

## Celebrities unite to show the power of humankind in new global fundraiser raising urgent funds for Ukraine's healthcare crisis

*Harry Styles, Wladimir Klitschko, and Ellie Goulding are among the host of stars donating once-in-a-lifetime personal items for the Health Emergency Appeal for Ukraine*

- Seven months on from the war in Ukraine on 24 February, the WHO Foundation has launched a new fundraising e-store selling branded merchandise and one-off items donated by stars from across the world
- The [Human Kind e-store](#) is raising money for WHO's Health Emergency Appeal for Ukraine to fund its lifesaving work protecting and supporting the health and wellbeing of millions of people in Ukraine and neighbouring countries amidst the ongoing humanitarian crisis
- Donated items are available from musicians Harry Styles, Ed Sheeran, and Ellie Goulding; sporting heroes Wladimir Klitschko, Vitalii Mykolenko, and Shaquille O'Neal; and artists Shepard Fairey, Mr Brainwash, and Richard Orlinski

**Geneva, 24 September 2022:** Today, the WHO Foundation launches Human Kind, a new nowned artists, including Ellie Goulding, Ed Sheeran, Shaquille O'Neil, and Wladimir Klitschko, and a brand-new merchandise range.

Giving a global audience the chance to show they care for Ukraine's plight in the face of the ongoing war, Human Kind is raising money for the WHO's Health Emergency Appeal for Ukraine. The campaign is launched to mark seven months to the fundraising campaign offering the chance to own once-in-a-lifetime personal items donated by a star-studded cast of celebrities and re the war began on February 24.

Since then, there have been 550 verified attacks on healthcare, over 5,900 civilian deaths, and more than 12 million refugees are currently in Europe. Over a third of Ukraine's population (17.7 million people) need humanitarian assistance and more than 8,600 civilians, including 635 children, are injured.\*

Amidst this humanitarian crisis and as we approach the colder months, there is a dire need to fund the WHO Health Emergency Appeal for Ukraine to help protect, support, and rebuild vital health services and to support healthcare needs of refugees in neighbouring countries. To do so, the WHO Foundation aims to raise \$53.7m before the end of the year to fund this lifesaving work.

Available to win via the Human Kind raffle, costing just £5 / \$10, the unique personal items include a signed vinyl from Harry Styles, signed merchandise from Ellie Goulding, signed prints from contemporary artist and founder of OBEY Shepard Fairey, VIP tickets to Coachella festival, signed shirts/jerseys from Ukrainian footballer Vitalii Mykolenko, Manchester United legends Rio Ferdinand and Peter Schmeichel, and American basketball icon Shaquille O'Neil, as well as a boxing glove from Ukrainian, former world heavyweight champion, Wladimir Klitschko.

In addition to the one-of-a-kind donations, brand new Human Kind merchandise including t-shirts and tote bags featuring the Human Kind 'heart-to-heart' icon will also be available for purchase. The contemporary motif is designed to represent Human Kind and togetherness with the two hearts symbolising one human seeing themselves in another and doing whatever they can to show they care.

So far, the WHO Health Emergency Appeal for Ukraine has helped deliver 1,300 metric tonnes of medical supplies to Ukraine. Vital support includes emergency medical supplies, blood transfusion materials, essential medicines, ambulances, oxygen, anaesthetic, plus

wound management, and surgical supplies for those injured in the conflict. WHO has also supported international emergency medical teams to deliver over 8,300 consultations, including children and pregnant women.\*

Profits raised will also go to supporting Ukraine's health system longer-term. WHO is supporting people living with chronic diseases to access healthcare and setting up for what is predicted to be one of the most important upcoming challenges for Ukraine and neighbouring countries – mental health.

**Anil Soni, Chief Executive Officer of the WHO Foundation, said:**

“Seven months into this tragic war, people are ever more in need of urgent medical care across the country. We must address the immediate and long-term health needs of those affected. It is essential to support WHO in its life-saving mission to help deliver health supplies and access to services, especially as we move into the colder months of the year.

“The Human Kind store is a quick and simple way for people across the world to make a real difference to the lives of those suffering in Ukraine. The WHO Foundation thanks all those who have supported so far with their kind donations to show Ukraine and the rest of the world, the power of Human Kind.”

**Musician Annie Lennox, who donated a pair of her iconic sunglasses to the fundraiser, said:**

“It's devastating to realise the terrible circumstances ordinary Ukrainians are being forced to endure. Pictures coming from Ukraine, including those of women giving birth in basements, are profoundly shocking.

“Healthcare is a human right that all deserve access to, I encourage everyone to do what they can to support the people of Ukraine through this crisis.”

**Yulia Pinkusevich, Ukrainian-born artist based in the US, who donated artwork, said:**

“I am from Kharkiv, where my father still lives, so this campaign is very close to my heart. Living in California during the war, working on this project has given me a lot of solace from the horrors facing the people in Ukraine. Creating work that deals with the history of military aggression has allowed me to channel my overwhelming empathy and emotions someplace positive, which has proven to be of great comfort for me during this devastating time.”

To browse the e-store, buy merchandise, and enter raffles to win one-off prizes, go to [humankind.who.foundation](https://humankind.who.foundation). You can enter the raffles by donating multiple times for multiple entries, any time between 24 September and 24 October 2022. Winners will be drawn at random on 31 October 2022.

To show support for the Human Kind e-store and be the first to know about new one-off donated items, follow [@WHOFoundation](https://twitter.com/WHOFoundation) and be sure to share your social media posts using #Humankind.

The full list of donated items available to win includes:

- Original painting donated by Mr Brainwash
- Original painting donated by Yulia Pinkusevich
- Original sculpture donated by Richard Orlinski
- Signed album vinyl donated by Harry Styles
- Signed basketball jersey donated by Shaquille O'Neal
- Signed book, 'Omelette: Food, Love, Chaos and Other Conversations', donated by Jessie Ware
- Signed boxing glove donated by Wladimir Klitschko
- Signed 2021/22 Manchester United football jersey donated by Rio Ferdinand
- Signed 2021/22 Everton football shirt donated by Vitalii Mykolenko

- Signed Manchester United football jersey and autobiography 'One', donated by Peter Schmeichel
- Sunglasses donated by Annie Lennox
- Suite of signed prints and 2 books donated by Shepard Fairey
- Tour brochure and signed t-shirt donated by Ed Sheeran
- Signed book, 'Unfinished', donated by Priyanka Chopra
- Signed merchandise bundle, donated by Ellie Goulding
- Backstage concert tickets donated by Swedish House Mafia
- VIP ticket to Coachella Valley Music and Arts Festival 2023

ENDS

**For more information contact:**

The WHO Foundation: [T.jeewa@who.foundation](mailto:T.jeewa@who.foundation)

Download the following assets here:

<https://drive.google.com/drive/folders/1u4K4Wz2R70QRh2ZHm6tForpc2gOaU7-8>

- Human Kind logos
- Images of donated items available on the e-store
- Images of Human Kind t-shirts and tote bags

**Notes to editors**

\* Number of refugees, healthcare attacks, casualties and people injured: [WHO's Response to the Ukraine Crisis Interim Report](#) (February to June 2022)

\* Updates on latest number of attacks on healthcare can be found [here](#)

\* According to the United Nations, over a third of Ukraine's population (17.7 million people) need humanitarian assistance ([UN OCHA](#))

**Additional supporting quotes**

**Contemporary artist, Mr Brainwash (Thierry Guetta), who donated artwork, said:**

"As the harrowing war in Ukraine continues, I am grateful to be helping the WHO Foundation to fund WHO's life-changing work. During these difficult times, art can offer a glimpse of hope and positivity and I cannot think of a better way to show my support for such an important cause than to donate."

**Contemporary artist and sculptor, Richard Orlinski, who donated a sculpture, said:**

"It is heart-breaking to think about the Ukrainians who can't access the health services that they desperately need, and I believe that art has a special role to play in helping address this. It can raise awareness of what is happening, but also spread a message of love and kindness in these difficult times. This is why I am donating this piece and voicing my support for the WHO Foundation and their important work."

**About Human Kind**

Human Kind is an initiative of the WHO Foundation to support the [World Health Organization's Health Emergency Appeal for Ukraine](#). The WHO Foundation has created unique merchandise and partnered with iconic artists, musicians, athletes and businesses from Ukraine and around the world to donate items to raise money which supports the health and wellbeing of people affected by the war in Ukraine. The funds raised through this initiative will support WHO to deliver healthcare and emergency medical supplies as the conflict continues to take a heavy toll on people who need critical health services to treat injuries and access treatments for cancer, heart disease and other conditions and communicable diseases.

All Human Kind profits go directly towards WHO's Health Emergency Appeal for Ukraine with some of the funding potentially distributed by WHO to support their national partners working on the ground in Ukraine and the surrounding countries.

### **About WHO Health Emergency Appeal for Ukraine**

WHO is working to ensure that the Ukrainian population has access to essential care for all health issues, including other pathologies pre-existing the conflict: COVID-19 to cancer, HIV and tuberculosis, maternal care to mental health issues, especially for migrants, older people and refugees. WHO has for decades worked closely with health authorities across Ukraine. Their deep knowledge of the capacities and needs of the country's health system allows them to better support where needs are the greatest.

The Health Emergency Appeal for Ukraine must raise an additional \$53.7m before the end of the year to support Ukraine's immediate healthcare needs, rebuild the health system for long-term resilience, and support refugee-hosting countries to provide health services.

For more information on the WHO Emergency Appeal, see:

- [WHO Emergency Appeal - Ukraine and Neighbouring Countries](#)
- [WHO's Response to the Ukraine Crisis – Interim Report February – June 2022](#)

### **About the WHO Foundation?**

The WHO Foundation is an independent grant-making entity, based in Geneva, Switzerland. Affiliated to but independent of the World Health Organization (WHO), the Foundation supports WHO's efforts to address the pressing health challenges of today and tomorrow. The Foundation strengthens WHO's efforts by creating investment opportunities to help to fund WHO's essential work around the world, while ensuring WHO's neutrality and independence. To do so, the Foundation engages directly with donors, including private philanthropists and businesses and launches innovative initiatives which offer individuals a unique opportunity to support fair and equitable access to health for all. For more information on the WHO Foundation, see: <https://who.foundation/en/who-we-are>