

# WHITE STORK

2025

ANNUAL REPORT



# TABLE OF CONTENTS

FROM THE HEAD OF MISSION ..... 3  
 FROM THE COUNTRY DIRECTOR ..... 4  
 IMPACT IN UKRAINE 2025 ..... 5  
 PROGRAM: ANTI-DRONE SYSTEMS ..... 6  
 DIGITAL MARKETING SUMMARY ..... 7  
 PARTNERSHIPS ..... 8  
 WITH GRATITUDE TO REED HASTINGS ..... 9  
 WITH GRATITUDE TO JENNIFER PRITZKER ..... 10  
 DONOR APPRECIATION PROGRAM ..... 11  
 WHITE STORK DIRECTORS & ADVISORS ..... 12  
 ABBREVIATED FINANCIALS ..... 13

## IFAK

1 - Israeli bandage, 2 - emergency blanket, 3 - triangular bandage, 4 - M.A.R.C.H. card, 5 - Dnipro tourniquet, 6 - combat gauze, 7 - ABD pad, 8 - nasal pharyngeal airway, 9 - chest seals, 10 - 4x4 gauze, 11 - trauma shears, 12 - burn dressing, 13 - lube, 14 - compressed gauze



# FROM THE HEAD OF MISSION

In February 2022, when Russia launched its full-scale invasion of Ukraine, Vladimir Putin explained the assault by reaching back to Peter the Great, claiming he was merely returning and fortifying Russian lands. This was a candid admission that the war is about empire, not security — about erasing Ukraine’s right to exist as a free nation.

History tells us where this logic leads. The belief that powerful states may absorb smaller neighbors for the sake of “historic lands” produced the worst catastrophes of the 20th century. After 1945, the free world swore an oath: never again would aggression be rewarded, never again would tyrants redraw borders by force. That promise is being tested in Ukraine today.

And yet Ukraine has not only survived — it has adapted, struck back, and turned the tide against Russia’s imperial project. Ukrainian forces stopped Russia from taking Kyiv, pushed invaders out of large parts of the north and south, and forced the Kremlin into a grinding war of attrition it did not plan for. Even after a difficult 2025, Ukrainian units have begun to regain more territory than they lose in key sectors — a signal that Russian offensive power is not unlimited and that Ukrainian resilience continues to matter.

This story of a smaller democracy standing up to a larger autocracy runs straight through White Stork’s work. Over three years, our mission has been to give Ukrainians the tools to survive today so that they, not the Kremlin, can decide their future. In 2022, that meant mass civilian evacuations and early deliveries of Individual First Aid Kits (IFAKs). In 2023, we scaled IFAK production inside Ukraine, cutting costs from roughly \$140 to \$65 per kit while sourcing most components from Ukrainian manufacturers. By year’s end, White Stork had delivered over 50,000 IFAKs, becoming the largest NGO supplier of combat first aid kits in the country.

In 2024 and 2025, Russia shifted tactics — grinding forward with drones and artillery while targeting combat medics. In response, White Stork expanded into demining equipment and ant drone jamming systems to protect first responders. Our commitment throughout has been to the “last mile”: Ukrainian and international teams hand-deliver aid directly to the units and civilians who need it, not to distant warehouses.

Every tourniquet and every jamming system represents a life that might be saved along the 1,000+ kilometer frontline. Medics and commanders tell us that White Stork kits have meant the difference between a fatal wound and a soldier who lives to hug their children. Railway workers have stabilized passengers after missile strikes. Postal workers and emergency personnel have carried our gear into active bombardment zones so that pensions are paid, food is delivered, and people retain a semblance of normal life.

The stakes go far beyond Ukraine’s borders. If Putin’s logic — that powerful states may reclaim former imperial holdings — goes unchallenged, it will echo wherever autocrats eye their neighbors’ land. If Ukraine succeeds, it will strengthen the rules-based international order that protects all of us for a generation. White Stork’s work is not just charity; it is frontline defense of that order.

Over three years, our donors have enabled a small, veteran-led organization to punch far above its weight: evacuating nearly 38,000 civilians, delivering over 161,000 IFAKs, fielding 407 anti-drone jamming systems, and driving supplies to hundreds of front-line units. Through smart sourcing, every dollar now goes further than in 2022. Yet the need in 2025 is greater, not less — Ukraine still faces missile strikes, landmine clearance, shattered communities, and a generation that has known nothing but war.

This is the moment in a marathon when people are tempted to slow down just as the finish line comes into view. That is precisely what the Kremlin is counting on. White Stork was built to stand in that gap — to keep showing up on Ukraine’s hardest days and to give donors a way to translate values into direct, measurable impact.

Thank you for standing with Ukraine and with White Stork. As long as Ukrainians risk their lives for freedom, we will be there to help them survive. With your continued support, White Stork will keep delivering lifesaving aid to the last mile — so that when history looks back on this war, it records not only how it began, but how free people, acting together, helped decide how it ended.



**William McNulty**  
Cofounder and Head of Mission

**William McNulty**  
Head of Mission

# FROM THE COUNTRY DIRECTOR



**Natalka Vivcharchyn**  
Ukraine Country Director

Dear Friends and Supporters,

On behalf of the White Stork Ukraine team and from the bottom of my heart, I want to sincerely thank you for standing with Ukraine during these four years of devastating war.

Thanks to your support, we have already delivered over 161,000 IFAKs to frontline medics, first responders, and civilians in the most dangerous areas. Behind this number are thousands of people who are alive today because you chose to help.

Thank you.

Year 2025 was hard and efficient simultaneously. From White Stork's perspective we have delivered another 50,000 IFAKs and additional 404 anti-drone jamming systems (JAMS) to first responders and medical units. But at the same time, the changes along the frontline have increased demand for both IFAKs and JAMS. They are both critical to surviving the first minutes of an attack.

In 2025, the battlefield became fully drone-first: FPV, reconnaissance, and other UAVs turned into the primary means of tactical engagement, driving massive demand for countermeasures.

JAMS shifted from optional gear to essential protection: medevac teams operating under FPV threat, stabilization points and mobile medical units, first responders (including emergency services) in frontline areas. Demand surged because JAMS directly reduce mortality rates.

As drone strikes, mine-blast injuries, and precision attacks intensified in 2025, the resulting surge in shrapnel wounds, complex trauma, and casualties in grey zones and during evacuation created a critical need for immediate self-aid and point-of-injury care, driving demand for IFAKs sharply higher.

IFAKs and JAMS are no longer standard issue — they are a decisive survival factor in the first minutes at the frontline.

Besides all that, Russian aggression continues to cause immense human suffering and grave violations of human rights. Civilians and energy infrastructure remain under constant attack. I am writing this message while it is +7 degrees inside the office building and -15 outside. I am fortunate to have electricity for only two hours a day at home. This crisis has lasted four months in winter 2025-2026, and 780 residential buildings in Kyiv have no heating at all.

- 4.6 million Ukrainians have been forcibly displaced.
- 679 children have been killed.
- 2,350 children have been injured.
- 2,286 children have gone missing.
- More than 20,000 children have been deported or forcibly displaced.

Ukrainian human rights defenders and civic leaders continue to remind the world that these crimes must not fade into the background — and that justice and accountability still matter.

Only the courage of Ukrainian soldiers and the bravery of Ukrainian civilians save us from darkness. And your support tells Ukrainians they are not alone. It turns solidarity into real help — and real help into lives saved.

Dear donors, I am deeply grateful for your trust and partnership, and I hope you will continue this difficult but vital journey with us. There is still much to do, and together we can keep protecting lives in Ukraine.

With gratitude,

**Natalka Vivcharchyn**  
White Stork Director in Ukraine

# IMPACT IN UKRAINE 2025



**50,000**

IFAKs in 2025

161,314 IFAKs since 2022



**404**

Anti-Drone Jamming Systems

407 JAMs since 2024



**\$140,920** of Medical Equipment & Instruments



**25** Tactical Gear & Equipment



**57** Reconnaissance Drones



**148** Electronic Devices & Starlinks



# PROGRAM: ANTI-DRONE SYSTEMS

2025 marked the deadliest year for Ukrainian civilians since the conflict began. Civilian casualties from FPV drones surged 120% compared to 2024. Russian drones are being used to target first responders and combat medics as they evacuate the wounded, turning acts of lifesaving into life-threatening ones.

Ant-drone jamming systems work by blasting electromagnetic noise at the radio frequencies that Russian drones use to communicate with their operators. For frontline units that depend on White Stork supplies to save lives, the ability to counter aerial threats has become a matter of survival.

In May 2025, we launched our anti-drone jamming systems program by introducing it to donors who had just completed a first aid kit donation — inviting them to extend their impact by funding anti-drone systems as well. Building on strong early demand, we expanded the program in September with a dedicated paid media campaign, reaching new donors and bringing this lifesaving capability to a wider audience.



**2,978**

**DONATIONS**

Timeframe:  
May - December 2025

\* not including offline donations

**\$314,346**

**DONATIONS VALUE**

Timeframe:  
May - December 2025

**\$105.6**

**AVG. DONATION**

Per supporter

## Where donors take action

### Landing page

Top-of-funnel page communicating mission urgency and driving visitors to donate



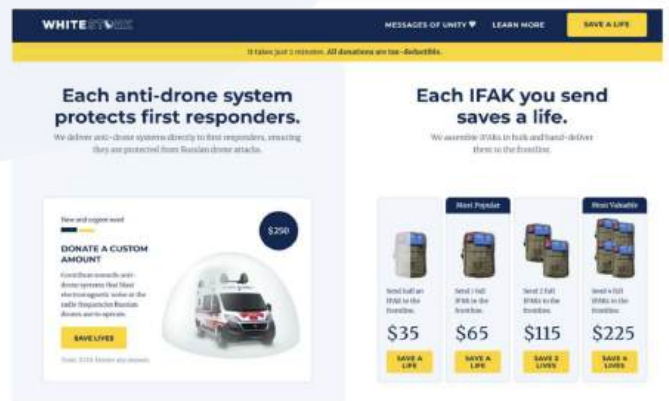
William McElroy | Head of Mission

### Our Mission: Give every Ukrainian the means to survive.

There are still women fighting to feed or care for wounded soldiers. There are civilians who have been hit and are in need of medical support. Your donation toward anti-drone systems and first aid kits provides them a lifeline.

### Donation page

Conversion-optimized page with pre-set amounts anchored to tangible impact



All donations are tax-deductible. Donations do not cover processing fees.

# DIGITAL MARKETING SUMMARY

**103.8M**

**ADVERTISING IMPRESSIONS**

Shown to prospective donors.

**49,508**

**UNIQUE DONORS**

▲ **+87% YoY**  
2024: 26,527

**86,710**

**NUMBER OF CONTRIBUTIONS**

▲ **+122% YoY**  
2024: 39,030

**Sustaining Donors Growth: Jan 2025 to Dec 2025**



**SPOTLIGHT**

**SUSTAINING DONORS**

Launched August 2024

An email based program that converts donors into monthly supporters.

**\$668K** RAISED IN 2025

**236%** INCREASE IN CONTRIBUTIONS FROM SUSTAINING DONORS

**MOST SUCCESSFUL ADS**

Top-performing META creatives — 2025



# PARTNERSHIPS



STATE EMERGENCY SERVICES



# WITH GRATITUDE TO REED HASTINGS

White Stork is proud to recognize Reed Hastings, co-founder and Executive Chairman of Netflix, for his extraordinary and sustained commitment to Ukraine's survival, a commitment that began at the very outset of Russia's full-scale invasion. In 2022, when the war began, Reed donated \$1 million to Razom, a Ukrainian nonprofit procuring emergency supplies and medical equipment for the wounded. As the war entered its fourth year, Reed donated \$5 million to White Stork, his second major gift to our organization, having previously given \$2 million in 2025. Combined with his initial gift to Razom, Reed has now contributed \$8 million to Ukraine's fight for survival, making him one of the most consequential American philanthropists in support of this cause.

Reed's generosity has had a direct and measurable impact on the battlefield, funding technology that is saving lives in real time. His donations have helped White Stork increase production orders to 80 anti-drone jamming systems per month, providing Ukrainian soldiers with lifesaving technology while also building up Ukraine's domestic defense industry, with 100% of jamming system expenses invested into Ukrainian manufacturers, reducing Ukraine's reliance on foreign hardware donations. These systems blast electromagnetic noise at the radio frequencies Russian drones use to operate, protecting combat medics as they evacuate wounded soldiers through a relentless gauntlet of weaponized FPV drones persistently monitoring and targeting anything that moves along the front line.

White Stork has now delivered more than 161,000 combat first aid kits and 407 jamming systems since the start of the war, milestones made possible in no small part by Reed's vision and generosity. We are profoundly grateful for his enduring support, and for the example he sets for what it means to stand with a free people in their darkest hour.



**Reed Hastings**  
Co-founder and Executive  
Chairman of Netflix



# WITH GRATITUDE TO JENNIFER PRITZKER

Some give from a distance. Jennifer Pritzker gives from the ground.

In a conflict that has tested the resolve of nations, Jennifer's commitment to Ukraine has been personal, sustained, and without hesitation. Through the TAWANI Foundation, she has not merely observed this war from a distance but has traveled to Ukraine, walked the minefields laid by Russian forces, and looked directly at the human cost of this conflict. That willingness to bear witness, to stand on ground where others have bled, is itself a form of courage that White Stork deeply honors.

TAWANI Foundation's \$3 million investment in White Stork's mission has been transformational. It has enabled us to become the largest supplier of individual first aid kits (IFAKs) and anti-drone jamming systems to the Armed Forces of Ukraine, the State Emergency Services, Ukrainian Railways, and the Ukrainian Postal Service. Behind every kit delivered and every jammer deployed are soldiers who survived because they had the right equipment at the right moment, communities whose critical infrastructure remained protected, and lives measured not in dollars, but in the quiet miracle of making it home.

What distinguishes Jennifer's support, however, is its vision. She understands that winning this war is only half the work. The other half is what comes after: the long, hard road of recovery for those who carry wounds, visible and invisible, from the front lines.

Her belief that Ukraine's defenders deserve not just survival but restoration reflects a moral seriousness that defines the very best of philanthropic leadership.

On behalf of everyone at White Stork, our staff, our volunteers, and the soldiers and civilians whose lives have been touched by this work, we offer Jennifer Pritzker and the TAWANI Foundation our deepest and most enduring gratitude.



**Lieutenant Colonel Jennifer Pritzker, U.S. Army (Ret.)**

Founder, TAWANI Foundation



Lieutenant Colonel Jennifer Pritzker, U.S. Army (Ret.) visiting Velyky Pritzky, the ancestral village of the Pritzker family, in 2024.

# DONOR APPRECIATION PROGRAM



**Sarah and Seth Brody**  
Board of Advisors

In Lutsk, in northwestern Ukraine, a small factory makes plush white storks. The workers go in each day under wartime conditions — air raid alerts, rationed electricity, the ordinary strain of a country in its fourth year of full-scale war. They keep going because if they stop, Russia has taken one more thing away from them. They sew storks instead.

In Rivne, not far to the east, other Ukrainians sew the flags. Both of these towns are hundreds of kilometers from the front line and still squarely inside a country at war. The fact that any of this gets made at all is a statement.

These are two of the three items White Stork now sends to our most generous donors — the plush stork from Lutsk, the Ukrainian flag from Rivne, and a custom White Stork patch, the same one first responders wear while delivering IFAKs to the front lines.

The program that sends them has a longer history. Since the earliest days of White Stork, William McNulty has sat down each month and written handwritten letters to the donors whose generosity made the mission possible. Every gift of five hundred dollars or more received a personal note from the Head of Mission himself. It was an extraordinary commitment, and for the first two years, William kept up with it. But there were months when the volume of offline donations outpaced even his discipline, and as White Stork's online donor base grew past eighty thousand, the math became impossible.

We didn't want to let that go. The handwritten letter stood for something: that every donor mattered personally, not just financially. So in 2025, we began working on a way to scale that spirit without losing its meaning. In March 2026, White Stork launched the Donor Appreciation Program.

The program reaches out to our most generous online donors by email, thanks them directly, and asks for a shipping address so we can send a token of our appreciation. For most of these donors, White Stork has never had a mailing address on file — the address request also lets us validate that we're not wasting postage or a gift on an outdated entry. For our most generous offline donors, William's handwritten letters continue. Donors also have the option to decline the gift, and a meaningful number do — they'd rather every dollar go to the mission, and we respect that.

Sourcing the gifts from Ukrainian producers whenever we can is a small thing next to IFAKs and anti-drone systems, but it is consistent with how White Stork has approached every program: if a dollar can stay in the Ukrainian economy, it should.

Seth and I have underwritten this program since inception and will continue to do so, because we believe donor appreciation should never come out of the mission. One hundred percent of every donation goes where the donor intended it to go.

To every donor who has stood with White Stork — thank you. We wouldn't be here without you.

**Sarah and Seth Brody**  
Board Advisors, White Stork



# WHITE STORK DIRECTORS & ADVISORS



**Brother James  
Boynton, S.J.**

- Director, White Stork
- President, University of Detroit High School



**Seth Brody**

- Board Observer, White Stork
- Strategic Advisor, White Stork
- Partner, Apax Partners



**Tanya Polsky**

- Founding Funder & Strategic Advisor, White Stork
- President, Polsky Family Foundation



**Sarah Brody**

- Strategic Advisor, White Stork
- Product Development & Marketing Professional



**Grace Kim**

- Cofounder, White Stork
- Founder, GKC



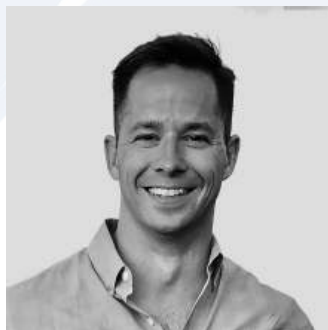
**Father Artur  
Demkowicz, S.J.**

- Chaplain, White Stork
- Treasurer, Southern Province of Poland, Society of Jesus



**Colonel G.I.  
Wilson, USMC  
(Ret.)**

- Strategic Advisor, White Stork
- USMC veteran



**Matt Vacca**

Head of North American Distressed Debt Trading, RBC



**William McNulty**

- Cofounder & Head of Mission, White Stork
- Cofounder, Team Rubicon
- USMC veteran

# ABBREVIATED FINANCIALS

PERIOD ENDING DECEMBER 31, 2025 (UNAUDITED)

STATEMENT OF FINANCIAL POSITION	
Assets	2025
Cash	\$4,042,833
Other	\$42,972
<b>Total Assets</b>	<b>\$4,085,805</b>
Liabilities	
<b>Total Liabilities</b>	\$369,245
Net Assets	
Net assets, beginning of year 2024	\$1,539,551
Change in net assets	\$2,177,009
<b>Total Net Assets</b>	<b>\$3,716,560</b>
<b>Total Liabilities &amp; Net Assets</b>	<b>\$4,085,805</b>

STATEMENT OF ACTIVITIES FOR THE YEAR	
Revenue/Gains	2025
Contributions	\$10,498,056
In-kind	\$36,000
Contributions with restrictions	\$585,000
<b>Total Revenue</b>	<b>\$11,119,056</b>
Expenses	
Programs	\$7,377,206
Development & Fundraising	\$1,207,408
Management & General	\$357,433
<b>Total Expenses</b>	<b>\$8,942,047</b>
Change in Net Assets	\$2,177,009

## WHAT'S WITH THE NAME?

We pull inspiration from the white stork - the national bird of Ukraine - a symbol of birth, family well-being, and love for the homeland. The white stork is considered a lucky talisman that can protect a home from evil.

Thousands of white storks appear in the spring, migrating back from their wintering grounds in Africa. Ukrainians believe it is good luck to have white storks nesting near their home.

According to ancient European folklore, the stork is responsible for delivering babies to new parents. In February 2022, following Russia's unprovoked war, White Stork began operating in Ukraine, safely delivering tens of thousands of women, children, and elderly to Poland, as well as critical aid to Ukrainian forces on the frontlines.



**SLAVA UKRAINI!**



**White Stork**  
**586 Lincoln Ave Unit 11**  
**Winnetka, Illinois 60093**  
**United States**