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The Landscape

- Based on the Ukraine 2024 HRP released in December 2023, 8.5 million people with the most urgent humanitarian needs – out of nearly 15 million people in need. An estimated US\$3.11 Billion budget needed to cover the needs of the people. It is projected that six million people will receive support through cash and voucher assistance in 2024. This number could increase since Ukraine is facing new challenges from intensified attacks that resulted in a new displacement and put additional humanitarian needs in Kharkiv and other oblasts in the East.
- Since 2014, the humanitarian community increasingly used cash and voucher assistance (CVA) modalities as relevant and timely response in addressing humanitarian needs in Ukraine (HRP 2023). The Humanitarian Country Team’s decision to recommend the use of multipurpose cash (MPC) as the preferred option for current operations resulted in an unprecedented flow of CVA.
- Feasibility analyses support the recommendation of cash and voucher assistance as the preferred and default option, particularly in environments where operational market systems exist, cash is accepted and considered safe, and transfer capacity is available.
- From February 2022 to November 2023, cash actors in the country supported 9.69 million people and distributed US\$ 1.7522 billion (<https://bit.ly/3Sco6sE>).



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Ukraine Crisis Response Implementation: An Overview

The implementation of the Ukraine Crisis Response CVP aims to provide assistance to vulnerable populations affected by the ongoing crisis in Ukraine. This is a summary of the key components and processes involved in the implementation.

1. Program Design and Planning:

The CVP is designed to address the immediate and medium-term needs of vulnerable populations, including internally displaced persons (IDPs), returnees, and host communities. The program is based on a thorough assessment of the needs and capacities of the target population, as well as an analysis of the local market and available resources.

2. Targeting and Registration:

To ensure that assistance reaches those who need it the most, CVP uses a rigorous targeting and registration process and the CWG targeting framework. This involves identifying and verifying the eligibility of potential beneficiaries, as well as collecting relevant data to inform program implementation and monitoring.

3. Cash and Voucher Distribution:

The CVP utilizes various methods for cash and voucher distribution, depending on the context and the preferences of the beneficiaries. This may include bank account deposit, Western Union, and transfer through postal offices. The program ensures that distribution is conducted in a transparent and accountable manner, with appropriate safeguards to prevent fraud and misuse.

4. Monitoring and Evaluation:

Monitoring and evaluation are integral components of CVP implementation. Regular monitoring activities are conducted to assess the effectiveness and efficiency of program interventions, the use of cash, the impact of cash on the lives and livelihoods of people supported, well as to identify any challenges or areas for improvement. Assessments are also conducted periodically to measure the impact of the cash programming on local markets, market dynamism, supply chain functionality and challenges that hinder market functionality directly and indirectly affecting the cash programming.

5. Coordination and Partnerships:

CVP is implemented in close coordination with relevant stakeholders, including CWG members, consortium members, local authorities, local and international humanitarian actors. Partnerships are established to leverage resources and expertise, as well as to ensure a coordinated and comprehensive response to the crisis.

In conclusion, the CVP is a comprehensive and well-planned program that aims to provide timely and appropriate assistance to vulnerable populations affected by the crisis in Ukraine. Through its various components and processes, the program seeks to address immediate needs, build resilience, and promote sustainable recovery by linking to livelihoods and social protection programs in the country.

3 > Key Achievements

- Since the beginning of the war in February 2022 through April 2024, World Vision has implemented six MPCA projects funded by ADH, USAID, Giro555, DEC, DFAT, and WV PNSs. These projects have been carried out across Chernivetska, Kirovohradska, Vinnytska, Dnipropetrovska, Volynska, Zaporizka, Zakarpatska, Lvivska, Donetska, Kyiv, Zhytomyrska, and Ivano-Frankivska Oblasts. In total, 176,282 people have been supported, and \$38,265,795 has been distributed.
- The implementation of MPCA was carried out by five international agencies: the Agency for Technical Cooperation and Development (ACTED), Hungarian Interchurch Aid, DORCAS, Baptist World Alliance, and Midair. Additionally, four local partners contributed: Youth Movement Be Free, We Are Near, Caritas, Responsible Citizen, and Arms of Mercy.
- Cash for protection assistance was provided to marginalized ROMA communities in Dnipropetrovska and Donetska Oblasts, as well as to IDPs affected by protection risks in Kyivska, Zakarpatska, and Vynytska Oblasts. In total, 1,037 people received cash for protection needs, with \$259,250 distributed by Lacho Drome and NGO GIRLS.
- Institutional capacity and readiness for cash implementation have been enhanced with the establishment of two additional offices in Kharkiv and Mykolaiv. To support this expansion, 38 local staff members, including project managers, cash coordinators, officers, LMMS experts, and project assistants, have been recruited.
- A financial service provider agreement has been established with a private bank. Standard operating procedures (SOPs) and guidelines have been developed, and the implementation of cash and voucher programming has been standardized.
- Currently, five projects—BHA2, ADH10, Giro555, Canada PNS, ADH12, and WVUS PNS—are supporting 89,542 internally displaced persons (IDPs), returnees, and host communities in the Chernivetska, Dnipropetrovska, Zaporizka, Kharkivska, Donetska, Khersonska, and Mykolaivska Oblasts. Implementation is conducted by two international NGOs (Hungarian Inter-Church Aid and Baptist World Alliance) and four local partners (Youth Movement Be Free, Arms of Mercy, Caritas Donetsk, and Responsible Citizen)."
- In coordination with the CWG and ACTED (URC MPCA consortium), World Vision trained 72 participants from 40 organizations involved in cash programming in Ukraine. The training aimed to equip partners with both programmatic and operational skills essential for effective cash programming



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4 > Approach

Cash and Voucher Programming is a versatile tool that can be integrated with various sectoral responses and interventions to save lives and livelihoods of conflict-affected people. In Ukraine, this approach is well recognized by both the HCT and the government as a vital means to support war-affected families, children, and disrupted livelihood systems. It helps bridge basic needs and supports households in retaining their assets. Over 70% of CVP implementation occurs in the eastern and southern regions of the country, where the concentration of internally displaced people is high and the need is substantial

- **Direct Implementation:** The initiative began with funding from ADH, covering four Oblasts: Chernivtsi, Kharkiv, Mykolaiv, and Dnipro. The direct CVP implementation supports 35,000 internally displaced persons (IDPs), host communities, and returnees through Multi-Purpose Cash Assistance (MPCA). This approach enabled World Vision to enhance its CVP capacity by recruiting staff capable of implementing CVP in the four oblasts. Project managers, cash coordinators, cash officers, and project assistants were hired, institutional capacity was established, systems were strengthened through the development of tools and guidelines, and offices were set up closer to the frontline to support people in those areas.
- Additionally, cash for protection and winterization interventions are integral parts of World Vision's direct implementation strategies. It also initiated the direct implementation of Cash for Protection in the eastern part of the country, where protection programs are designed to help victims recover and build resilience among individuals at risk.
- **Implementation Through Partnerships:** World Vision is implementing Cash and Voucher Programming (CVP) through local and international partners in thirteen regions across the country. This approach enables World Vision to reach the most vulnerable populations in frontline areas where World Vision does not have a direct presence. Five local partners and one international partner are supporting 165,498 people in eight Oblasts.
- **Multi-Purpose Cash Assistance (MPCA):** MPCA stands as the predominant cash modality, supporting 9.69 million people across Ukraine through the efforts of various cash actors. Within World Vision's response, MPCA serves as a primary strategy for delivering immediate assistance to those in need. Presently, 165,498 individuals benefit from MPCA assistance, addressing their basic needs and providing winterization support.
- **Sectoral Integration:** This approach utilizes cash to achieve various sectoral outcomes, including cash for protection, cash for livelihoods, and cash for food, among others. World Vision is currently implementing cash for protection and livelihoods as an integrated approach to maximize the effectiveness of cash for achieving sector-specific outcomes.
- **Localization:** Engagement with national and local partners in cash programming is crucial for ensuring sustainability. World Vision is currently collaborating with five national and local partners to implement cash programming across 15 oblasts in the country. These partners possess strong ties with the community, local government structures, and geographical presence, including frontline areas. World Vision is actively building the capacity of these partners in cash programming to ensure the retention of knowledge and effective handling of the design, implementation, and monitoring of cash programming initiatives nationwide
- **Link of Cash Intervention with Social Protection Systems:** The provision of cash assistance enables affected individuals to address their prioritized basic needs effectively. Additionally, the program facilitates World Vision's integration of MPCA beneficiaries into the existing social protection system through a process known

as referral. In this approach, World Vision strengthens the system by identifying gaps, supporting capacity building among stakeholders, and participating in government initiatives such as cash for winterization support and social protection

- As part of the CCD Network, WV will also actively engage in CCD activities contributing to the Perekhid initiative to support the development of a comprehensive and effective shock-responsive social protection programme in Ukraine. This will consist in developing linkages with government social protection system for improved targeting, complementary programming, finding synergies and raising awareness amongst the local population for a better understanding of the social protection system, increased transparency and social accountability.
- **Financial Service Providers and the Promotion of Financial Inclusion:** The success of cash programming hinges on the utilization of reliable, efficient, and accessible transfer mechanisms that meet the needs and preferences of beneficiaries. Presently, our programming employs various Financial Service Providers (FSPs) and delivery mechanisms, chosen based on factors such as proximity to beneficiaries, staffing capacity, geographic coverage, liquidity, available delivery methods, and timeliness of cash disbursement. World Vision and its partners have engaged PRIVATE BANK, Western Union, and Post Offices to facilitate these transfers.
- Establishing linkages with FSPs presents an opportunity for cash recipients to enhance their digital and financial literacy and access additional financial services such as savings, credit, money transfers, and insurance. Whenever feasible, World Vision prioritizes contracting FSPs that utilize digital payments, as they offer increased security and can contribute to beneficiaries' technological and financial education. Additionally, where budget permits, CVP schemes incorporate training and awareness initiatives focused on financial and digital literacy.
- Furthermore, CVP schemes are strategically linked to recovery and livelihood programs, ensuring sustained utilization of technology and financial services introduced through cash assistance. For instance, beneficiaries may receive CVP through a bank during the emergency phase and subsequently access loans during the recovery and development phases. Where feasible, World Vision collaborates with Vision Fund to support livelihoods and micro-finance programs, further enhancing beneficiaries' economic empowerment
- **External Engagement and Advocacy:** World Vision's active participation and representation in cash forums, including Cash Working Groups, Collaborative Cash Delivery Networks, the Perehid initiative, and other relevant clusters, are essential for aligning our implementation with industry standards, maximizing synergy, and ensuring effective resource utilization. This engagement not only fosters positive influence among members and donors but also creates opportunities for increased funding and joint advocacy efforts
- **Economic Recovery and Livelihoods:** Cash emerges as a potent tool capable of seamless integration into sector-based interventions. The implementation of economic recovery and livelihood programming through cash empowers individuals to rebuild lost livelihood systems, reignite economic activity, bolster future resilience, and diversify income sources. Cash and Voucher Programming (CVP) serves as a catalyst, facilitating beneficiaries' advancement in digital and financial literacy while enhancing their access to financial services. By delivering cash into bank accounts, CVP fosters relationships with financial institutions, opening avenues for credit, savings, money transfers, and potentially insurance. Sustainable access to financial services stands as a cornerstone of livelihoods recovery programs
- **Capacity Building:** One of World Vision's most robust strategies involves ensuring that both its staff and partners are thoroughly trained and equipped with the necessary skills and knowledge for effective cash and voucher programming. As a key partner in the cash working group, World Vision leads various capacity-building initiatives within this group. World Vision has conducted comprehensive training sessions for national and international partners on the CALP NETWORK, developing CVP Core Skill Courses for Program Staff and Fundamental CVP courses. Over 36 cash implementers were carefully selected, with 53 staff members participating in these training sessions. Additionally, World Vision provided an extensive five-day CVP Core Skills technical training for URC consortium partners led by ACTED, where 24 participants from 10 national partners received training.
- Moreover, the WVI DM Cash Academy serves as a vital platform for enhancing the capacity of internal staff in cash and voucher programming. Over the past two years, 10 staff members from various departments including program, finance, operations, and MEAL have successfully graduated from the Cash Academy. These graduates are now actively contributing to the implementation of CVP across different projects in various capacities.

5 > Theory of Change

World Vision Ukraine's objective is to provide support to 100,000 affected internally displaced persons (IDPs), returnees, and host communities, with a specific focus on vulnerable groups such as children, people with disabilities, the elderly with chronic illnesses, pregnant and lactating women. The assistance will include provision of basic needs, winterization support, and mitigation of protection impacts. To accomplish this intervention, a mobilization of US\$36,000,000 is required

6 > Stakeholder Engagement

World Vision Ukraine collaborates closely with local authorities, national and sub-national cash working groups (CWGs), the collaborative cash delivery network (CCD), and financial service providers (FSPs) to provide assistance to those affected by the conflict in Ukraine. Within cluster engagements, World Vision serves as a focal point for capacity-building activities and has contributed to the development of the 2024 Humanitarian Response strategy document. Currently, World Vision actively participates with CCD in bridging humanitarian cash assistance with the social protection system and supports the PERHID initiative¹

¹ PeReHID is a partnership between the ministry of Social Policy and five Donors with the purpose of transition and partial absorption of humanitarian need into the shock responsive social protection system.