



BLUE / YELLOW

# 2024 Annual Report

“Blue/Yellow” (Public Institution “Mėlyna ir Geltona”) Activity and Financial Report for 2024

# Blue/Yellow in 2024



## **Jonas Ohman, one of the founders of Blue/Yellow:**

“When we started this initiative a decade ago, few believed that this kind of support—direct, fast, from people to people—could be so effective. The year 2024 confirmed once again that it works. We are present where others cannot be. We are a bridge between Lithuania and Ukraine’s fight for freedom. This is not just a war for territory—it is a civilizational battle against barbarism. And I’m proud that Lithuania, through Blue/Yellow, stands at the forefront of this fight.”

## **Laura Paukštė, Director of Blue/Yellow:**

“In 2024, Blue/Yellow grew not only in numbers, but also in responsibility. The support we provide is more precise, faster, and better coordinated. I’m proud that, together with our team, we managed not only to equip the front lines but also to engage hundreds of Lithuanian individuals and organizations in meaningful support. Our goal is not only to help Ukraine, but also to strengthen Lithuania’s preparedness. This aid creates mutual security.”



# Key highlights of 2024:



**€21.7 million**

of direct aid provided to Ukraine

**183 military units**

received repeated support from  
Blue/Yellow

**4500+ drones**

purchased and delivered to Ukrainian  
forces

**1141 safe warrior kits**

distributed through the “Radaron”  
campaign

**1500+ civilians**

received essential medical assistance

**350 soldiers**

professionally trained

Knowledge and battlefield experience  
**transferred to European  
civilians and defenders**

**More convenient and  
efficient ways to support  
Ukraine introduced**

**97 cents**

from each donated euro went  
directly to aid

# Support for Ukraine's Freedom Fighters



BLUE / YELLOW

# Direct support to Ukraine in 2024 included:







Where did  
Blue/Yellow's  
support go?

# Aid delivery process



- In 2024, Blue/Yellow received 1,203 requests from various military units and organizations.
- The scale and impact of the requests vary significantly, so the Blue/Yellow team carefully reviews each one and prioritizes support for those units that demonstrate the strongest results on the battlefield, are reliable partners, and carry out the most critical military missions. On average, around 80% of incoming requests are fulfilled.
- Blue/Yellow maintains close, long-term relationships with several military units operating in the most intense front-line areas—many of whom the organization had already known before the full-scale invasion. These units receive regular, repeated support.
- As the nature of the war evolves, Blue/Yellow adapts by delivering updated and in-demand equipment. All new suppliers are thoroughly tested by experienced soldiers before larger-scale purchases are made.
- In 2024, Blue/Yellow worked extensively with Lithuanian manufacturers, delivering Lithuanian-made anti-drone systems, optics, and drones to the Ukrainian front lines. This enabled local companies to field-test their products in real combat conditions, gain valuable feedback, and improve further.

# Blue/Yellow Medical



BLUE / YELLOW



# Blue/Yellow Medical



## **Skirmantas Krunkaitis, Head of Blue/Yellow Medical Missions:**

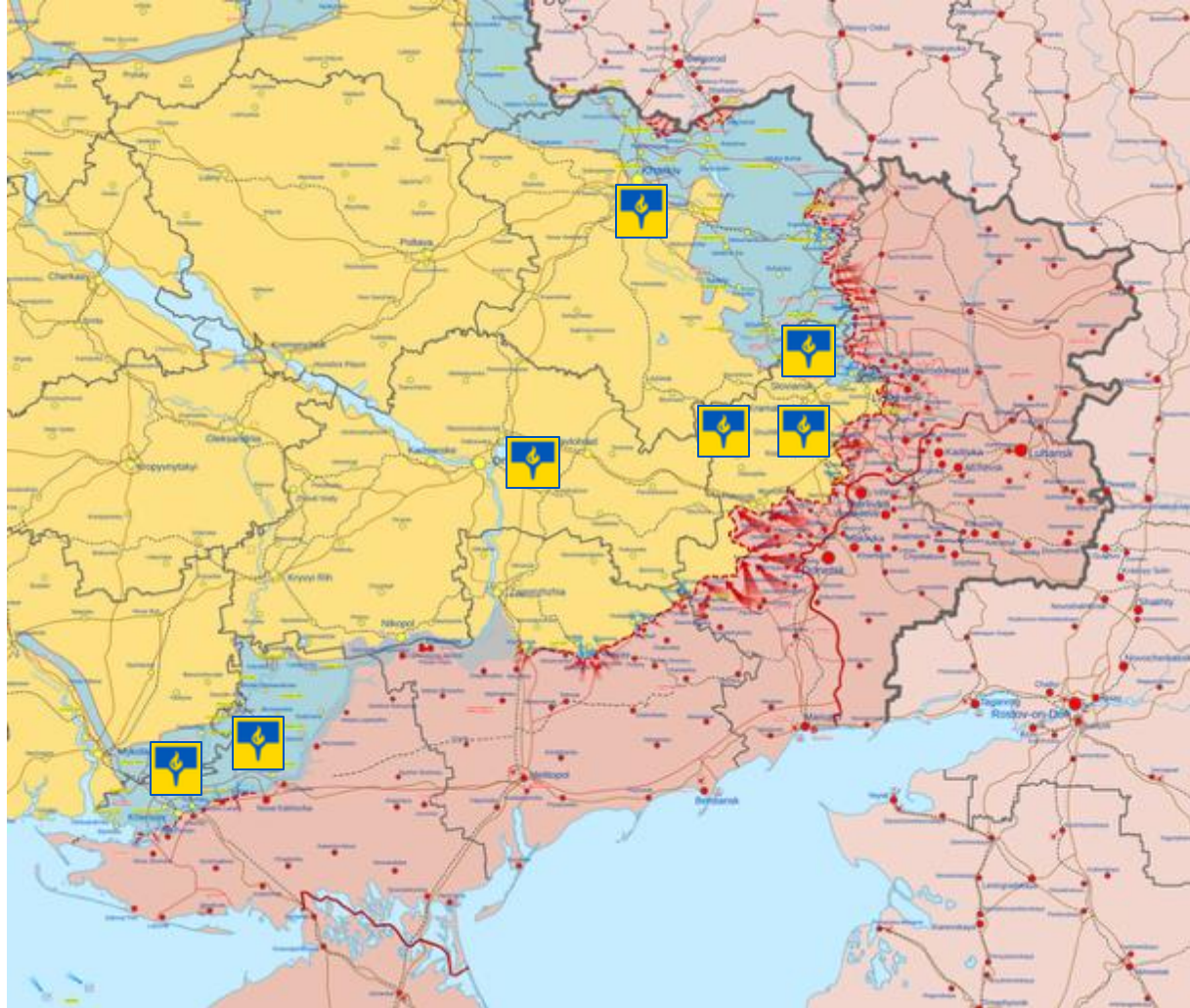
“In 2024, through Blue/Yellow Medical, we helped several thousand Ukrainians receive essential care in areas where the healthcare system is still non-functional due to the war. The goal of our missions is to assist people in de-occupied territories by providing not only medical aid but also hope — the assurance that they are not forgotten. At the same time, it’s a unique experience for our medical professionals — to witness firsthand what healthcare means in a crisis. And this creates value that comes back to Lithuania.”

# Volunteer Medical Missions in 2024

**9 medical professionals,  
4 long-term missions**  
to Ukraine

**1,485 people**  
received medical assistance

**Combat surgeon**  
at a stabilization point in  
Kostyantynivka



# Training and knowledge exchange



BLUE / YELLOW

# We train Ukrainian soldiers



**Žemyna Bliumenzonaitė, Blue/Yellow Project Manager in Ukraine:**

“For Ukrainian soldiers, weapons alone are not enough — they need the knowledge to survive. In 2024, our training team worked tirelessly for months to ensure that every soldier knows how to protect themselves, how to help an injured comrade, and how to react when seconds decide between life and death. It’s a quiet, but critically important job. And everyone who donated to Blue/Yellow contributed to making these trainings possible.”





# Ukrainian soldier training



Specially trained instructors provided training in:

- Trench assault
- Close-quarters combat tactics
- Reconnaissance
- Shooting and stress-response shooting
- Night operations
- Ambush tactics
- Machine gun operation
- Small unit tactics
- Drone operation

In total, Blue/Yellow trained

**351 soldiers**



# Ukrainian-led drone training



In cooperation with instructors from the Ukrainian Armed Forces and the Lithuanian Ministry of National Defence, we organized training sessions for the officers of the State Border Guard Service and the Lithuanian National Defence Volunteer Forces.

# Informational guide on crisis preparedness



We contributed to the development of the widest-reaching publication in Lithuania, “If Crisis or War Comes: How to Act?”, incorporating lessons learned from Ukraine’s experience.



# Meetings with local communities



We consistently share our knowledge about the war in Ukraine and the key lessons that can be applied in Lithuania. We participate in various conferences and events, and we attend meetings with corporate teams and local communities both in Lithuania and abroad.



# Fundraising campaigns



BLUE / YELLOW

**Project period:**  
**24 January – 24 February**

# RADAROM!

€8.56 million was raised, which was used to purchase 1,141 Safe Warrior Kits. Each kit included a personal anti-drone device, a night vision monocular, and a laser sight.

The campaign was organized in collaboration with the public broadcaster, LRT, as well as other Ukraine-supporting organizations – Laisvės TV, Stiprūs Kartu, and the journalist Rita Miliūtė.

Blue/Yellow was responsible for procuring the equipment and ensuring its efficient delivery to combat units on the front lines. The entire process was completed by the end of the year.





Project period:  
18 March – 2 May

# 1.2% income tax allocation

During the income tax declaration period, Blue/Yellow ran a communications campaign titled “Donate Percents, Not Lives,” encouraging Lithuanian residents to allocate 1.2% of their paid income tax (GPM) to support Ukrainian fighters.

In total, 30,316 Lithuanians placed their trust in Blue/Yellow by assigning a portion of their paid income tax to the organization.

According to the final data, Blue/Yellow received €2,398,636 in support – the highest amount among all donation recipients in Lithuania.



Project period:  
1 July – 5 September

# Greetings from Lithuania

During the summer, Blue/Yellow raised funds to purchase Lithuanian-made drones, which were sent to Ukrainian soldiers along with greetings from Lithuania.

The campaign was supported by President Dalia Grybauskaitė and carried out in cooperation with the TV3 Group. It began and concluded with aid concerts broadcast on TV3. The final concert was held in partnership with the Ministry of National Defence and marked Freedom Day.

A total of €346,128 was raised, which was used to purchase 672 drones from three different Lithuanian manufacturers.



**BLUE / YELLOW** Daugiau: [blue-yellow.lt](https://blue-yellow.lt)

## Linkėjimai iš Lietuvos

Siunčiame lietuviškus dronus į Ukrainos frontą

**1499** Skambink ir prisidėk 10 Eur  
Arba aukok tiesiai į Blue / Yellow sąskaitą su paskirtimi DRONAI. Paaukojus 500 EUR, dronas su tavo vardu iškeliaus į Ukrainą.

Daugiau: [blue-yellow.lt](https://blue-yellow.lt)

Project period:  
1 – 31 October

# 10 Years of Blue/Yellow

In October, Blue/Yellow marked a birthday it was not looking for – the organization’s 10-year anniversary. To commemorate the occasion, a communications campaign titled “We Are Blue/Yellow” was launched, with a special focus on raising public awareness about the Blue/Yellow Medical program.

€264,966 was collected and allocated to medical missions in de-occupied Ukrainian territories and to purchasing equipment for frontline hospitals.

On 10 October, a live anniversary concert was broadcast on TV3, during which all heads of state extended their congratulations to Blue/Yellow.



# More convenient ways to donate



BLUE / YELLOW

Project start:  
April

# Business Front

Businesses are encouraged to contribute a chosen amount regularly and to make a long-term commitment to support Blue/Yellow. This is both a symbolic gesture and an opportunity to plan incoming funding and carry out Blue/Yellow's activities more effectively.

Supporters are categorized into four levels: Lieutenants, Captains, Majors, and Generals, depending on the size of their contributions.

In 2024, 19 Lithuanian companies joined the Business Front, committing to provide support ranging from €250 to €10,000 per month.





Project start:  
November

# €10 subscription via phone number 1482

On 19 November 2024, the 1,000th day of the war in Ukraine was marked. To commemorate this date, a communications campaign was launched encouraging supporters to donate one cent for each day of the war that had passed.

As part of this initiative, a new option was introduced to subscribe to a €10 monthly donation via phone number 1482 — previously, only €3 and €5 subscriptions were available.

To subscribe to the €10 monthly donation via phone, supporters need to send an SMS with the text “TAIP10.”



Project start:  
late November

# Regular payments on the website

At the end of November, Blue/Yellow introduced a donation subscription using bank cards, Apple Pay, and Google Pay on their website.

This was the focus of the Christmas communications campaign titled “Don’t Forget the Most Important Fight – Give Regular Support.”

The donation tool allows supporters to choose one of Blue/Yellow’s main aid directions to allocate their funds: drones and anti-drone systems, vehicles, medical missions, training for Ukrainian soldiers, or rapid response.

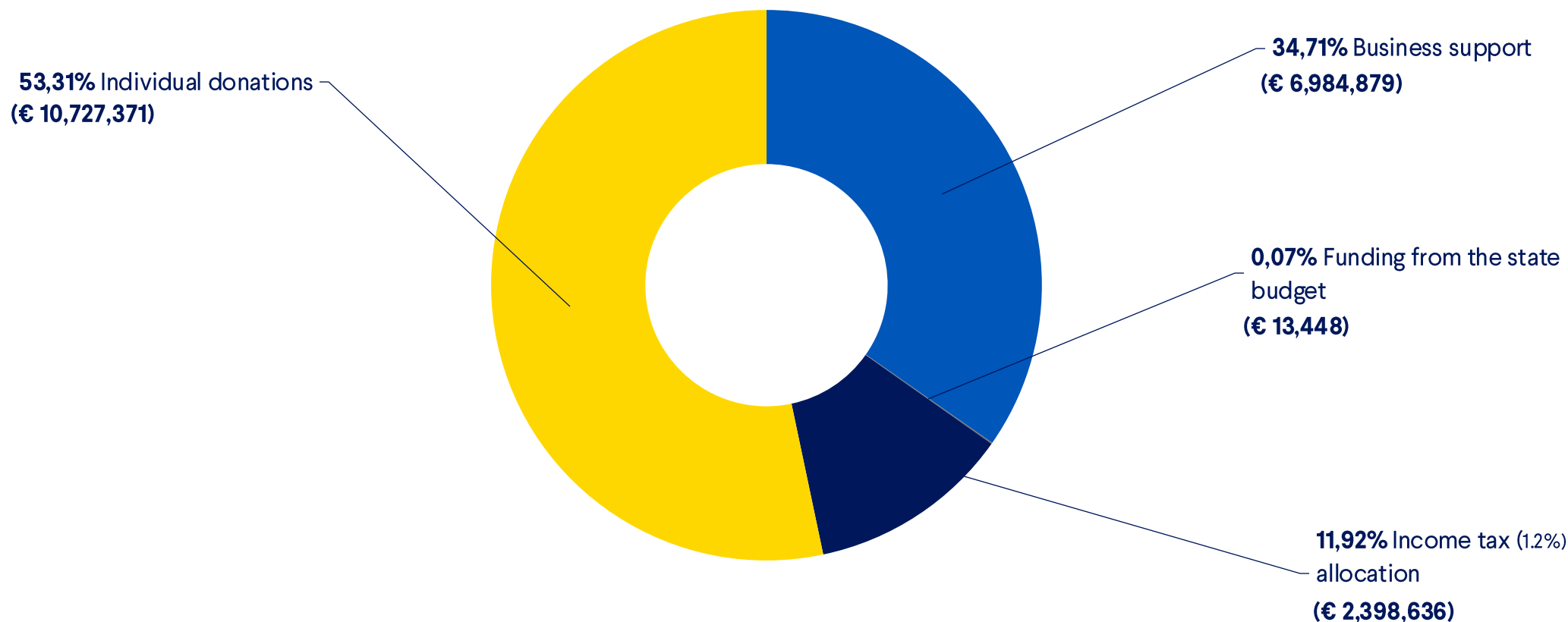


# Financial results for 2024



BLUE / YELLOW

# Distribution of funding sources



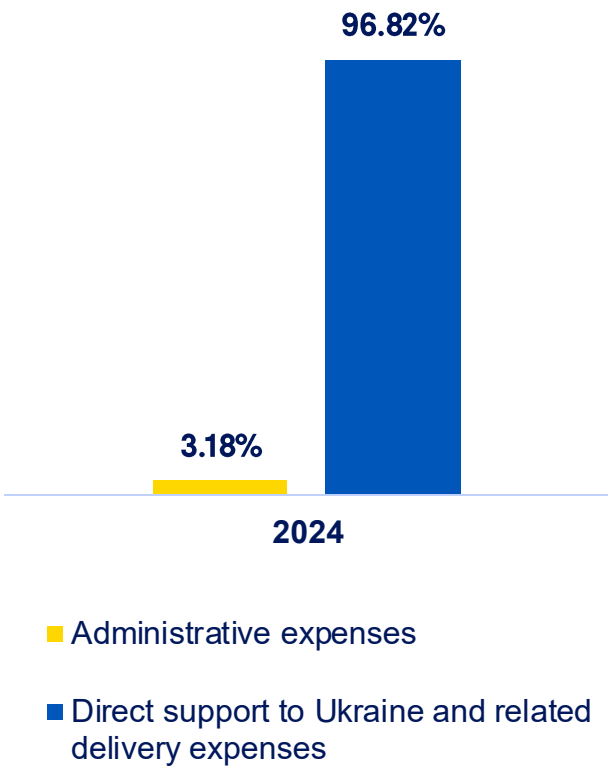
Funds raised in 2024

**€20,124,334**

# 97 cents of every euro went directly to aid Ukraine



Expense line, 2024	EUR	%
Direct aid provided	21,349,307	95,30%
Direct costs related to aid delivery (storage, transportation, customs clearance, repair and preparation, training, etc.)	341,278	1,52%
Salaries	340,807	1,52%
Fuel and vehicle operating expenses	20,974	0,09%
Depreciation expenses of fixed assets	20,373	0,09%
Fundraising expenses (event organization, advertising, donation system costs, communication expenses, etc.)	213,909	0,95%
Accounting expenses	15,400	0,07%
Other institutional expenses	99,797	0,45%
<b>Total:</b>	<b>22,401,845</b>	<b>100%</b>
Tax expenses (VAT and customs duties):	143,901	
<b>Total including taxes and customs duties:</b>	<b>22,545,746</b>	





# Fixed assets



In 2024, the institution acquired fixed assets necessary for operations:

- Vehicles for €32,602
- Office and storage equipment for €7,349

In 2024, the institution disposed of fixed assets:

- Vehicles for €180,445

# About the organization



BLUE / YELLOW

# Objectives



## Objectives

The public institution “Blue/Yellow” was established on October 14, 2014, as the legal entity of the social movement “Blue/Yellow” (Lithuanian for “Blue and Yellow”) (legal entity code 303420560). The institution is a registered recipient of support. The institution’s objectives are to serve public interests by carrying out activities beneficial to society:

- Assistance to victims of war and natural disasters, as well as to soldiers
- Receiving and distributing support
- Social assistance
- International cooperation
- Protection of human and civil rights
- Prevention of natural disasters
- Protection and integration of minority rights
- Leisure activity organization
- Training organization
- Education

## Main objective

Humanitarian aid to the people of Ukraine, providing Ukrainian soldiers and volunteers with life-saving and other non-lethal equipment.

# Strategic directions for activities 2024-2026

- Continue providing effective support to Ukrainian soldiers and civilians.
- Strengthen relationships with current donors.
- Expand activities into international markets.
- Implement new programs focused not only on soldiers but also on the needs of civilian populations.
- Develop the Blue/Yellow Medical program.
- Diversify funding sources and further enhance financial stability.



# Institution management



## Governing bodies and staff

Blue/Yellow governing bodies:

- General meeting of shareholders;
- Sole executive body of the public institution – the director;
- Collegial governing body – the board.

Founders and shareholders of the institution:

- Jonas Axel Oehman
- Paulius Kijauskas

Number of employees:

- At the beginning of 2024 – 4
- At the end – 8

Director:

- Laura Paukštė-Kubilienė

## Management expenses

The institution's expenses related to employee salaries in 2024 amounted to €340,807.

# Independent auditor's report



The Blue/Yellow organization commissioned an independent audit for 2024. The audit was conducted and the report issued by Dangutė Pranckėnienė, a certified auditor at Moore Mackonis Ltd. The detailed financial statements and activity report are available for review at the State Enterprise Centre of Registers.

*"In our opinion, the attached financial statements fairly present, in all material respects, the financial position of the Public Institution as of December 31, 2024, and the financial performance for the year then ended. <...>*

*Our opinion, based on the work performed during the audit of the financial statements, is that, in all material respects:*

- The financial data presented in the Foundation's activity report corresponds to the data in the financial statements for the same financial year;*
- The Foundation's activity report was prepared in accordance with the requirements of the Associations Act and the Rules on the Preparation and Submission of Accounting and Financial Reporting for Non-Profit Legal Entities."*

Thank you  
for standing with Ukraine!



BLUE / YELLOW

[www.blue-yellow.it](http://www.blue-yellow.it)