditions and circumstances.

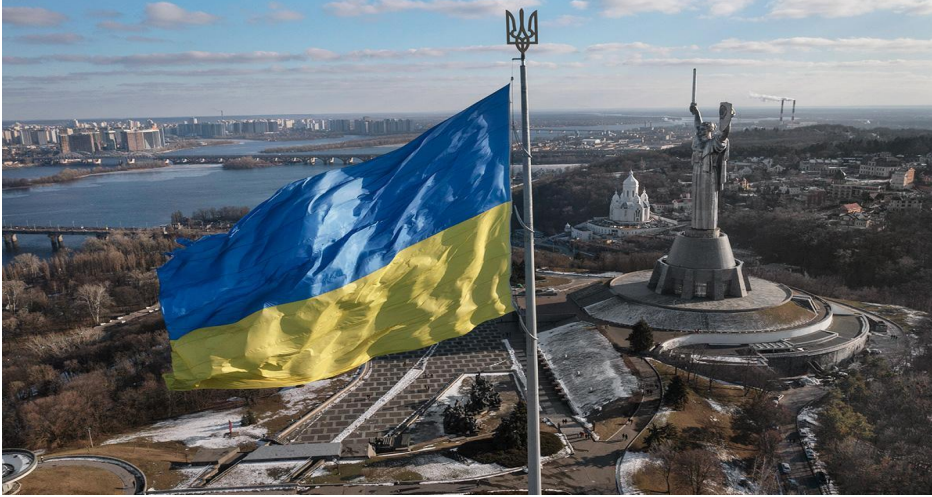
An important step in achieving this goal is the detection of post-traumatic stress disorder (PTSD), which occurs during a person's stay in places of hostilities or close to them.

When PTSD is detected, it is important to rehabilitate the psychological state in several stages in order to return the person to a resource state and only then involve him in the next steps of the adaptation program "Leader in Me", namely:

- to help a person to feel safe in new conditions;
- help identify and adapt professional skills to new needs;
- help to feel and realize yourself as a full part of the new team, regardless of age and status.

3. About UKRAINE

Facts about Ukraine



- Ukraine is often called "Breadbasket of Europe" since its rich dark soil boasts the ideal conditions for growing wheat and is a major producer of this raw material. Our country could feed 600 million people, but now Russian war against Ukraine has almost caused a world food crisis.
- Ukraine is the second-largest country by area in Europe in terms of total area—spanning 603.55 square km.
- Ukraine is №4 in the list of world's most educated nations.
- The first University in the Eastern Europe was established in Ukraine, in the town of Ostroh in 1569.
- The name "Ukraine" was first used in reference to a part of the territory of Kyivan Rus in the 12th century. Ukraine is the direct successor of Kyivan Rus with landmarks since that time.
- Ukraine is actively developing the "digital economy", which means a new level of digital services. We are the first country in the world with digital passports and the fourth in Europe with a digital driver's license.
- In the X - XII centuries Kyiv was one of the biggest cities in Europe.
- Kyiv, capital of Ukraine, was destroyed and rebuilt several times: by Suzdal prince Andriy Bogoliubskyi and Moskovites in 1169, by Tatars in 1240, by German Nazis and Bolsheviks in 1941.
- Population of Ukraine was estimated in 2021 to be 43,5 million people. Also more than 20 million of Ukrainians live outside Ukraine.
- UNESCO World Heritage Sites designate some of the most important parts of the world and Ukraine is lucky enough to be home to seven, including the Saint-Sophia Cathedral in the capital city of Kyiv.

Geographic area - 603,55 km²

Population - 41,558 mln on 01.01.2021

KEY FIGURES on 7 October 2022

- 7,643,944 refugees from Ukraine recorded across Europe
- 4,207,891 refugees from Ukraine registered for Temporary Protection or similar national protection schemes in Europe
- 6,243,000 estimated number of IDPs in Ukraine



IDPs, Refugees and War in Ukraine



The Ukrainian war crisis is the worst humanitarian crisis of our time.

- **Direct full-scale russian invasion began on February, 24th 2022.**
- Actually started in the spring of 2014.
- 8 years of conflict and violence.
- Now already more than 7,0 mln people crossed the border of Ukraine escaping from shells and bombs. Around 6,0 mln people (mainly women, children and elders) have fled already to Western part of Ukraine.
- More than 25 million require humanitarian aid.
- More than half of the population has been directly affected.
- Almost 13 million Ukrainians have left their homes
- 2532 educational institutions have already been damaged due to bombing and shelling by the Russian occupiers. 287 of them are completely destroyed. More than 45 universities were totally destroyed as well.
- Now about 1300 schools and 12 universities are located on the temporarily occupied territories.

Internally Displaced women and children

On 7.10.22 - 6 243 000 people

15,2% of total population

4. Ukrainian Renaissance Foundation



Ukrainian Renaissance Foundation (URF) is an international foundation founded in 2022 as response to putin's russian military aggression against Ukraine.

URF is founded to unite to synergize and to serve as a “soft power sword and shield” of all Ukrainian nation worldwide for Ukraine's victory, rehabilitation and human capital development, reconstruction and restoration of the living environment, and promotion of Ukrainian culture on an international level.

We are going to unite the soft power and efforts of dozens of successful NGOs, charitable foundations, associations and unions, international donors, government organizations and businesses both in Ukraine and around the world into one complex global fist to serve in fields of:

- Humanitarian help
- Psychological and social rehabilitation
- Educational projects
- Cultural diplomacy
- Think tank

5. About “Leader Ukraine” Founder

Mr. Alex Shypka



Email: o.shypka@fceukraine.com

Mr. Alex Shypka is Chair of Ukrainian Renaissance Foundation. Charity is founded as a response to Russian war against Ukraine and aimed to serve as a “soft power sword and shield” for all Ukrainian nation worldwide. It works in fields of education, humanitarian aid, psychological and social rehabilitation, cultural diplomacy and as think tank

Mr. Shypka is owner of Leader Ukraine Ltd., enterprise which is exclusive partner and licensee for Ukraine with FranklinCovey Co. (Education), USA since 28th of January 2020. In this status he transforms education in Ukraine on a national level within signed Memorandums for cooperation and interaction with Ministries of Education and Veteran Affairs, numerous local governments, NGOs.

Mr. Shypka used to work as a civil servant in the National Academy of Public Administration under the President of Ukraine where he oversaw cooperation with Norway and Switzerland including their civil service benchmarking.

20 years of experience dealing with public and business sector as well as with civil society domestic and internationally gave Mr. Shypka proper background to do his best for the rehabilitation of the Ukrainian nation using his various business and public contacts and possibilities.

Mr. Shypka has a Master diploma of Project Management and graduated from National Academy of Public Administration under the President of Ukraine.

6. “Leader Ukraine” Team

Tetiana Hordiienko - Project Manage

Ruslan Bednarskyy - Chief Operating Officer

John Shmorgun - Strategy Development Officer

Natalia Ilkiv -the Training Center Manager

Marta Pelekh - Communicating Manager

Yurii Prysiashniuk - Content and Delivery Manager

Yaryna Maiovets - Piar Manager

7. Support at the state level

a) Memorandum of Cooperation with the Institute for Modernization of Educational Content

On September 21, 2021, a Memorandum of Cooperation was signed between the Institute for Modernization of Educational Content and “Leader Ukraine” Ltd., the exclusive Partner of FranklinCovey Education in Ukraine.

The parties will help create conditions for the promotion of social and emotional learning, the formation of soft skills, social and civic competencies of students.

b) Memorandum of Cooperation with the Ministry of Veterans Affairs of Ukraine

On March 9, the Ministry of Veterans Affairs of Ukraine signed a Memorandum of Cooperation with “Leader Ukraine” Ltd.

The document provides for cooperation in the areas of psychological rehabilitation and the development of positive mental health of war veterans and members of their families, as well as the families of fallen defenders. The work will also be carried out in the direction of overcoming negative experiences in children, the processes of adaptation of internally displaced persons from among veterans and their families.

c) Memorandum of Cooperation and interaction with local authorities.

8. Our achievements

a) The Pilot “Leader in Me” project in Ukraine

FranklinCovey education Ukraine was the first company, which provided “Leader in Me” program in the format of afterclasses.

On February 1, 2021, for the first time in Ukraine, a pilot project under the “Leader in Me” program of FranklinCovey Education Ukraine was launched.

- 20 schools from all over Ukraine joined the pilot project in the cities of: Zaporizhia, Kyiv, Kharkiv, Sumy, Cherkasy, Chernivtsi, Lutsk, Mukachevo, Rivne, Lviv and Ivano-Frankivsk. 42 teachers started working with children.
- A total of 586 students joined the pilot project. Extracurricular activities in the format of group work were organized for children 2-3 times a week.
- During the pilot project, the participants of the ‘Leader in Me’ program took part in the international competition of student speeches “Find your voice”, in which they worthily represented their country. In the “Family” category, Iryna Shkarupilo's family from Kyiv won and received a \$ 1,000 prize pool. We also have two finalists in the international arena.
- In April 2021, 8 Ukrainian children joined the Global World Choir, which was organized as part of the International Leadership Day.

The results of the pilot project were very successful.

Total number of teachers who went through “*Leader in Me*”: **42**

Students who benefited from “*Leader in Me*” in 2021: **586**

Since September 2021, 32 public and 7 private schools have started implementing the Leader in Me program in educational institutions. 848 students from public schools and 1,560 students from private schools joined the program. All trainers of the program received free International Basic Training, 59 trainers started working in educational institutions.

b) “Leader in Me” Program for Kindergartens

Our team translated and localized basic English “Leader in Me” content for Kindergartens into Ukrainian language and tailor-made it for Ukrainian mentality.

c) National school of Managers-Leaders

In partnership with the Ministry of Education of Ukraine, FranklinCovey Education Ukraine created a National school of management to form an educational reserve of managers-leaders.

The aim of the National School is to form a new generation of leaders who are able to ensure the effective operation of educational institutions in a decentralized government.