

## **Overall guidance:**

- **1 page max**
- **Non-technical language** for an external audience for example donors, private foundations

## **Reintegration and economic empowerment of Ukrainian veterans and their families**

- **Overview of key needs, the context for veterans and their families, and importance of integrated support**

Veterans face multiple barriers - psychological, social, and economic - that limit their ability to engage in entrepreneurial activities and access available public or donor-supported economic opportunities. Recent desk research Desk research on veterans' needs and challenges.docx , reviewed internally by People in Need (PIN) in April 2025, confirms the urgency of targeted support for veteran entrepreneurship. According to a national survey, 62.89% of veterans expressed a desire to start their own business, yet only about 6–10% have accessed government or donor-supported programs due to lack of awareness, bureaucratic barriers, and limited readiness (VeteranFund, 2024; IREX, 2024).

Mental health remains a major employment barrier, with 71.14% citing psychological challenges as a top obstacle (VeteranFund, 2024). Additional studies highlight veterans' urgent need for financial literacy, business training, and local peer support networks - especially in rural communities where services are fragmented or absent (Cedos, 2024).

### **Gaps and barriers - MHPSS and Protection:**

- The psychological challenges of a person after military service and their families
- Challenges in adaptation
- Challenges in community and social interaction
- Lack of knowledge about trigger and trauma informed care among service providers
- Lack of comprehensive support programs that integrate services for multilayered support

### **Gaps and barriers - Livelihood:**

- Changed values and unwillingness to come back to old jobs
- Fear of starting a business
- Lack of business skills
- Lack of information about opportunities
- Lack of systemic support before and after grants application
- Lack of knowledge and experience sharing fora
- Lack of motivation and fears

- **Overview of PIN's support to veterans**
  - o **Integrated Livelihoods/PSS support**

To foster resilience, PIN ensure holistic support to address the various struggles that are faced by veterans and their families. This ensure the resilience of beneficiaries through improved wellbeing, self-reliance, mental health and economic prospects. Protection mainstreaming is at the core of this project design, and will underpin all activities.

- o **Key components of support – what do we do?**

- ✓ Economic empowerment, recovery (provision of small business grants)

- ✓ Consulting and mentoring support (provision of financial literacy, business training and soft skills training and receiving practical advice and consultation from experienced entrepreneurs or specialists in various business sectors)
- ✓ Provision of PSS Support (implementation of MHPSS activities for target groups)
- ✓ Link with the private sector (part of the roundtable and other events)
  - o **Reach / key figures on our impact to date/current scale**

Current project in Lviv: Grant Support of Entrepreneurship of Veterans and Their Families" developed with a comprehensive approach to support 100 veterans and their family members

- o **Mention of partners/support to partners**

A strong partnership with the Local Authorities (City Councils, Regional Development Agencies), as well as existing organizations supporting veterans, promote sustainability and localization

- **Cost examples of programming e.g. cost of training XX veterans and their families, Cost of full cycle per individual**
- ✓ Full grant package (including small cash grants up to 5000\$, business trainings, protection trainings, roundtables, impact research): 100 beneficiaries - 1 mln \$/ per one year
- ✓ Soft support (comprehansive approach, but without providing cash grants): 100 beneficiaries - 300k \$/ per one year