

FESTIVALS FOR UKRAINE

A TOOLKIT ON RAISING FUNDS AND AWARENESS



in cooperation with
UAME | MUSIC SAVES
UKRAINE
UKRAINIAN ASSOCIATION OF MUSIC EVENTS

YOUROPE
THE EUROPEAN FESTIVAL ASSOCIATION

3F FUTURE-FIT
FESTIVALS



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CONTENT

YOUROPE – The European Festival Association and Music Saves Ukraine humanitarian initiative have developed and released this "Festivals For Ukraine: A Toolkit on Raising Funds and Awareness" as part of the three-year project „Future-Fit Festivals“ (3F). It contains information about various tools festival organizers can employ to use their festivals as a platform for raising funds and awareness for important causes.

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INTRODUCTION

The tools presented in this toolkit have been tested and successfully implemented by Music Saves Ukraine since the full-scale invasion of Ukraine in 2022 in collaboration with YOUROPE member festivals and other European music festivals to provide humanitarian aid in Ukraine and to spread the Ukrainian message abroad.

While the toolkit is based on case studies related to Music Saves Ukraine, the tools described possess a high degree of transferability and can easily be used to advance and raise for any other charitable cause: refugee aid, environmental action, inclusion and diversity, etc.

We hope that the case studies, experiences and advice laid out in this toolkit will inspire and help promoters use their platforms to facilitate positive change in the world by supporting relevant charities and NGOs.

A word from **YOUROPE**

by *Holger Jan Schmidt*

“ *YOUROPE has existed for a quarter of a century, and we can proudly say that we are the most important European association for popular music festivals. We have experienced a lot in 25 years – from the financial crisis to the pandemic. However, the challenge that war in Europe poses to us as a community is a new, certainly unwanted, and very emotional one.*

YOUROPE formulated and published a public statement on the day of Russia's invasion of Ukraine and since then, has not only been in constant dialogue with its members on the ground in Ukraine, but has also built up a non-stop support cooperation throughout the war, which has already lasted for over two years now. Like never before, we are standing side by side with Music Saves Ukraine, the initiative launched by the Ukrainian Association of Music Events (UAME) at the beginning of March 2022 with the participation of our member from Kyiv, Atlas Festival.

In the spirit of our TAKE A STAND initiative launched in 2017 – which focuses on social awareness, peaceful dialogue and humanitarian action – YOUROPE and its members have done remarkably well in supporting the admirable work of Music Saves Ukraine. We want to use this publication to document these many collaborations and inspire further action. But we also want to use it to give our friends and peers from Ukraine another stage to show what is possible and how you can help them best.



Photo: Das Fest

One of the peculiarities of our time is that crises occur at ever shorter intervals, and because of that, people's awareness of each of these events is dwindling, even if the situation remains critical or continues to worsen. It is our task as a society and, above all, as representatives of a liberal, cosmopolitan Europe to help maintain this attention. With our festivals and events, we reach millions of people – certainly with colourful, hedonistic and mainly apolitical content. But all this is only possible in a world that guarantees us the freedom to do what we do best.

But this freedom is threatened by the Russian invasion of a free, democratic country. And our friends in Ukraine are defending this very freedom on our behalf. Helping them in the humanitarian field, raising funds, and using our reach and influence is the least we can do. For Ukraine, but also for ourselves.

So when we talk about the resilience, responsibility and relevance of festivals in our three-year project 3F (Future-Fit Festivals), we must include this topic, and fortunately, we can also show off some achievements. Dozens of member festivals have helped in various activities and actions, and thousands of Euros have been raised to help evacuate, shelter and rehabilitate people in Ukraine. YOUROPE has led the discourse in the industry across Europe on how we face this challenge. And we have not only talked about Ukraine, but above all we have talked with Ukrainians. With those affected, whom we have often, but still not often enough, been able to offer a stage for reports from their home country, personal experiences, and appeals.

Seven representatives from YOUROPE and its member festivals visited Ukraine and Music Saves Ukraine in March 2024. In an emotional week, it once again became clear that personal experience has more impact than talking, writing and posting. As regrettable as the effects of the attack they saw and heard during those days was, they also felt the unbreakable spirit and resilience of the Ukrainian people. This spirit gives them – and everyone else supporting Ukraine – even more strength and drive to build on what we have started, make it an even bigger success and involve more people who are lucky enough to be able to do good in a free world.

Holger Jan Schmidt

YOUROPE General Secretary





YOUROPE

THE EUROPEAN FESTIVAL ASSOCIATION

Photo: Sunny Hill Festival 2022

Since 1998, YOUROPE – The European Festival Association has evolved into the most important association for popular music festivals in Europe. As of May 2024, YOUROPE counts 124 festivals and associated organizations from 30 European countries among its members. The overall aim of the association is to strengthen and improve the European festival scene as a whole, and promoting arts and music while connecting different cultures.

In its working groups YOUROPE focuses on different topics at the heart of festivals: sustainability, climate action and environmental protection in the GO Group (Green Operations Europe) and security and crowded spaces management in the YOUROPE Event Safety (YES) Group. Two further key topics that YOUROPE continually supports and teaches at different conferences and events are communication as well as mental health and wellbeing.

Further, YOUROPE hosts the biannual European Festival Conference (EFC) and organizes the annual European Festival Awards (EFA).

 www.yourope.org

TAKE A STAND

TAKE A STAND is the most important awareness campaign for social commitment in the European music and creative sector. YOUROPE launched the initiative in 2017 with the aim to create a movement for festivals, associations, clubs, agencies

and partner companies and like-minded people, to commit to shared values and goals. This call was followed by more than 150 participants and supporters from 25 countries.

Those who feel connected to the European ideals, who believe in peace, integration and dialogue as opposed to fear and exclusion, are invited to join TAKE A STAND. The initiative is independent and entirely driven by the voluntary commitment of the participants.

Over the years, YOUROPE launched several campaigns on topics like tolerance, cooperation and peace under the banner of Take a Stand. In addition, every supporting festival is invited to realize their own vision of Take a Stand in the form of activities at their respective events.

 www.take-a-stand.eu



Photo: OpenAir St. Gallen



Photo: Gustaf Adolfsson | Mando Diao at Das Fest





Introduction by MUSIC SAVES UKRAINE

Photo: Oleksandra Sherhina | Music Saves Ukraine zone at Pohoda 2023

“ When Music Saves Ukraine was created on March 1st, 2022, we did not have any long-term plans and acted on an impulse. We knew it was impossible to stand aside – we needed to do everything possible to help the country. Thus, we created our first humanitarian hub on the premises of a concert venue in Kyiv to provide humanitarian supplies to those who needed them. At the same time, we needed funds to sustain our operations and the best thing we could have done was to reach out for the help of our dear music industry friends and colleagues, whom we have known for years.

The situation was so critical and dynamic that it was impossible to plan anything even a week in advance: Ukraine's very existence was at stake. All we could hope for was that we would be able to continue helping people for as long as needed. Never could we have imagined that in just over 2 years, we would have a network of festivals, music industry professionals and organizations who stand strongly with us year after year, using their platforms to help our mission.

Music Saves Ukraine, in its current form, would not have been possible without the help of each and every person who donated, raised money for us or gave us an opportunity to reach a big audience abroad and raise awareness of what is happening in Ukraine. We would also like to thank USAID/ENGAGE for their continued institutional support, which allows us to sustain our operations and scale activities on the national and international level, including promoting Ukrainian cultural heritage at international cultural events and establishing partnerships with foreign organizations. Cooperation is at the very heart of our mission, and we are very proud of what we were able to achieve both in Ukraine and outside of it.

We are confident that music has the power to make a difference in this world and help those who need it most. The results of our work are a testament to that. Artists, event organizers and festivals have a unique power to reach people's hearts with their music and events in a much more direct way than media or politics will ever be able to. We should continue to use this power to pursue a better, more inclusive and peaceful world. A world where we can put on shows and bring joy to people without having to fight for our fundamental right to exist.

A world where Ukrainian musicians are playing sold-out shows and headline festivals all over the world instead of defending their loved ones and their country on the frontlines.

A world where music schools and cultural institutions are teaching kids how to play music and put on plays and concerts instead of rebuilding from scratch because they were bombed by Russia. A world where no one denies the existence of your people, your culture and your language.

For us, this toolkit is proof of the power of music and an opportunity to give something back to the wonderful music community that has supported us. We hope that our experience and advice on how to work with festivals to raise awareness and funds for Ukraine will inspire even more action across the industry and result in an even bigger positive impact on the world we live in.

We would like to express our immense gratitude to YOUROPE and its members for the opportunity to work on this toolkit with them and for their unwavering support of everything we have done since our very first days. Together, they helped us raise hundreds of thousands of Euros, which translated into thousands of people helped. They cordially invited us to their festivals, where we could collect donations and bring Ukrainian artists, culture and our experiences to their visitors.

Members of YOUROPE came to visit us in Ukraine and witnessed the reality of war as a part of both Music Ambassadors Tours, knowing well that they

were risking their lives. All this support enabled us to continue to do our humanitarian work non-stop while working on ever more ambitious projects to help people in Ukraine and to promote the Ukrainian culture and cause abroad.

With friends and partners like these, we are confident that, no matter how long it takes, we will see a day when we no longer need to save lives and rebuild what has been destroyed, but when we celebrate our freedom together in a peaceful, European Ukraine.

**Sincerely,
Music Saves Ukraine team**



Photo: Music Saves Ukraine | MSU team

Ukrainian Association of Music Events and its Music Saves Ukraine initiative

What is UAME?

The Ukrainian Association of Music Events (UAME) is the biggest Ukrainian music industry association, which unites festivals, promoters, venues, labels, artists, rentals, ticket operators, radio stations and other industry representatives. It was created in 2019 with the goal of improving the state of the music industry in Ukraine by creating a platform where the members of the industry can interact, advocating for them, working on improvement of legislature related to music and events and implementing best practices and values, like inclusion and sustainability. But the focus had to completely change as Russia invaded Ukraine on February 24th, 2022.



Photo: Atlas Festival | View platform near the main stage



Photo: Atlas Festival | NGO Zone activities

What is Music Saves Ukraine?

Music Saves Ukraine is a non-profit fundraising initiative which was created by UAME on March 1, 2022, as a direct response to the Russian full-scale invasion of Ukraine. Its main goals are

Fundraising by collaborating with festivals, artists and music organizations

Providing humanitarian aid to those who need it most in Ukraine, reacting to urgent humanitarian needs using the raised funds

Rebuilding Ukrainian culture and its infrastructure by helping to restore damaged cultural institutions or purchasing the necessary equipment for them and organizing special events and projects

Cultural diplomacy through the promotion of Ukrainian culture and music, fostering of dialogue between cultural representatives of Ukraine and the rest of the world by working together with music conferences and other events

Helping Ukrainian musicians and artists find opportunities to perform abroad

Results of Music Saves Ukraine activity by May 2024

Raised more than
€520 000

Helped more than
44 000 people

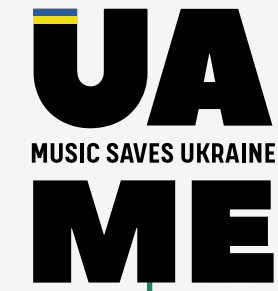
Evacuated more than
20 300 civilians
from frontline cities
and hotspots

Delivered more than
710 tons
of humanitarian
help

Collaborated with
**25 big music festivals and
33 music conferences / showcase festivals**

Provided necessary equipment and aid to border relief points, charging and heating points, cultural institutions, a refugee shelter and a rehabilitation centre

Organized various events and created unique projects to raise funds, promote Ukrainian culture and support victims of the invasion



Online and in-person participation in discussion panels at music conferences across Europe
Fundraising collaborations with festivals, artists and music organizations

from April until now



Opened a humanitarian hub in Kyiv's Atlas club (member of UAME) and distributed humanitarian aid throughout Kyiv and the Kyiv region
opened a humanitarian hub in Dnipro and distributed humanitarian aid across the frontline in the east of Ukraine



Photo: Pohoda Festival

Travelled to Rock For People, Pohoda, Sziget to create a Music Saves Ukraine zone and collaborated remotely with others to raise awareness and funds

Spring 2022



March 6th – beginning of non-stop cooperation with YOUROPE Association and its members

from March until now

Humanitarian and urgent aid deliveries across the country



Equipped temporary shelters at the western border of Ukraine



Purchased necessary appliances, helped with renovations and delivered humanitarian aid to Bakota Hub in Khmelnytsky region, run by UAME members who used to organize Respublica Festival



Photo: Eityvydas Kinaitis

Organized the celebration of Ukrainian Independence Day in Vilnius together with the city, raising over €27,000 (August 2022)

Summer 2022



Urgent humanitarian aid deliveries to eastern and southern regions of Ukraine



Opened a humanitarian aid distribution point in Mykolaiv (December 2022)



Purchased tools for Kherson Theatre needed to restore the building and create decorations



Helped financially to organize a camp for children whose parents died defending Ukraine (January 2023)

Autumn 2022



Evacuated more than 20,300 civilians in August / September from frontline cities and liberated settlements



Organized the first Music Ambassadors Tour (December 2022)



Equipped two heating / charging points in Kherson (December 2022)



Received the Take A Stand Award at the European Festival Awards 2022 (January 2023)

Winter 2022-2023



Created a special See, Hear, Feel Ukraine zone at EuroFestival during Eurovision 2023 held in Liverpool

Spring 2023



Photos: Mark McNul



Helped organize a unique Rave UKraine charity event held simultaneously in Liverpool and Kyiv

Summer 2023



throughout the summer

Music Saves Ukraine summer festival tour. 20 festivals, among them 14 YOUROPE members. 9 on-site and 14 remote collaborations



Purchased and delivered a boat and a motor for the State Emergency Service as well as urgent humanitarian aid for Kherson residents following the destruction of the Kakhovka dam



Provided treats and gifts for internally displaced kids at a charity event in Kherson and Bakota



Delivered necessary medical equipment from abroad for Lviv Regional Hospital of War Veterans and Repressed and wheelchairs and medical / hygiene supplies to Ukrainian medical institutions

Autumn 2023



Photo: Les Eurockéennes de Belfort

Held a charity auction sale of Joe Duplantier's (Gojira) personal guitar with Les Eurockéennes to raise money

Winter 2023-2024



Photos: Oli Zitch, Kirai Gigs



Organized the Pohoda Loves Ukraine charity event with Pohoda Festival at Atlas, Kyiv, which raised funds to purchase a special treadmill for the Kyiv Institute of Rehabilitation



YOUROPE and Music Saves Ukraine started a Christmas fundraising campaign, Festivals for Ukraine, to raise money for rehabilitation



Organized Music Ambassadors Tour 2024



Organized a free cultural festival "To Be In Ukraine" in a shelter in the frontline city of Zaporizhzhya to support its residents

Spring 2024



Organized the shooting of a music video for Within Temptation in Kyiv, royalties from which will go to Music Saves Ukraine



Purchased furniture and multimedia equipment for the Borodyanka Palace of Culture



Purchased a pressolympatic drainage device as a result of the Festivals for Ukraine fundraiser run by YOUROPE

We are here

Summer 2024 and onwards



Photos: Tasha Dudka



Delivered urgent humanitarian aid for children in the frontline Lyman area of Donetsk

Humanitarian aid for as long as it is needed and rebuilding of Ukrainian cultural infrastructure

Music Saves Ukraine Summer Festival Tour 2024

Victory of Ukraine and the free world

FUNDRAISING AND AWARENESS-RAISING ACTIVITIES





Photo: Alina Pash | Alina Pash at Sziget 2022



Photo: Daniel Válek | The Hardkiss at Rock for People 2022



ARTIST BOOKING

One of the best ways your festival can support Ukraine is by inviting Ukrainian artists to join your line-up



Why is this important for the artists?

Artists in Ukraine face a lot of challenges at the moment:

they struggle to make a sustainable living - most concerts in Ukraine are committed to fundraising

regular touring is difficult due to a high upfront cost and exhausting travel times in and out of Ukraine due to the inability to fly; artists are forced to travel by land for days at a time

many acts cannot leave Ukraine since they have draft-eligible members, so there is a limited pool of UA-based artists available for booking

UA acts based outside of Ukraine struggle to find a foothold in the new markets

By playing at festivals, Ukrainian artists can get money to sustain their careers if they get paid enough. They also get to use their music as soft power - they promote Ukrainian culture and cause and share their personal experiences of war from the stage. A festival booking is an anchor for them to start planning more shows in neighbouring markets. They also get a chance to rest from the wartime reality in Ukraine and do what they love most - play for an audience. It also helps them to establish gain traction in a new market.

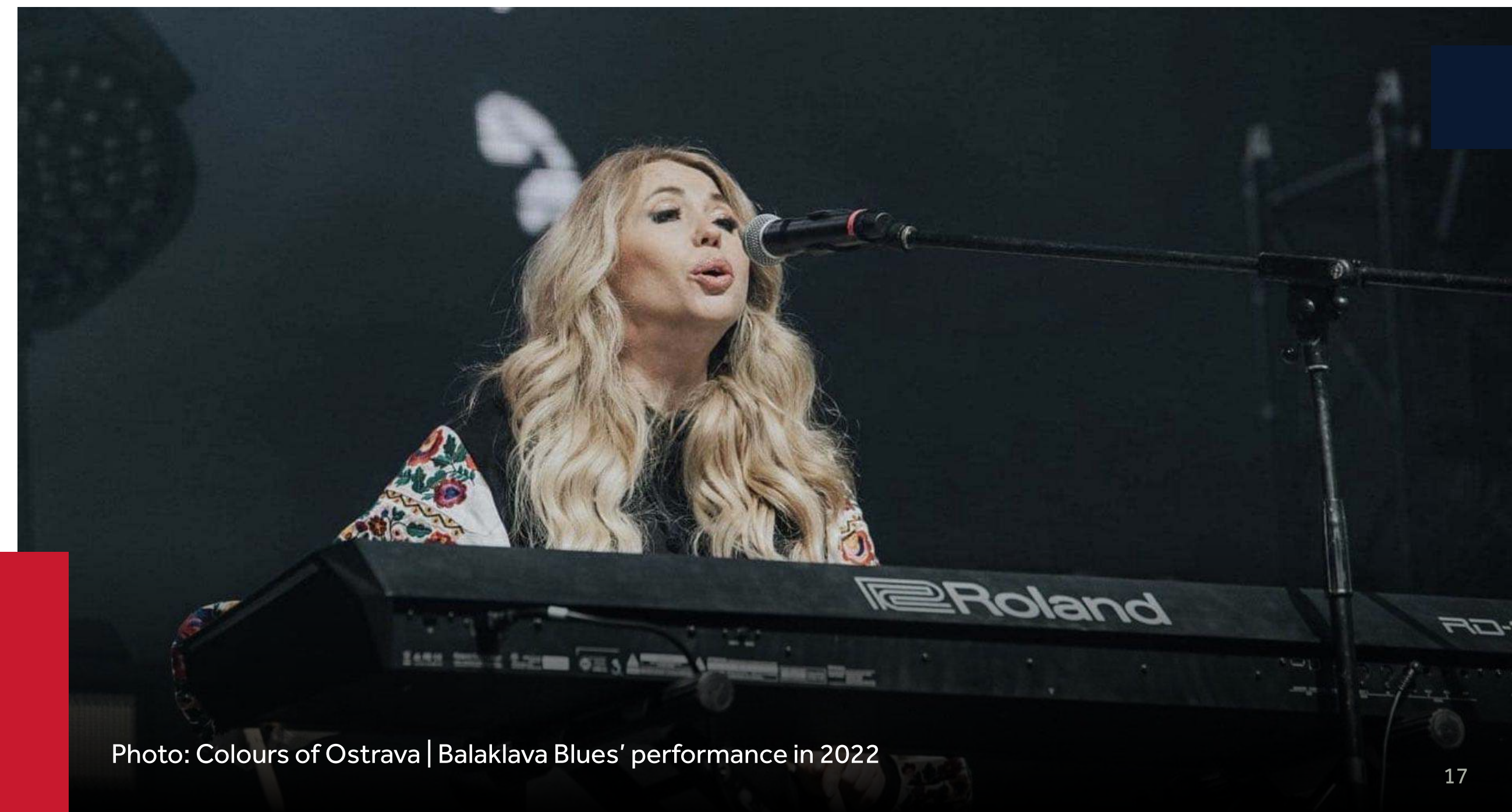


Photo: Colours of Ostrava | Balaklava Blues' performance in 2022

Why is this good for your festival?

It is a great investment since the Ukrainian music scene is currently blooming. There are more high-quality Ukrainian artists than ever, so you can find a perfect fit for your line-up, regardless of budget. It is a great gesture of solidarity, improves the diversity of your line-up, and shows that you are ready to give a platform to the voices who need it. This will also introduce your audience to Ukrainian music, which will make future Ukrainian bookings more worthwhile - the audience will grow fond of these artists, and their fees are smaller compared to artists from more established markets.

Why is this important for your audience?

Hearing about what is happening in Ukraine firsthand from a Ukrainian artist on stage will give your audience a new perspective and generate a stronger, more personal bond with Ukraine. They will understand that there is more to Ukraine than the sheer destruction that the war brings — there is also incredible music and spirit to be found there. This will inspire people to take a more active stance on Ukraine, prompting them to share information or join fundraising efforts, especially if they are available at your festival.

Leading by example

Right now, among other big festivals, Pohoda Festival and Sziget Festival show great commitment to showcasing Ukrainian talent. Sziget had 12 Ukrainian acts in 2022, 10 in 2023 and booked at least as many for 2024. Pohoda had 6 in both 2022 and 2023. Both featured special performances, which we will discuss in the next section and went beyond showcasing just music by giving a stage to Ukrainian theatre and other art forms.



Photo: Kazka | Kazka's performance at Sziget Festival 2022

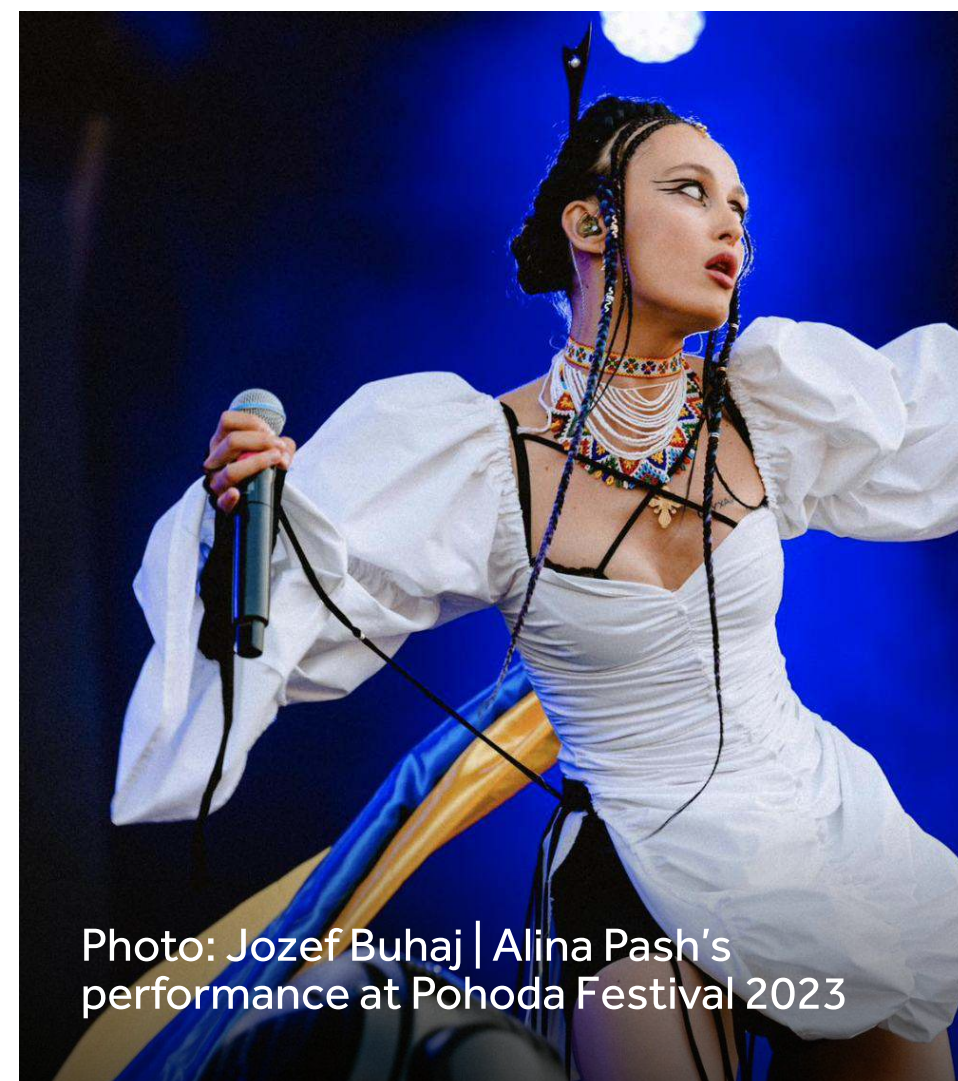


Photo: Jozef Buhaj | Alina Pash's performance at Pohoda Festival 2023

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Booking Ukrainian artists and supporting fundraising for Music Saves Ukraine at events like Sziget Festival is crucial because music has the power to heal, unite, and inspire hope in times of crisis. By contributing to this cause, we are not just helping a country in need, but also sending a powerful message of solidarity and compassion to the world. Music transcends language barriers and connects us on a deep emotional level, reminding us of our shared humanity. In these challenging times, coming together through music and art helps us to spread awareness, foster empathy, and make a tangible difference in the lives of those affected by hardships. Joining hands to support Music Saves Ukraine at Sziget Festival, The Island of Freedom is not just charity – it is a meaningful expression of love, support, and solidarity towards our global community.



Tamás Kádár
Sziget Festival

Where to find an artist to book?

If you want to book a Ukrainian artist, you can contact Music Saves Ukraine or Music Export Ukraine by clicking on the links below. You will receive information about the potentially available artists based inside or outside of Ukraine who would fit your genre and budget needs.



 uame.org.ua or

 info@musicsavesua.com



 musicexportukraine.com



SPECIAL PERFORMANCES

Arranging a special performance is an excellent way to create a memorable moment and make your festival stand out. To make such a performance dedicated to Ukraine, you can consider the following:

Getting artists from your home country to collaborate with Ukrainian artists to present some unique programme in order to promote unity and friendship between your countries

Making a multidisciplinary performance, combining artist performance with an orchestra, choir, dance, theatre, visual arts, light installation, acrobatics, etc

Commissioning artists to create some kind of a unique programme that will only be performed or will premiere at your festival

If your budget is limited, giving a prime time or a special slot to a Ukrainian act, creating a special title for this performance, highlighting it in the line-up and doing extra promo also works

The possibilities for such a performance are limitless and are only limited by budget and creativity. Here are some examples of Ukraine-themed performances that took place at European festivals since 2022:

Luhansk Philharmonic performance at Pohoda Festival 2022

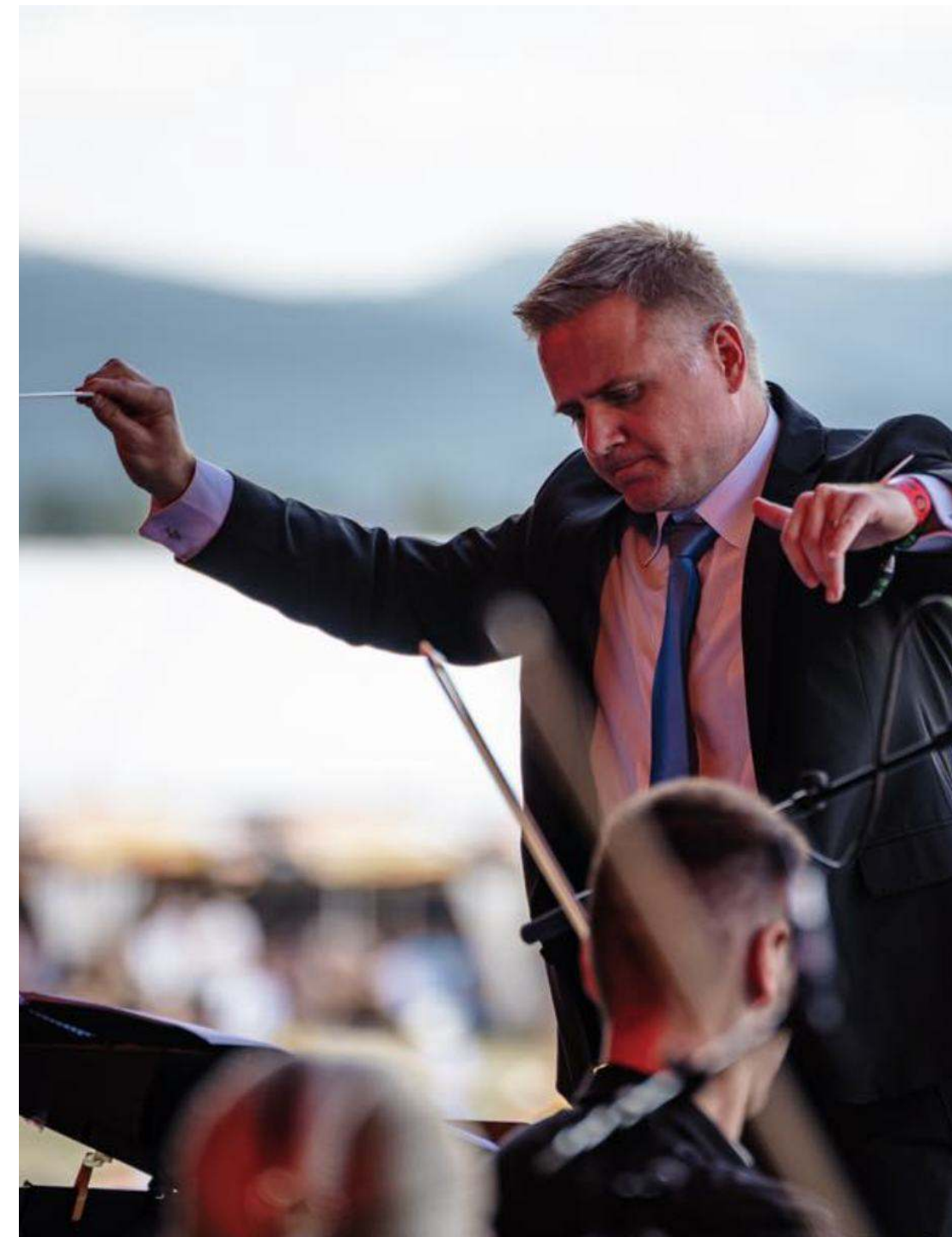
In 2022, Pohoda Festival invited the Academic Symphony Orchestra of the Luhansk Regional Philharmonic to open their main stage, accompanied by visual works by 50 Slovak created to express solidarity with Ukrainians. The performance of the orchestra was preceded by speeches from the festival's founder Michal Kaščák, the orchestra director Ihor Shapovalov, Vlad Yaremchuk from Music Saves Ukraine and Ukrainian artist and combat medic Stasik. This orchestra had to flee its home due to Russian aggression twice - first, they fled Luhansk in 2014 and then Severodonetsk in 2022. The festival also organized a free-to-attend performance for them in the heart of the festival's home city, Trenčín.





Symphony of Free Ukraine at Pohoda Festival 2023

In 2023, Pohoda festival commissioned 3 Ukrainian composers to write new compositions dedicated to Ukraine, which were performed for the first time by the Orchestra of the Slovak National Theatre on the festival's main stage. The festival also produced 5 vinyl records of the performance, 3 of which were gifted to the composers, one to the festival team, and one to Music Saves Ukraine, later to be sold for a €500 donation. This way, the festival highlighted Ukrainian talent, provided Ukrainian composers with financial support and allowed them to hear their compositions live from a festival stage performed by a big orchestra. It also created an unforgettable one-of-a-kind memory for everyone at the festival.



”

We say that Pohoda is a celebration of freedom and we do our best to confirm that by action. I believe in the strength of art. Democracy and freedom are not given, to keep them "alive" is daily work and sometimes also a fight. Brave people in our neighboring Ukraine are paying the highest price in that fight and we must do our best to show solidarity and fellowship with them. Everyone can do small miracles and that includes us, music promoters. At Pohoda, we fundraise for Music Saves Ukraine, ambulances, medical needs, but even for ammunition, as we want to show that the majority of people in Slovakia have their hearts on the side of humanity.

We also implement our values when creating the line-up. Ukrainian Philharmonic in 2014 on our main stage, Luhansk Philharmonic 8 years later, Kherson theatre and Symphony of Free Ukraine in 2023 are all important highlights of our line-ups at Pohoda. Symphony of Free Ukraine was exceptional in many ways – we asked three young composers from Ukraine to write new music and the world premiere took place at Pohoda, where it was played by the Slovak National Theatre. I am absolutely sure, that music, arts, discussions, NGOs and other activities that we do with our Ukrainian friends are building a stronger emotional connection between people and in the end support the best values of humanity.



Michal Kaščák
Pohoda Festival



Balaklava Blues at Colours Of Ostrava 2022

Colours of Ostrava put a spotlight on Ukraine by inviting the Ukrainian-Canadian folktronica act Balaklava Blues to perform on the festival's main stage. They joined forces on stage with the Czech Permonik Choir and Ukrainian dancers in a co-production with Tanec Praha festival to create a one-of-a-kind performance.

[Click here to watch the video](#)



Photos: Colours Of Ostrava
Balaklava Blues' performance in 2022



Queens Orchestra at Metronome Festival 2023

Metronome Festival, based in Prague, gave the honours of opening its 2023 edition to a Ukrainian all-female 17-member multi-instrumental ensemble the Queens Orchestra and the Czech artist David Koller. Before their performance, Mariana Mokrynska from Music Saves Ukraine, the festival organizers and a Ukrainian embassy representative delivered their speeches.



Photos: Metronome Festival
Queens Orchestra at the opening concert in 2023



DISCUSSION PANELS / SPEECHES

Your festival can highlight Ukrainian voices and foster cultural exchange and dialogue by inviting Ukrainians to participate in discussion panels. This way, your visitors will get a deeper look into Ukraine-related topics, which will encourage further discussion and collaboration between artists, cultural workers, and activists. It will demonstrate your commitment to making a positive difference beyond bringing entertainment and music to your audience.



Photo: Steffen Eirich | Superbloom Festival 2023

Which topics can be discussed?

There is no shortage of insightful conversations that can be held around Ukraine and its culture.

On the right are some examples to give you a starting point:

- How to continue to support Ukraine via music, culture and events
- How the war affects musicians and other people from the creative and cultural sectors and activists
- Unique experience of the Ukrainian event industry, which adapted to operate despite aerial attacks, curfew, blackouts and air raid alarms
- Blooming Ukrainian music scene and the current state of Ukrainian culture and its institutions, how we can help it and how we can rebuild it together
- The role of music and culture during the war
- How artists and event organizers can foster positive change and contribute to important political discussions
- Stories and case studies from Ukrainian culture, its background and identity
- Direct insights into everyday life in the current situation by peers and colleagues with personal experiences

Who can participate in this panel?

If you booked Ukrainian artists or invited an organization like Music Saves Ukraine to join your festival - you can ask them to join the panel.

Consider artists or cultural activists from Ukraine who moved to your country after the war started. High-profile participants such as the Minister of Foreign Affairs or the Minister of Culture, the Ukrainian ambassador, embassy and cultural institution representatives can generate even more interest. Journalists covering culture and music, representatives of the cultural sector, and Ukraine-related NGO members are all great potential additions. Having someone from the festival team will demonstrate the festival's support of the cause as well.

It is imperative to avoid inviting representatives of Russia, as Ukrainians express their clear unwillingness to have public discussions with them while the war continues.



Although a peaceful exchange and discussion of commonalities by representatives of both countries on a festival stage might seem to be an obvious approach, it does not apply to this particular case for the time being. The people in question are hardly on the same level of being affected and have different perspectives. These discussions are arguably not productive at the moment and can negatively affect the Ukrainian speakers, for whom the topic is extremely sensitive.

Speeches

If your festival has an opening speech, performance or ceremony, you can invite Ukrainians to take part.

The opening unites your entire audience in one place and generates a strong, memorable moment that will set the mood for the entire event. Use this moment to highlight what you are doing for Ukraine and invite your audience to join by visiting the dedicated Ukrainian area at the festival, donating, and checking out Ukrainian artists.

Hosting a special performance can take this even further. Such performances will be discussed in the next section. As with panels, consider inviting high-profile individuals like ministers, ambassadors and cultural representatives to generate an even stronger impact.



Photo: Holger Jan Schmidt | Opening speech from Das Fest 2023, where Music Saves Ukraine gifted the festival a Ukrainian flag with signatures of people whom the festival helped



Photo: Music Saves Ukraine | Opening speech at Metronome Festival 2023 with Mariana Mokrynska from Music Saves Ukraine, Alena Svejnhova - founder of the festival, and representative of the Ukrainian Embassy in the Czech Republic



If you are looking for potential participants, you can always get in touch with Music Saves Ukraine to ask for options.



UAME | MUSIC SAVES
UKRAINE
UKRAINIAN ASSOCIATION OF MUSIC EVENTS

 uame.org.ua

Photos: Naďa Koščiková, Pohoda Festival | Mainstage speech from Pohoda Festival 2022 with Michal Kaščák - founder of the festival, Ukrainian artist Stasik and Vlad Yaremchuk from Music Saves Ukraine before the performance of Luhansk Orchestra



BOTTLES RECYCLING

Festivals can raise a lot of awareness for important causes, but they can also implement various ways of raising meaningful funds for them. One such option is to recycle plastic and/or glass bottles and cans that are used all around the festival.



Photos: De Vaste Clique | Bottles recycling and collection at Pinkpop 2023

Here are steps and suggestions on how to implement such a system:

DEPOSIT SYSTEM

If your country has a country-wide Deposit Return System or a similar scheme, you can use it to raise funds by turning in the bottles collected at your festival. If no such scheme exists, you can introduce your own by adding a small extra charge for every bottled drink. We suggest anywhere between €0.10-0.50

PARTNER UP

You can either collaborate with a local recycling company to handle the collection and recycling, or you can do it with your own efforts by buying or renting what is necessary and looking for volunteers among your festival audience. If you are raising money for Ukraine, you can follow a great example set by Lowlands Festival. They focused on recruiting Ukrainian volunteers and provided them with festival tickets, daily meals and comfortably equipped tents for free. As a result, more Ukrainians could enjoy the festival, talk to the audience about Ukraine and make new connections with local people with whom they worked side-by-side, helping their integration. Meanwhile, this made the international part of the volunteer team directly engaged with the topic of Ukraine, inspiring them to do more.

PRE-FESTIVAL PROMO

Promote the recycling scheme as much as possible before the festival starts. Your goal is to introduce people to the scheme and underline that it is a fundraising effort that everyone can join for free. Explaining that you can raise significant money together would be inspiring for the audience, prompting them to engage with the activity more. If this is a recurring thing at your festival, remind people how much you raised before.



Photos: Lowlands Festival | Volunteers engaged in bottle collection for recycling in 2023



ON-SITE PROMO

Once the festival starts, continue to promote the activity and its charity goal using banners, volunteers, festival app, festival passport and stage screens. If you have a festival quest, you can integrate recycling into it. Gamifying the activity is great - people can throw the bottles in the bins from a small distance for prizes, etc. Update people daily on the total weight or amount of bottles already collected.

VISUALS

Creating eye-catching, memorable visuals goes a long way toward ensuring the audience is aware of the activity. You can create a mascot for this activity or collaborate with artists to push it even further. Pohoda Festival offers a great example with its planet and Ukraine mascots, which were used for bottle collection and other Ukraine-related activities.

CLEVER PLACEMENT

Placing the collection bins near other installations and areas related to your charity of choice is a great way to connect all the activities. At Pohoda Festival, for example, the collection bins were also placed near the Music Saves Ukraine tent, prompting people to check it out.

RESULTS ANNOUNCEMENT

Once the festival is over and the collection results are in, announce them to your audience - how much was raised, where the money goes, how many bottles were collected, how much plastic was recycled and what the environmental impact is. Reinforce the fact that by having everyone at the festival join a simple activity together, you raised thousands of Euros for an important cause. This will reinforce the idea that every little donation or action matters and your audience to be more socially active.

Using this fundraising method, Music Saves Ukraine, together with Festivals like Pinkpop, Lowlands, and Pohoda, raised upwards of €6000 per festival. By optimizing the process and iterating on it, even better results are certainly achievable.



Photos: Music Saves Ukraine | Mascots used for bottle collection at Pohoda Festival 2022



CUP DEPOSIT DONATIONS

Festivals with a cup deposit system have an easy way to raise funds with the help of their audience. You can offer people the option to donate their cup deposit to your charity of choice instead of keeping it. This essentially creates an opportunity for every visitor to donate easily, using something they already have – their cup, minimizing the effort and thought process needed to donate.

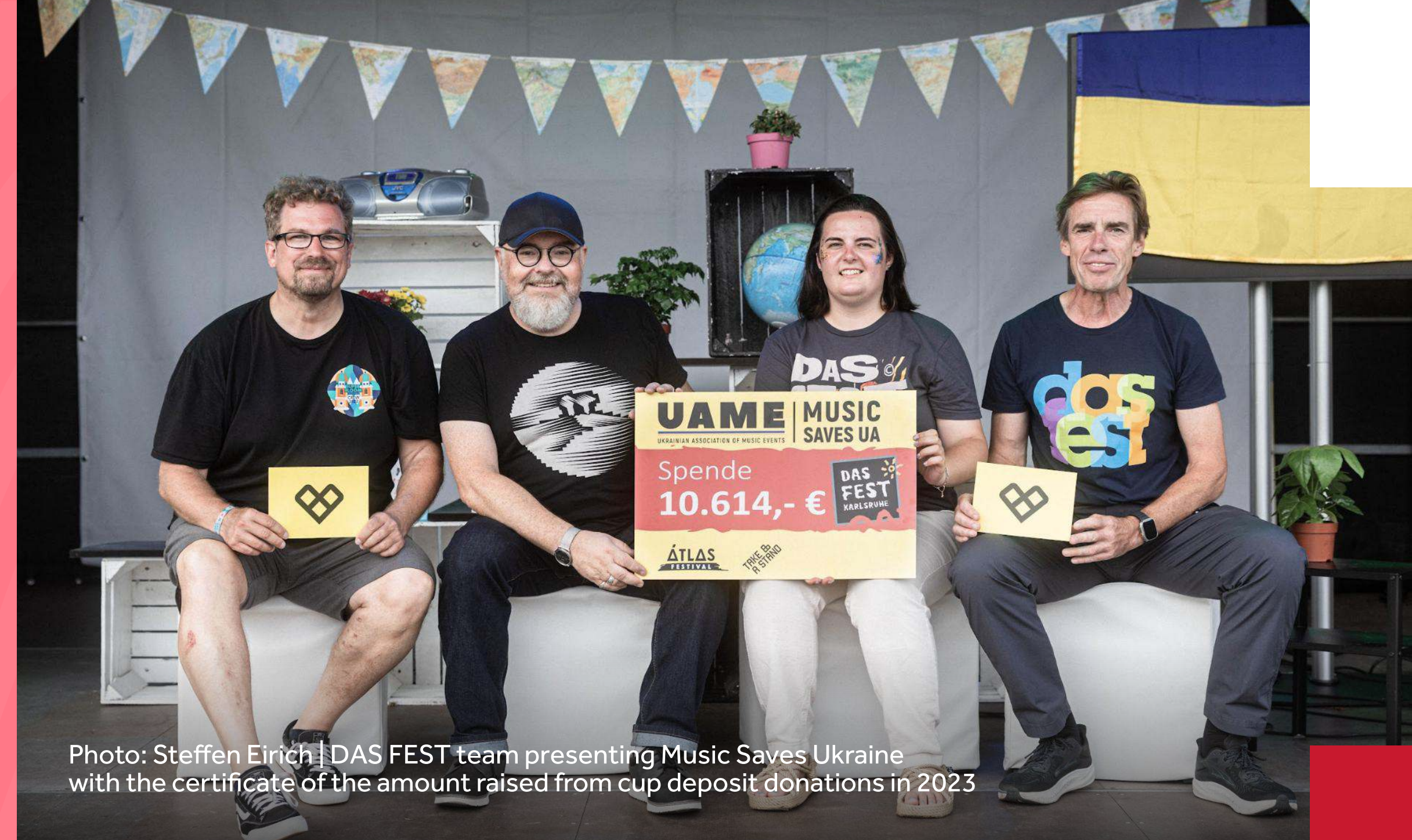


Photo: Steffen Eirich | DAS FEST team presenting Music Saves Ukraine with the certificate of the amount raised from cup deposit donations in 2023

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DAS FEST has been a proud supporter of Take A Stand since the beginning, and we didn't hesitate to lend our support when needed. We were delighted to contribute effectively and purposefully through Music Saves Ukraine in this remarkable way. Collaborating with our Fest family, we aimed to involve as many people as possible, and the cup deposit donation proved to be an excellent tool for this purpose. Our audience embraced this initiative wonderfully, and we are immensely proud of the outcome, knowing that we have made a meaningful contribution to ease suffering. There is no doubt that we will continue our support in the future.



Markus Wiersch
DAS FEST

Deposit price and scalability

The cup deposit usually varies between €0.50 and €2 per cup. Since festivals attract thousands of people, this becomes a well-scalable fundraising method that involves your entire audience. A nice bonus is that some of your visitors will not stick with the same cup for the whole festival, meaning they can potentially donate multiple times.

Analyze your deposit system and talk to your people for the best implementation

Technically, there is no "one-size-fits-all" solution because deposit systems work differently at each event. It depends on whether cashless payment, cash, vouchers, tokens or other means are used. It is advisable to work out the best possible implementation with the caterers or beverage team, as this donation system involves some logistical effort. While designing your cup deposit and donation system, prioritize ease of use – try your best to ensure that donating the cup deposit will be as easy as returning the cup.

Good visibility and striking visuals are key

Donated cups can be collected at beverage stands, dedicated return points, or by volunteers or NGO helpers using collection boxes in a public area. To get the best results, pick a location that offers maximum visibility and dedicate time and resources to creating memorable and enticing designs for collection boxes, staff and volunteer clothing, banners, and other materials. The cup's design can contain a short call to action and visuals relating to the chosen charity.

Make sure the donations are accounted for

The collected cups must be sorted, counted and accounted for. Particularly, if the deposit system works with a cup and a token, you must create an infrastructure that allows both to be reliably collected together. The collected cups can only be handled by trustworthy people familiar with the process. After the donations are calculated and recorded, the cups must be returned to the system. It is important to clarify in advance how the collected donations will be recorded and separated from the rest of the beverage revenue since, in most cases, vendors include the deposits in the beverage revenue. Also, clarify who receives the deposit money during the festival (e.g. promoter or caterer) and how and to which organizations they will transfer it.

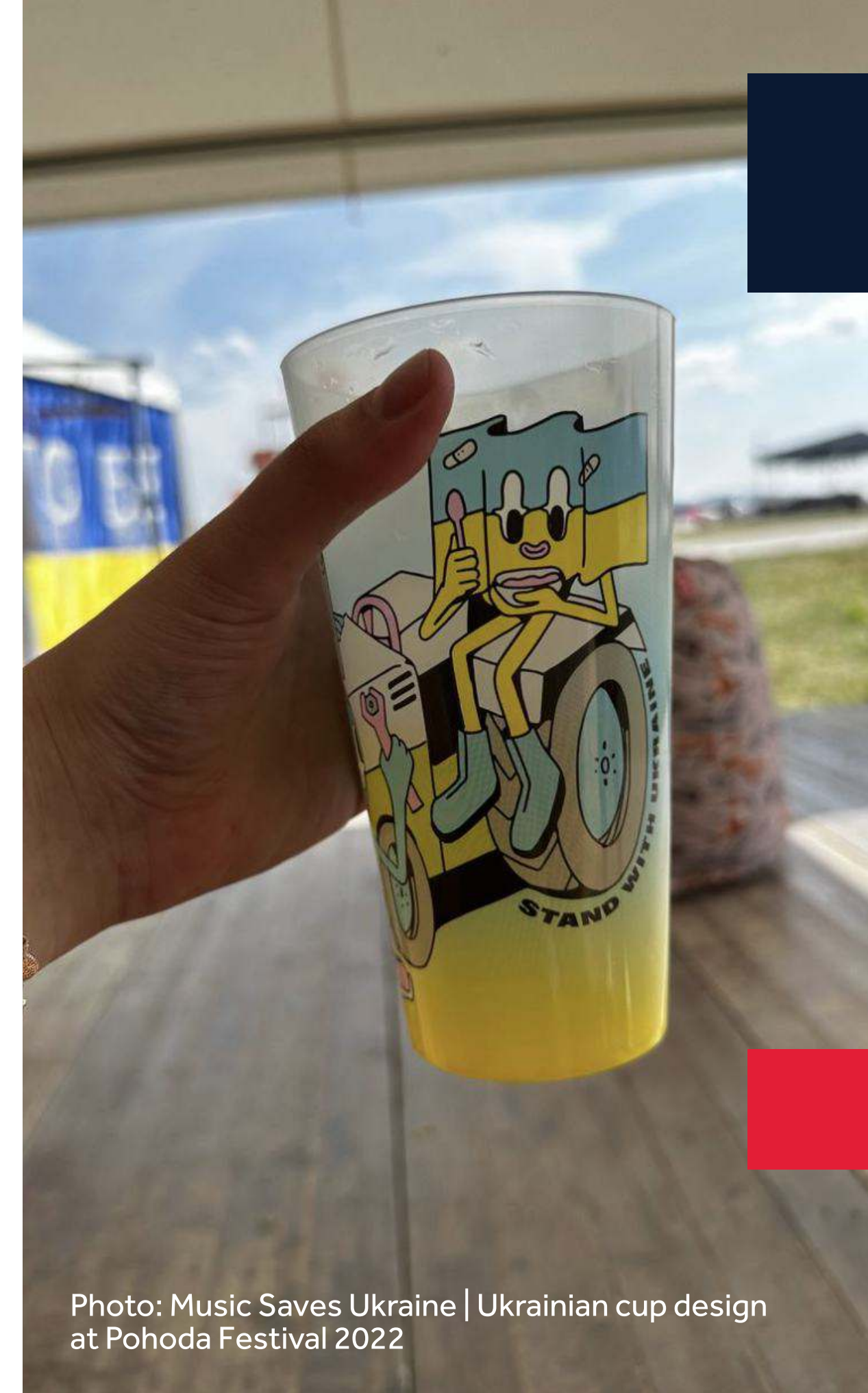


Photo: Music Saves Ukraine | Ukrainian cup design at Pohoda Festival 2022

Non-stop promo goes a long way

Your goal is to ensure people know about the cup fundraising activity, its charity goal, and how to participate even before they set foot on the festival site. Dedicate social media posts, record a video explaining the system, make a blog post on your website before the festival starts. At the festival, use the app, festival booklet or map, stage screens, dedicated banners, and stage hosts to promote this activity.

Try to involve your artists as well. They can mention it on stage or even announce that they will be collecting the cups alongside volunteers at some point and, for example, give their stickers to everyone who brings their cups to them. The German NGO Viva Con Agua has perfected this principle and regularly provides great live moments in which artists crowdsurf in inflatable boats and collect cups or call for empty cups to be thrown forward into the stage pit, where volunteers and NGO employees pick them up. However, this only applies to a tokenless cup deposit system, where the cup is proof of paid deposit / donation.

Using cup deposit donations, DAS FEST in Karlsruhe collected over €30,000 in total for Music Saves Ukraine in 2022 and 2023 with the help of the Fest family. Other festivals, like Metronome and Summer Sound, also raised thousands of Euros for Music Saves Ukraine using this system.



Photo: Music Saves Ukraine | Bin for cup donations at Metronome Festival 2023



Photo: Viva Con Agua



Photo: Das Fest | Donation box



GUEST LIST DONATIONS

Another very low-threshold type of fundraising in the context of events requiring entry fees is the so-called 'guest list donation'. A very relevant turnout can be achieved here, particularly at festivals and concerts with large numbers of participants and, thus, registered guests.

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Supporting Music Saves Ukraine was a huge priority for us at Superbloom. Using the guest list donation and investing this money into cultural and humanitarian causes is something that is very natural for me. Knowing the Music Saves Ukraine team I was 100% sure that I want to do everything I can to help and support them and their projects with all the power and connections I have.

You can say that our financial support is a "drop of water on the hot stone", but every single drop counts! It is the people who make the change and the endless efforts of Music Saves Ukraine save lives and give people in Ukraine joyful and happy moments in times of destruction and fear...

Music Saves Ukraine carries out the most positive humanitarian mission to bring back hope, peace and love into the hearts and souls of the people in Ukraine, therefore Superbloom will always remain a supporting partner and most importantly a friend of this team.



Fruzsina Szep
Superbloom



How does the scheme work?

Almost every festival has some people who are admitted without having to pay the regular ticket price, even though they are not involved in the production. These can be invited guests, partner organizations or sponsors. The registrations and credentials issued naturally have an equivalent value that justifies linking them to a fundraising measure. Each accredited or invited person is obliged to donate to obtain the ticket or pass, the value of which far exceeds the donation required.

Setting the donation amount and collecting the donations.

You should pick the mandatory donation amount by considering the nature of your festival, the standard admission price, and the financial situation of your audience. We suggest setting the donation between €5 and €20. You can also easily calculate your potential result by multiplying the required donation amount per ticket by the number of your 'free' tickets (you can check information from previous years to get an estimate). Donations can be collected by accepting cash or credit card payment upon entry at the wristband exchange point or online as part of the registration process if a corresponding payment system is in place.

Communicate how and what you are raising for.

When sending out invitations, it is essential to transparently communicate all relevant information to the 'free' ticket holders. Mention that there will be an obligatory donation to obtain the ticket, the donation amount, how it will be collected and where the raised money will go. Please avoid generic information such as 'the proceeds will be used for a social cause' or 'the proceeds will go towards our sustainability work'. Such communication can potentially lead to mistrust and various assumptions about where the money will go.

Clearly state the beneficiary organization for your fundraising, their mission, and what the funds will be used for. Put this detailed information in your invitations / tickets as well as on the website where the payment takes place or at the respective on-site spot where people will be giving the donation and getting the wristbands. Visuals or a video would be a great addition as well and will raise more awareness of the cause.

Do not worry if there is initial resistance.

When you first introduce this scheme at your event, there might be some resistance at the start, but it is important to avoid exceptions and remain firm and consistent. Good communication will help, and eventually, this can become a familiar and accepted practice at your festival. As always, putting a spotlight on the final results in social media and press will generate a lot of goodwill for your brand and help make this practice an integral and accepted part of your festival.

This principle was implemented with great success at the Superbloom Festival in Munich in 2023. The amount raised for Music Saves Ukraine was the highest single contribution of any festival during the summer of 2023. Festivals like Provinssi, Kesarauha, Mad Cool, and Metronome also used this scheme to fundraise for Music Saves Ukraine.

Translation: Guest List Donation 15 € Per Person
Superbloom Festival Donates All The Proceeds To Music Saves Ukraine



SUPER BLOOM FESTIVAL

GÄSTELISTEN SPENDE

15 € PRO PERSON

SUPERBLOOM FESTIVAL SPENDET DIE
GESAMTEN EINNAHMEN AN:

MUSIC SAVES UA





CHARITY MERCHANDISE

Merchandise can promote your festival brand and foster a loyal fanbase. It can also be used as a means for charity fundraising. You can design special merch and donate all profits from its sales to the chosen charity. If you can afford it, you can pledge to donate all money raised from sales, not just the profit, resulting in a bigger donation. Apart from raising funds, such merchandise is great for raising awareness. People who wear or see this merch will be constantly reminded of what it represents, creating a feeling of solidarity and unity with others during and even after the festival.



Photo: Open Air St. Gallen | Music Saves Ukraine charity t-shirts in 2023

1 Try mixing your festival's visual identity with design elements that symbolize the cause. If you are raising for Ukraine, you can use blue and yellow – the colours of the Ukrainian flag. You can also consider other symbols – Ukrainian coat of arms, Motherland monument, outline of the Ukrainian border or any other symbols that are recognized in your country. You can use catchy related slogans, for example, "drop beats, not bombs".

3 Consider commissioning a design from a Ukrainian artist so that you can support them financially and put them in the spotlight.

5 Promote the merch before and during the festival, reminding people of its mission. Try to get any artists from your line-up to wear this merchandise at the festival, take pictures of them in it, or ask them to record a video promoting it for your socials. Take photos of visitors wearing the merch and post them on your socials to remind people to check it out

2 However, consider how much symbolism would be appropriate for your audience. Some people would enjoy having merchandise with an upfront message, while others prefer more abstract designs with more subtle symbolism.

4 Calculate how many items you should produce to meet demand and make sure the price is not prohibitive to hopefully sell the whole batch

6 You can create extra bonuses for those buying or wearing this merchandise. For example, they can get a discount for next year's ticket or other merch. You can put a few tickets for next year in a couple of these items or let people participate in a special raffle if they buy this merchandise



Photo: Summer Sound Festival | 2023 merchandise

Some examples of charity merchandise that was raising money for Music Saves Ukraine:

In 2022, Swiss festival Zermatt Unplugged featured a special performance by a Ukrainian artist, during which people were offered to donate to Music Saves Ukraine. The festival has offered special high-quality Zermatt Unplugged wristbands with the festival name on them to everyone who chooses to donate €50 or more.

Photo: Zermatt Unplugged Special charity wristbands



Photo: European Metal Festival Alliance

In 2022, the European Metal Festival Alliance, which consists of 13 European Metal Festivals, launched a fundraising campaign with a "Metal United" t-shirt. The design featured Ukrainian blue and yellow colours and the logos of all 13 festivals from the Alliance on its back. The t-shirt cost €16.66 EUR, and all proceeds (€8300 EUR) were sent to Music Saves Ukraine.

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For us, at ARTmania, supporting Ukraine and their brave fight and resistance was a decision taken from the first moment of this horrific war. They are standing not only for their country, but for Western values & principles and the entire democratic Europe. That is why, any fundraising campaigns with Ukrainian-themed merch or dedicated awareness-raising campaigns during the festival was just a natural follow-up given the fact that direct financial support is needed now more than ever.

We were very happy to also take part with our festival in the European Metal Festival Alliance "Metal United" campaign. The metal and rock community are built around values of brotherhood, integrity and freedom so both we, as promoters, and our audiences, felt it is our duty to show support. More than that, Music Saves Ukraine is the right partner to be trusted with the administration of the gathered funds, as the team includes some of the most professional, trustworthy and kind people of the Ukrainian creative community. They are doing such an important mission for their country and for all of us.



Codruta Vulcu
ARTmania



Photo: Music Saves Ukraine Charity t-shirts at Sziget 2022



Photo: Open Air St. Gallen Music Saves Ukraine charity t-shirts in 2023

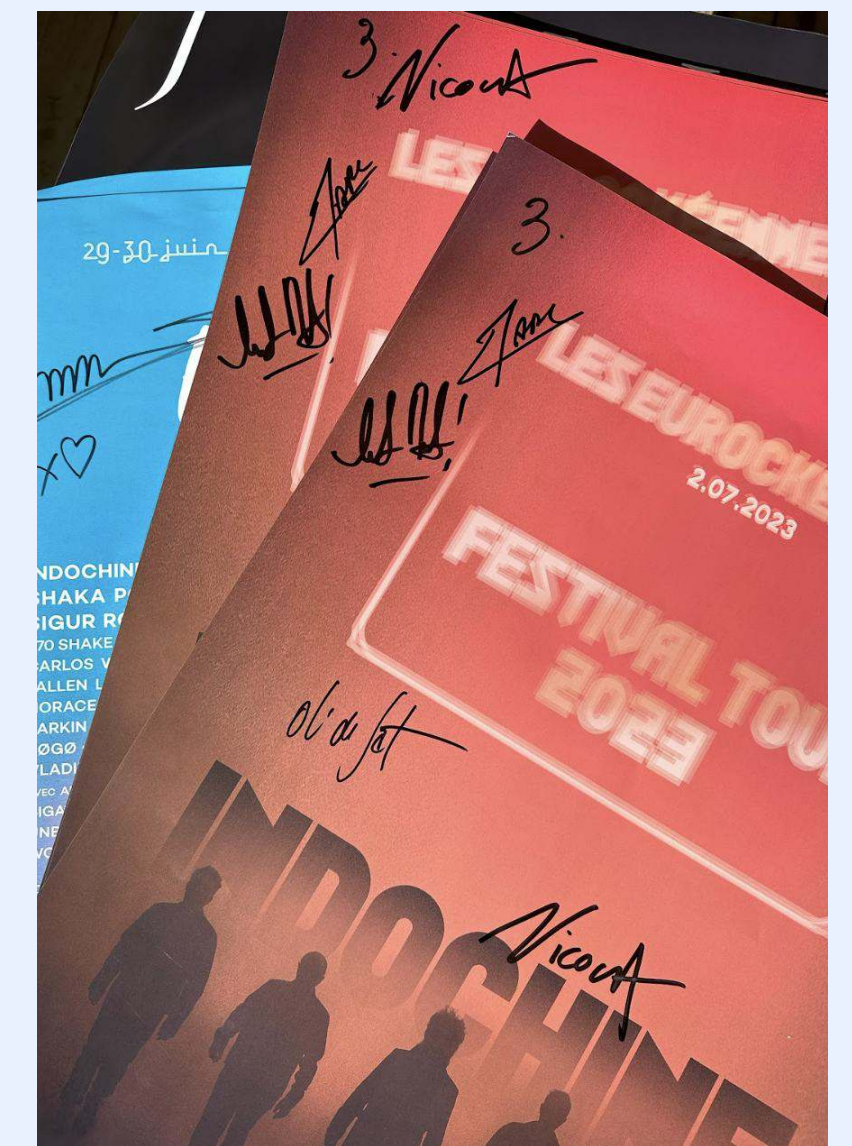
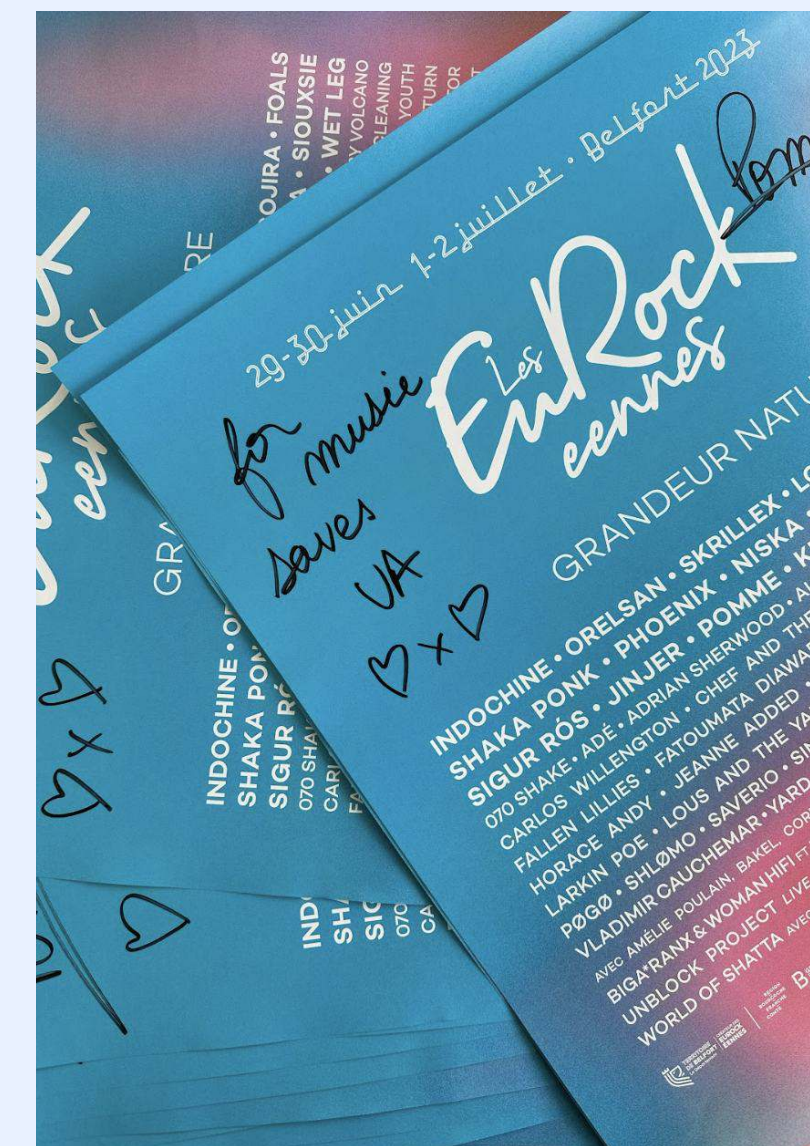


Photo: Jarocin Festival Music Saves Ukraine charity t-shirts in 2023



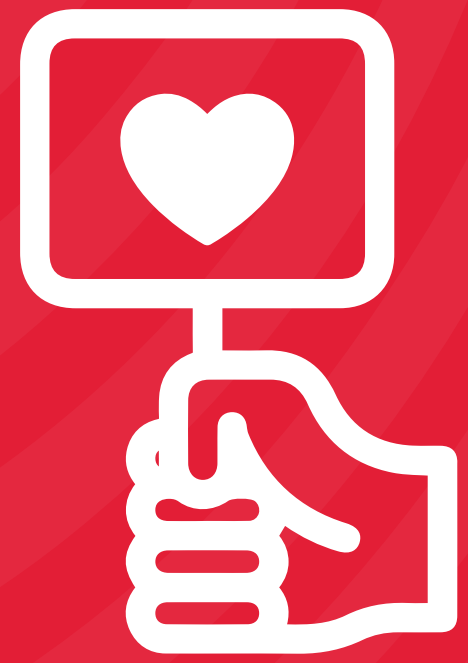
Photo: Superbloom Festival Music Saves Ukraine charity hoodie in 2023

Les Eurockéennes de Belfort (France) has a tradition of making festival posters with its line-up and headliners. They also ask those artists to sign these posters for sale. In 2023, they gave these posters to the Music Saves Ukraine tent and offered their audience that they could buy them for a donation.



Photos: Music Saves Ukraine Festival posters at Les Eurockéennes de Belfort 2023

Sziget Festival (Hungary), Open Air St. Gallen (Switzerland), Jarocin Festival (Poland) and Superbloom Festival (Germany) all created unique t-shirt or hoodie designs featuring Ukrainian colours, raising thousands of Euros each for Music Saves Ukraine.



CHARITY AUCTIONS / RAFFLES

Another great fundraising tool available to you is organizing a charity auction or a charity raffle. Among your guests are a lot of devoted music fans who are passionate about your festival and their favourite acts from your line-up. It means that you have a significant number of people who either would be happy to pay a big sum of money to receive a unique item or pay a small amount to get a chance to win it in a raffle. If this money is later used for a charity purpose, it means that these people would be even more interested in participating.

In Ukraine, this is one of the most potent fundraising tools since 2022, with almost every concert or public event featuring a charity auction and every fundraiser featuring a raffle, producing stunning results.



Photo: Les Eurockéennes de Belfort | Joe Duplantier (Gojira) presented Music Saves Ukraine team with his signed guitar

What can you use for a raffle or an auction?

Ideally, you need something unique, symbolic, rare or one-of-a-kind. It can be something of great use, value and interest to people or something that is highly symbolic and sentimental. With festivals, you have 3 ways to source prizes:

Your festival might have a poster of the first edition of your festival, especially signed by artists or the festival team, or a unique piece of site decoration that your fans love which reminds them of your festival. Signs, plushies, banners, posters or any other such artefacts are all great for this. You can make a one-of-a-kind physical ticket for all your future festivals or a group ticket with glamping included.

Your artists can contribute signed limited records, test presses, various memorabilia, unique items which were used in their music videos, guitar picks, drumsticks, old instruments, accessories, and clothing. A meet'n'greet or an autograph can also be used to hold a raffle. You can create a special poster for each headliner and ask them to sign or have them sign your main festival poster. You can do a raffle / auction before their performance for an opportunity to sing a song on stage with the artists.

Your sponsors can contribute all kinds of things, depending on what their brand and speciality are. These can be goodie bags with merchandise, an unlimited ticket for drinks or meals during the festival or any kind of gift like a phone or a bike. Make sure to reinforce the idea that this will be good for their brand since people will be excited to participate, and in the end, it will end up being a charity donation.



Photo: Pohoda Festival
Signed, framed risograph of the first-ever Pohoda Festival poster



Photo: Music Saves Ukraine
Signed Symphony of Free Ukraine vinyl recording from Pohoda 2023, 1 out of 5 ever created



Photo: Pohoda Festival
Neon sign with Pohoda logo



Photo: Atlas Festival
Unique all-access emblems from Atlas Festival used by staff



Photo: Christian Deschler | Joe Duplantier (Gojira) signing his guitar for Music Saves Ukraine at Les Eurockéennes de Belfort 2023

A great example was set by Les Eurockéennes. In 2023, the festival welcomed the Music Saves Ukraine team and eventually introduced us to Joe Duplantier from Gojira, who is a strong supporter of Ukraine. Joe presented us with his personal signed guitar, model Charvel "Joe Duplantier" Pro-mod Sam Dimas Style 2 HH Mahogany and a decision was made to run a charity auction to raise money for Music Saves Ukraine by selling it. The festival contacted a local auction house Dufreche to set up an auction, and all sides involved heavily promoted it to make sure fans of the band will not miss such an opportunity.



Photo: Music Saves Ukraine | Jinjer signing session at the Music Saves Ukraine tent at Les Eurockéennes 2023

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The collaboration with Music Saves Ukraine was born from a meeting with Vlad at Eurosonic in 2023. In addition to an information stand, sale of UA goodies, the idea was also to involve the scheduled artists.

INDOCHINE, POMME and ORELSAN agreed to sign in advance between 50 and 100 posters which were all sold on the Music Saves Ukraine stand, the Ukrainian group JINJER came to sign the posters on the stand. And GOJIRA even offered a signed guitar that we auctioned off after the festival! The total amount raised was closed to €7K.



Kem Lalot
Les Eurockéennes de Belfort



If you are going with a raffle, here are some things to consider:

How many prize pools?

If you have more than one item for the raffle, consider what is better – making one prize pool with a higher price to enter or making multiple prize pools with a lower price, giving people higher chances of winning particular items and letting them enter multiple times, raising how much an average person will donate.

How many raffles?

Think whether you should hold the raffle once or one on each day of the festival. If you do it once – people will try their best not to miss it, and it is easier to promote it. On the other hand, if you have enough prizes to do a raffle each day, it will ensure that everyone gets a chance to participate, even the one-day visitors.

Balance your entry price.

The price of participation should be low enough to ensure people do not think twice before they enter, but not so low that you are missing out on an opportunity to raise more.





ONLINE FUNDRAISING CAMPAIGNS

Launching a fundraising campaign online can be a great option for raising money for a concrete goal using your audience or network, especially in the period between your festival editions, when there is more time to focus your audience's attention on it.

Here is the outline of the process you should go through when creating such a campaign:

Start with deciding what you want to achieve and formulating an achievable financial goal for your campaign.

Consider the scope. Think about whether to ask your audience through your social channels to become donors, approach partner organizations, or even work in a more private circle and address people individually and directly.

Determine the entity behind the fundraiser: your festival, company or association, a charitable organization or you as a private person.

Inform yourself about the legal requirements and obligations concerning crowdfunding, especially regarding taxes and data protection.

Pick a platform that will best fit your needs (more on this in the next section).

Create a professional and appealing presentation of your campaign, including meaningful visuals and messages or even a convincing video, if possible.

Look into launching the campaign during a holiday season (e.g. New Year, Christmas, Easter, etc.) or a day relevant to the cause (e.g. Earth Day, World Refugee Day, Children's Day, etc.).

During the campaign, be transparent about your goals, the intended use of the funds and the campaign's progress.

Maintain open, regular, and authentic communication about the type, costs, and benefits of the purchase or service for which you are raising funds.

Selecting the crowdfunding or fundraising platform

Determine the **type of campaign** you want to run: consider whether you want a reward-based crowdfunding campaign (with rewards for supporters) or a fundraising campaign (donations without rewards).

Research the **fee structure** of the platform, including transaction fees and platform fees. Ensure that the fees are reasonable in relation to the platform's services.

Assess whether the platform has a **suitable audience** for your project and whether it offers tools to make your campaign successful if you want to spread it beyond your network and followers.

Evaluate the **platform's functionalities**, such as creating an appealing campaign page, sharing on social media, managing supporter data, and communicating with supporters.

Confirm the **platform's availability** in your country or region you want to collect donations in and ensure that you meet all necessary legal requirements.

Examine the **platform's track record**, especially regarding similar projects or campaigns, and review ratings and experiences of other project starters.

Check whether the platform offers a variety of **payment options** for supporters to enhance flexibility and convenience.

Verify the platform's **customer support** to ensure you receive assistance with questions or issues and that the platform is reliable and professional.

Ensure that the platform has **security measures** for financial transactions and data protection to safeguard supporters and project starters.

If you are raising funds for Ukraine, check whether you can **transfer funds directly** or whether you need to transfer the funds to your organization first before sending them to the final beneficiary in Ukraine.

You can consult the following materials, which compare different platforms:

🔗 kindful.com/blog/best-online-fundraising-platforms/

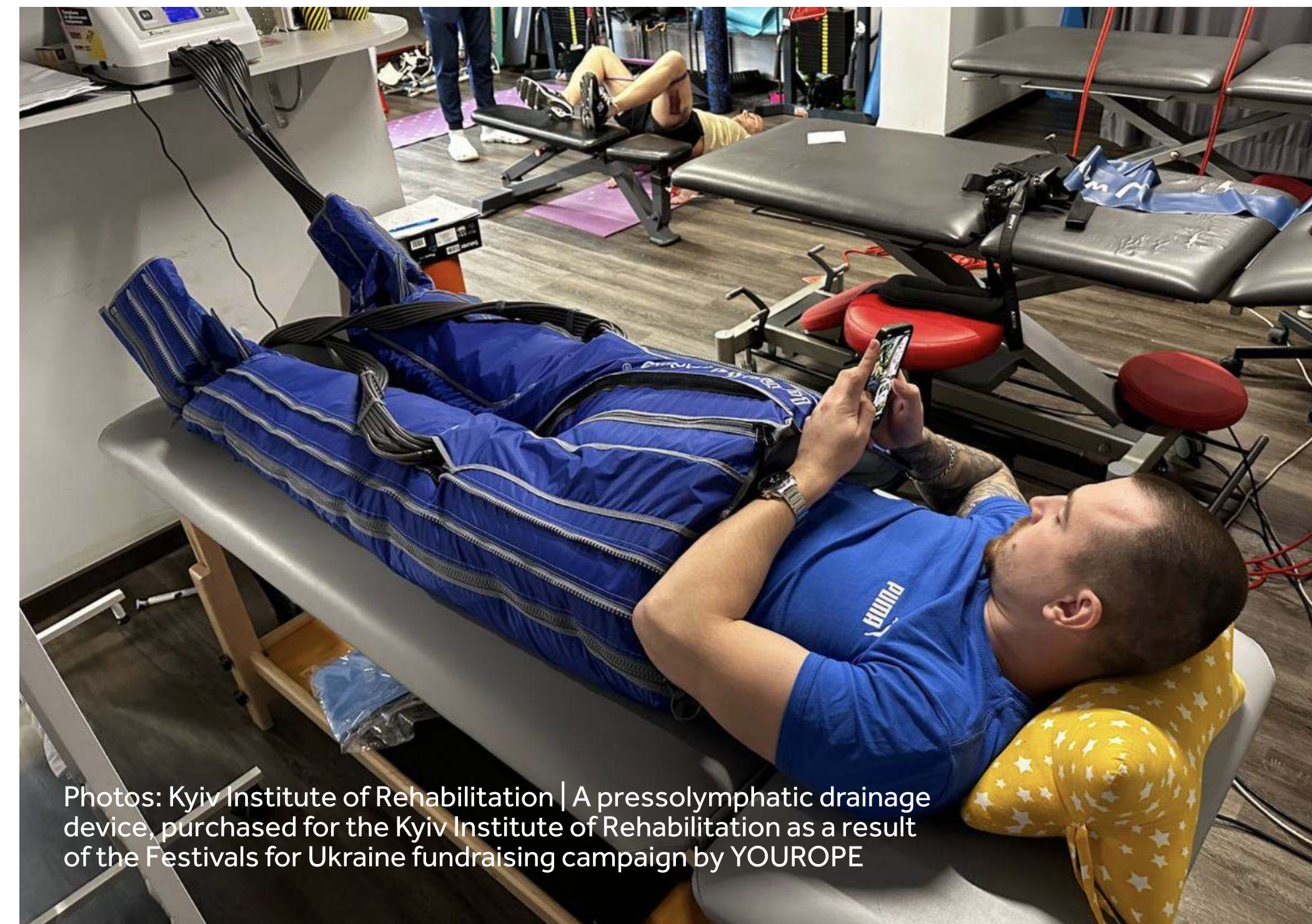
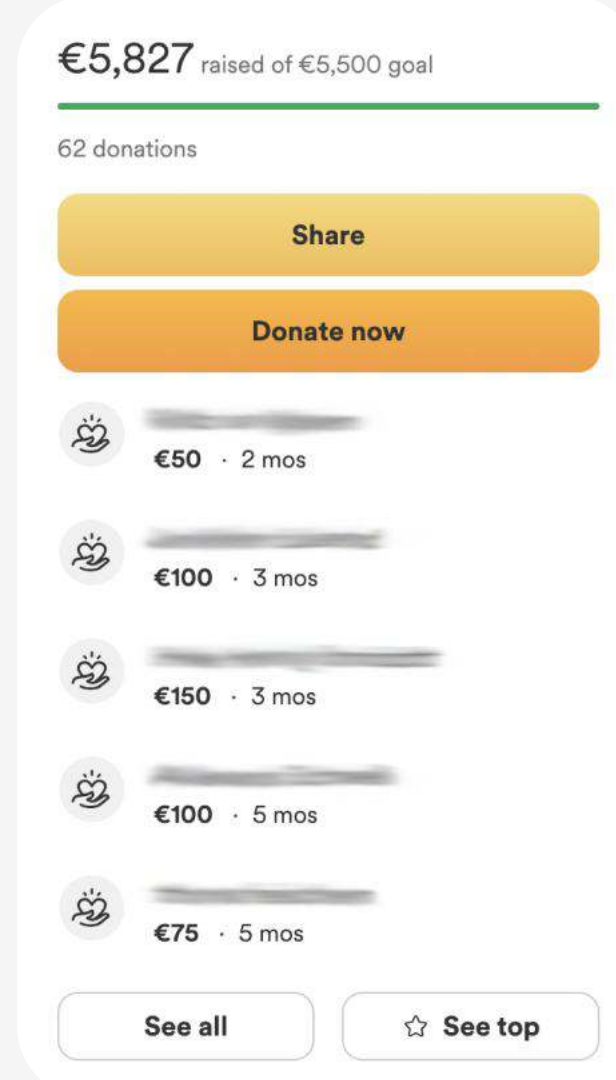
🔗 crowdsourcingweek.com/blog/top-15-crowdfunding-platforms-in-europe/

🔗 whydonate.com/en/blog/top10-crowdfunding-platforms-europe/

Over Christmas and New Year's Eve 2023/2024, YOUROPE ran an online fundraiser collecting donations for Music Saves Ukraine to help the Kyiv Institute of Rehabilitation. Due to a very personal approach to a committed group of people, the association was able to collect the full amount necessary to finance a machine to treat lymphedema, lipedema, and chronic venous insufficiency.



FESTIVALS FOR UKRAINE - fundraising campaign



Photos: Kyiv Institute of Rehabilitation | A pressolymphatic drainage device, purchased for the Kyiv Institute of Rehabilitation as a result of the Festivals for Ukraine fundraising campaign by YOUROPE



SPECIAL ZONES

Many of the activities described above can be organized by the festival on its own. That being said, your mission can greatly benefit from inviting people from your charity of choice and letting them set up a zone at the festival. Such an area can act as a hub, connecting all the related activities together. It would also give your audience a chance to take a deeper dive into the cause by interacting with people who represent it.



Photo: Eugene Zhyvchik | Music Saves Ukraine tent at Colours of Ostrava Festival 2023



Photo: Ondrej Koščik | Ukrainian tractor as part of art installation at Pohoda Festival 2022

In the case of Music Saves Ukraine, having the team on site adds an extra dimension to how we engage people on the topic of Ukraine. Every Music Saves Ukraine zone is always unique as we discuss it with the organisers and try to create something that fits the audience and utilises the space given to the fullest potential.

Here is what you can find at a Music Saves Ukraine festival zone:

■ **Our amazing team.** Since the Music Saves Ukraine team is based in Ukraine, we always bring our experiences with us, and this will be a chance for your audience to interact with Ukrainians who are still based in Ukraine and experience the reality of war every single day. When they have such interaction, it quite often changes their perspective – they actively engage in conversations and ask questions, and this war becomes more personal for them, inspiring them to help more.



Photo: Music Saves Ukraine | Part of MSU team at Pohoda Festival 2023

■ **Info stand about the Ukrainian Association of Music Events and Music Saves Ukraine.** This stand gives background explanations on who we are, what we were doing before the war, what our mission is and what kind of humanitarian help we provide with the money that we raise.



Photo: Music Saves Ukraine | MSU tent at Rock for People Festival 2023

■ **Info stand about musicians and artists who serve in the military and those who have sacrificed their lives while defending Ukraine.** Sadly, this stand has to be updated frequently. It is essential to remind people outside of Ukraine that this war is fought by regular people, including musicians and artists who dropped their careers to defend the country. Their names and art deserve to be known.

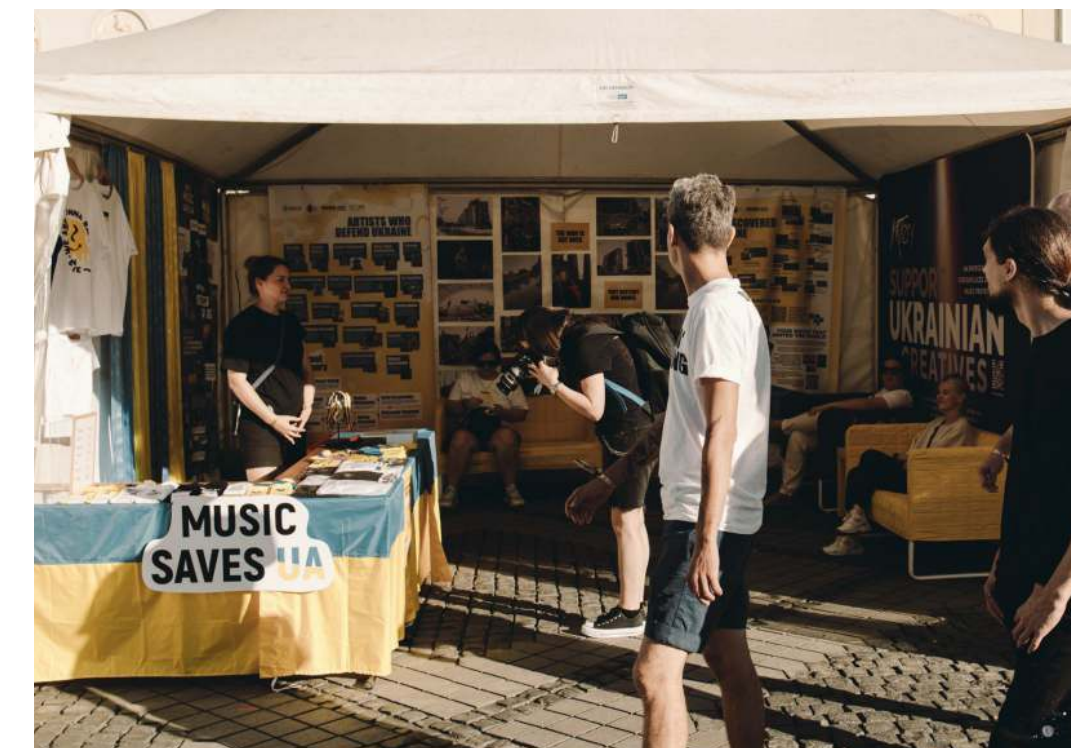


Photo: ARTmania | Music Saves Ukraine tent at ARTmania Festival 2023

Info stands about the war and the damage it caused. These stands put the war in Ukraine into perspective. We use comparisons to show the size of Ukraine compared to other European countries to demonstrate the scope of the Russian invasion; we show various statistics and provide context so that people's understanding becomes more concrete and the war less abstract.



Photo: Music Saves Ukraine | Info stands about the war and photo exhibition of its consequences at Pohoda Festival 2022

Charity merchandise that we sell for donations. Ukrainian-themed t-shirts, hoodies, socks, accessories, stickers, flags, and little souvenirs. 100% of what we get from selling these items goes towards humanitarian help by Music Saves Ukraine.



Photo: Music Saves Ukraine | Selling charity merchandise at Les Eurockéennes de Belfort 2023

Special Ukrainian make-up for donations. Sometimes, we offer aqua or eco-glitter make-up or temporary tattoos with Ukrainian colours and symbolism, which is especially popular with children.



Photo: Music Saves Ukraine | Ukrainian temporary tattoos, Sziget Festival 2023

■ **Video content for a screen or VR content.**

If possible, we bring a VR headset that shows Ukrainian vistas and the results of the invasion, or we set up a screen that shows videos about Music Saves UA and Ukrainian culture



Photo: Music Saves Ukraine | VR video with the results of the invasion at ARTmania 2023

■ **Ukrainian-themed art installations.**

With the festival's help, we can prepare various art installations that can be set up outside the tent/zone to attract visitors. They can be interactive, allowing people to colour things in or leave a message for Ukraine



Photo: Music Saves Ukraine | Leave your message for Ukraine activity at Superbloom Festival 2023

■ **Other activities.**

For example, a quiz where people needed to listen to songs by Ukrainian artists and match them correctly with artist descriptions – an activity we ran with Music Export Ukraine at the Pohoda Festival



Photo: Pohoda Festival | Musical quiz in MSU tent at Pohoda Festival 2022

To bring a Music Saves Ukraine zone to a festival, we ask the festival about the following:

Space for the zone: we ask to provide a tent for our zone, the size of which can vary between 6x3m, 5x5m or even 3x3m if no other option is available. If a bigger tent or more space is available, we can bring something extra to make the zone better. If the festival has tents or huts in its NGO zone, we can use those instead and build the zone's content around them.

Accommodation: we ask to provide accommodation where the team would stay throughout the festival. Depending on the festival type, it can be a hotel, an apartment or a pre-pitched tent at the festival's camping areas.

Travel: the festival can help our team by purchasing travel tickets or reimbursing the cost of fuel.

Catering: if there is staff catering, we ask that you arrange meals for our team.

Furniture: we ask for chairs, tables, etc., for the zone since we cannot bring them with us due to limited space. Sometimes we ask the festival to produce the stands for us if we can't bring them with us.

Means of collecting donations: to raise money at our tent, we need to be able to collect cash donations or get a terminal to charge money from credit cards or festival wristbands.

Promo: we work with the festival to announce that we are coming and to promote the zone to attract visitors.

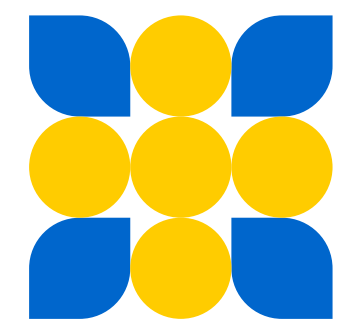
If you would like to invite Music Saves Ukraine to come to your festival, please get in touch:



uame.org.ua or



info@musicsavesua.com



SEE HEAR FEEL UKRAINE

Music Saves Ukraine's most ambitious zone to date is called "See, Hear, Feel Ukraine". It is more advanced than what we usually can afford to bring to a festival and demonstrates what our team can deliver if granted extra funds. Working on this project gave us experience in scaling our zones up and allowed us to create many materials we now use in our other zones.

This exhibition was conducted by UAME as part of its project implemented under the USAID/ENGAGE activity, which is funded by the United States Agency for International Development (USAID) and implemented by Pact. The contents of this exhibition are the sole responsibility of Pact and its implementing partners and do not necessary reflect the views of USAID or the United States Government.



Photo: Music Saves Ukraine | See, Hear, Feel Ukraine entrance zone at the EuroFestival in Liverpool 2023

It was presented at EuroFestival in Liverpool as part of the Discover Ukraine zone on May 5-13, 2023. It was an interactive exhibition in a dome with a diameter of 8 meters. At the centre, it had an artificial red viburnum (chervona kalyna) tree, a symbol of Ukrainian resistance, surrounded by live greenery and moss from Ukraine and a sitting area. Around it, you could find 9 unique interactive stands and two big LED screens that told stories about Ukrainian culture, music, history, and resilience. Each stand featured a screen and headphones so that people could immerse themselves in each topic:



Photo: Music Saves Ukraine
See, Hear, Feel Ukraine exhibition interior

Music Saves Ukraine and "See, Hear, Feel Ukraine" stand at the dome's entrance about UAME and Music Saves Ukraine, our mission, results, with a link to the donation page and an introduction of what awaits visitors inside.

Made in Ukraine, featuring Ukrainian landscapes and architecture, as seen in world-famous ads and music videos shot by international artists in Ukraine.

See Ukraine, where visitors could discover Ukrainian landscapes and vistas and the destruction brought by the war in VR. Visitors could learn about unique natural sights, architecture, cultural landmarks and how Russia is destroying them.

World Stage, featuring renowned Ukrainian artists, writers, directors, and fashion designers of different generations and the history of Ukrainian participation in the Eurovision Song Contest.

Four Notes that United the World tells the story of "Schedryk", known worldwide as "Carol of the Bells", its Ukrainian author, creation, release, significance and worldwide presence.

"Oi U Luzi Chervona Kalyna" tells about the song which has accompanied the Ukrainian fight for freedom since the 17th century and the role it has played throughout Ukrainian history.

Hear Ukraine, where people could listen to Ukrainian poetry read to them in Ukrainian by prominent Ukrainians and read stories about renowned Ukrainian writers.

Culture of Brave explains how the cultural sector and Ukrainian artists respond to the invasion, become volunteers, fundraise at home, reflect on the war in their art, and raise awareness about what's happening in Ukraine.

Colour for Ukraine, where people could use markers to colour titles of most internationally known Ukrainian songs and Ukrainian ornaments.

Ukrainian memes and how they help Ukrainians stay resilient and fight propaganda.



Photo: Music Saves Ukraine
See, Hear, Feel Ukraine exhibition visitors

The zone proved to be very popular and attracted more than **37,000 visitors**, who queued up at all times throughout **8 days**. Among the guests were prominent Ukrainian artists and celebrities, Eurovision participants, the Ukrainian Minister of Culture, UK politicians, and representatives of cultural institutions. The team for this project included almost 30 people: the Music Saves Ukraine team, florists and decorators who looked after the greenery, technical personnel who built the zone, and designers who helped create the stands.

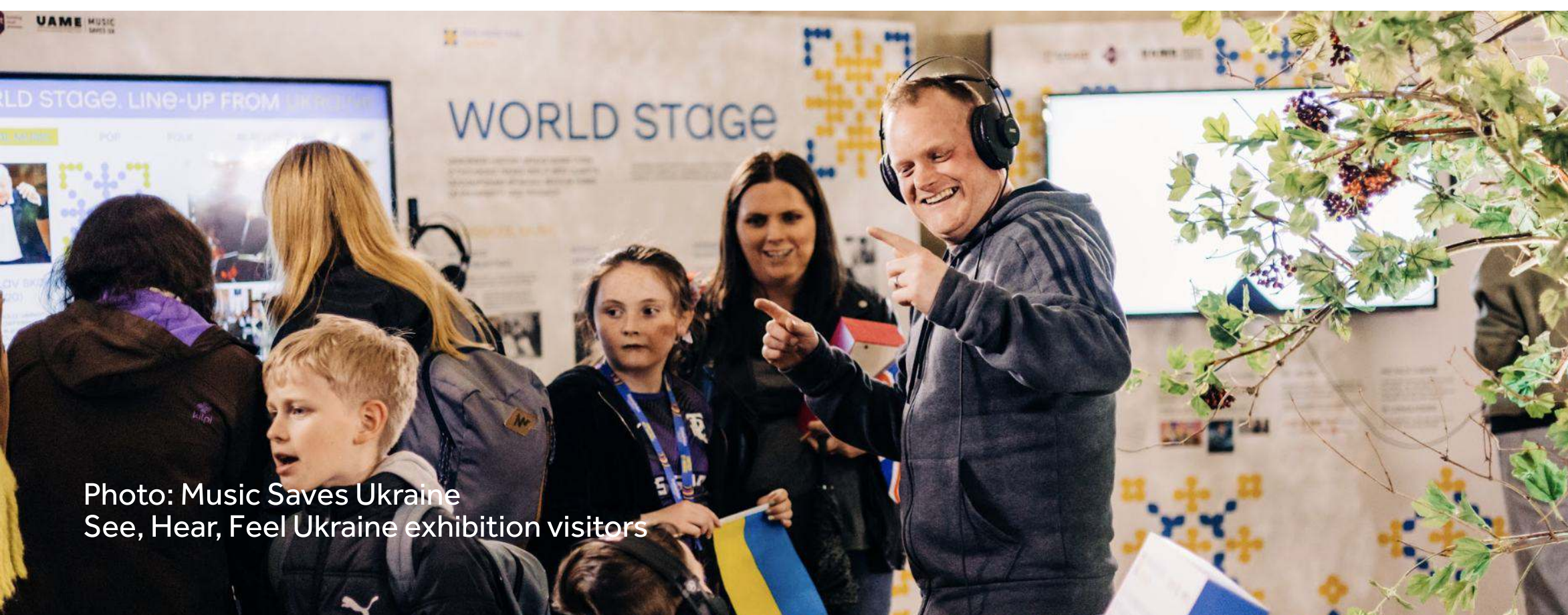


Photo: Music Saves Ukraine
See, Hear, Feel Ukraine exhibition visitors



PROMO / AWARENESS RAISING ACTIVITIES

This section lists various promotional and other activities which you can implement to highlight Music Saves Ukraine or other initiatives at your festival. They were tested successfully at various European festivals.

Banners and navigation:

you can create special banners or signposts to inform people that the charity is present at the festival and where visitors can find it. If the charity is not present on the site, you can still use this to drive people to the charity's website to learn about it and donate instead.



Photo: Open Air St. Gallen | Special Ukrainian flags by the stage in 2022

Outdoor installation:

creating an outdoor installation can be a great way of attracting attention; it can be an exhibition, a photo zone, a symbolic art installation or an interactive one where people can draw or leave a message.



Photo: Oleksandra Sherhina | TO BE FREE installation with names of cities under occupation, created by Music Saves Ukraine team in front of its tents at Pohoda Festival 2023

Festival booklet / map:

you can dedicate a page to the supported charity in your festival booklet. In the case of Music Saves Ukraine, we usually write about who we are, our mission, the website / QR code for donation, where we can be found on the festival site and which Ukrainian acts are playing.



Photo: Music Saves Ukraine Sziget passport with Music Saves Ukraine page



Photo: Music Saves Ukraine Pohoda booklet page with Ukrainian mascot

Artist activities:

you can ask artists from the line-up to visit the charity's zone and take photos of them there to publish on your socials during the festival. To attract even more attention, you can organize a meet'n'greet or a signing session in the charity's zone, where people would donate to the charity to be able to get an autograph or interact with their favourite artist.



Photo: Music Saves Ukraine | Jinjer signing session at the Music Saves Ukraine tent at Les Eurockéennes 2023

Stage screens:

you can show a video on stage screens between the performances about the charity that you support, with a static part at the end with the name of the charity, QR code / website link and directions to their special zone at the festival.

Documentary screening:

in 2023, we took our documentary about the Music Ambassadors Tour on the road and showed it at multiple festivals that have a dedicated stage for movie screenings. This showed people how vital music, festivals, and culture are and how they can make a real difference in Ukraine. In 2024, we plan to do the same with the new documentary, especially with the festivals and organizers that took part in the second edition of the Tour. This is a great option, even if our team is not present at the festival.

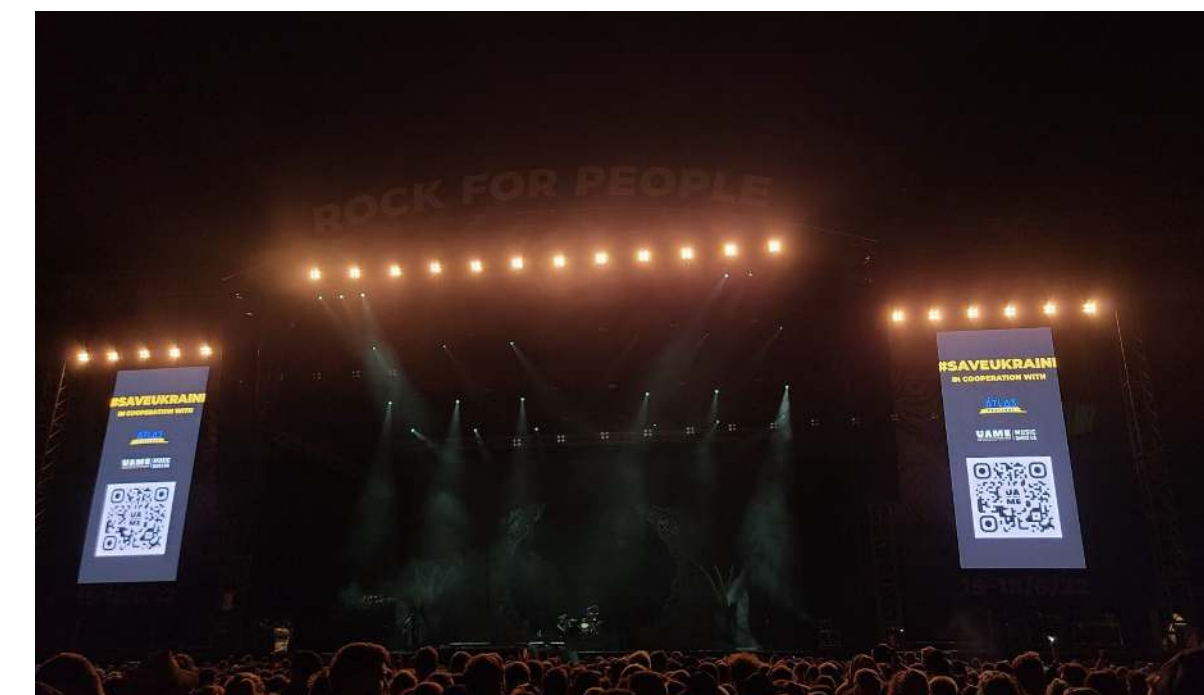


Photo: Rock for People | Stage screens with QR code to Music Saves Ukraine website at Rock for People 2022



Photo: ARTmania | Music Ambassadors Tour documentary screening at ARTmania 2023

Social media:

before the festival, you can ask your charity of choice to record a video message in which they will announce to your audience that they will be at the festival and which activities will be available. Any other social media post or blog post on the website can also inform the audience before they set foot onto the festival site.

Festival app:

you can create a unique banner or a dedicated section on your festival app telling about the charity of choice at your festival; you can also send notifications to the festival guests to check out the charity's dedicated zone.

Festival warm-up events:

if you are planning any special events that precede the festivals, you can announce your partnership with the charity there and look for potential ways of fundraising. For example, the Latvian Summer Sound Festival had a special promo event in 2023, where they organized a charity football tournament. To enter the tournament, teams had to donate to Music Saves Ukraine.

Media interactions:

if the charity is present on-site, you can help connect them to various media representatives who are present at your festival to set up interviews so that the media can report on your mission and how you support said charity. If you have a dedicated space for press, you can organize a press-conference with the charity's representatives and have a member of your festival team join the line-up to tell about your dedication to the cause.

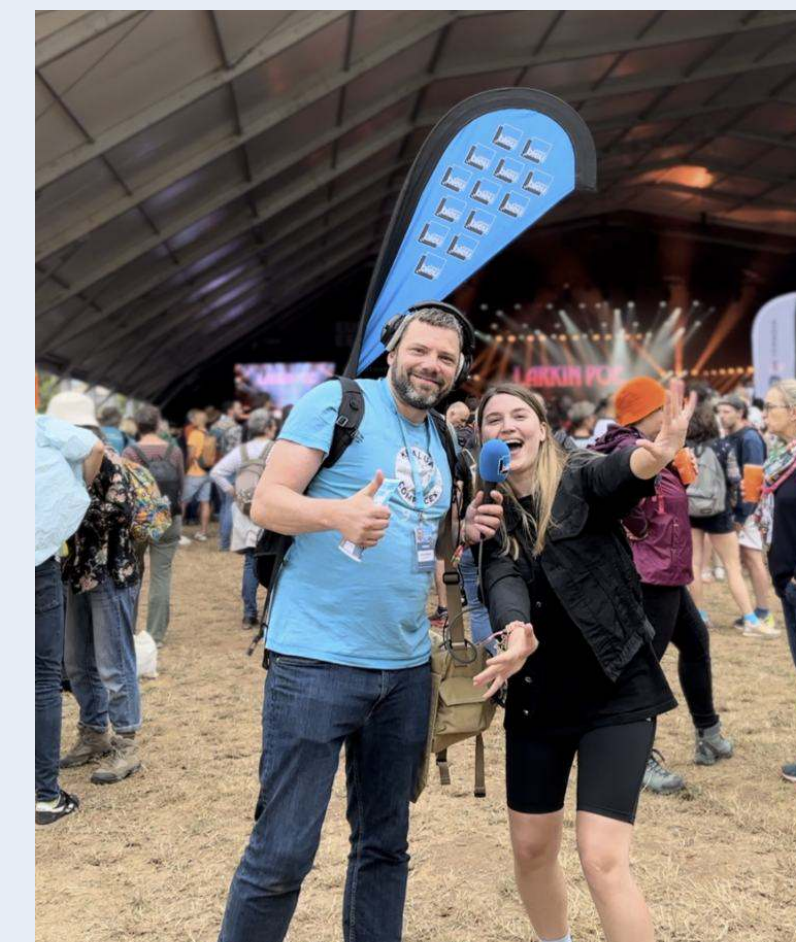


Photo: Music Saves Ukraine
Les Eurockéennes 2023



Photo: Music Saves Ukraine
Metronome Prague 2023



**SPECIAL PROJECTS:
CASE STUDIES
BY MUSIC SAVES UKRAINE**

Music Ambassadors Tour

Music Ambassadors Tour is a unique project, the main goal of which is to foster a stronger connection between Ukraine and representatives of the music industry and culture from across the world. The idea behind it is to invite music professionals, artists, festival organizers and music journalists on a curated journey through Ukraine, where they would be able to experience first-hand how everyday life functions in Ukraine, how the music industry adapted to the wartime reality, but also the consequences of the Russian invasion and the humanitarian aid which Music Saves Ukraine is providing.

After each edition, a documentary is produced to show Ukraine through the perspective of the tour guests, who chose to come to Ukraine to demonstrate their solidarity and see the real situation. This allows us to present a more grounded and personal view of what is happening in Ukraine. After the tour, its guests become Ukraine's ambassadors, who can share their personal experiences and better explain to their teams, colleagues and audiences why it is essential to do more to help Ukraine.



Photo: Music Saves Ukraine | Music Ambassadors Tour 2022 in Kherson



Photo: Music Saves Ukraine | Music Ambassadors Tour 2024 in Borodyanka Palace of Culture

Music Ambassadors Tour 2022



Ilze Jankovska
publicist, democracy promoter at the Fund for Democracy, volunteer at Easy to Help



Mathieu Grondin
executive director of the NGO MTL 24/24, which develops Montreal's nightlife and economy



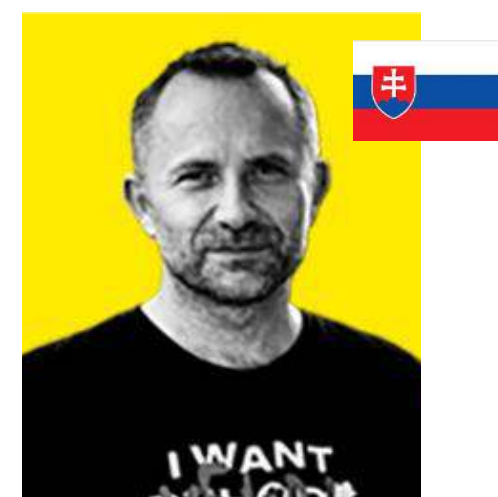
Login Kochishki
founder of TAKSIRAT Festival, head of Password Production



Zviad Gelbakhiani
one of the founders of the BASSIANI club and ISKRA festival



David Lezhava
head of nonprofit organization ACT 4 Culture



Michal Kaščák
founder of Pohoda Festival



Ralf Niemczyk
journalist at Rolling Stone Germany

 **DECEMBER 2022**

8 UKRAINIAN CITIES

5 DAYS 1800 KM

7 INTERNATIONAL GUESTS



2 EVENTS WITH DISCUSSION PANELS (KYIV AND LVIV)

Music Ambassadors Tour 2022



Destroyed towns that were occupied in Kyiv Region (Irpin, Borodyanka)



Main square of Kherson, which was liberated 3 weeks prior



Destroyed city council building in Mykolaiv



Humanitarian hub in Mykolaiv

Remainings of the biggest plane in the world - An-225 "Mriya" at Antonov Airport in Hostomel



Humanitarian hub in Kherson



Kherson theatre



You can watch the documentary from the first Music Ambassadors Tour here:

[youtube.com/watch?v=6olbr0zAUGo](https://www.youtube.com/watch?v=6olbr0zAUGo)





Music Ambassadors Tour 2024



Michal Kascák
founder of Slovakia's largest festival - Pohoda, musician, cultural activist



Christof Huber
chairman and board member of YOUROPE Festival Association and director of Open Air St.Gallen Festival



Michal Berezňák
director of Bratislava's Nová Cvernovka cultural center, founder of LALA - Slovak Music Export, co-founder of Sharpe Festival



Robert Westerholt
co-founder and guitarist of the Dutch symphonic metal band Within Temptation



Ville Koivisto
festival director of Provinssi Festival, chairman at Jyväskylä Live Music Association



Markus Wiersch
representative of DAS FEST, member of YOUROPE Festival Association and its Event Safety Group YES



Rupert Vereker
CEO of DIY Music, publisher of DIY Magazine



Tomek Hoax
co-founder and A&R of Coastline Northern Cuts label, booker and co-curator of Up To Date Festival, artist manager



Girts Majors
promoter and founder of Positivus Festival



József Kardos
the programming director of Sziget



Steen Jorgensen
CEO of Copenhagen's venue VEGA, steering committee member of Liveurope



Eva Dudaskova
Slovak music enthusiast based in France with rich experience in developing brand strategies

12 GUESTS FROM 11 COUNTRIES



MARCH 2024

**KYIV BORODYANKA
IRPIN CHERNIHIV**

4 DAYS

**NETWORKING EVENT
IN KYIV WITH 2 PANEL
DISCUSSIONS**

This project was produced by Ukrainian Association of Music Events with ISAR Ednannia support within the USAID Ukraine Civil Society Sectoral Support Activity.

Music Ambassadors Tour 2024



Meeting our first guests at the Railway Station right after an attack with hypersonic missiles



Kyiv Institute of Rehabilitation, which Music Saves Ukraine is helping with the necessary equipment



Networking event in Kyiv with panel discussions

Destroyed residential buildings in Borodyanka after the Russian occupation



Borodyanka Palace of Culture, which resumed work after the occupation with Music Saves Ukraine's support



Taras Shevchenko Chernihiv Theatre, heated by the Russian missile - claimed to be an Iskander-M



Music Ambassadors Tour 2024

”

I am grateful that I was part of the 2nd Music Ambassadors Tour to Ukraine at the end of March, 2024. I will never forget this journey, where we saw the destruction and heard shocking stories from witnesses during our visit to several cities. I was deeply impressed by the strength and resilience of the Ukrainian people. We need to support them more. It is our duty!



Christof Huber
YOUROPE, Gadget



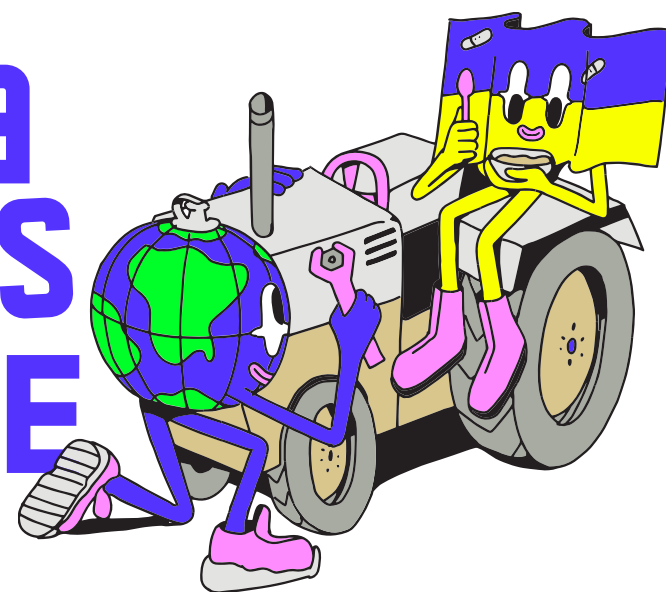
Photo: Music Saves Ukraine
Music Ambassadors Tour 2024 in Chernihiv

The documentary about the second Music Ambassadors Tour will be released in June 2024. Look for it on UAME's YouTube channel:

 www.youtube.com/@uameorgua



POHODA LOVES UKRAINE



Pohoda Loves Ukraine is one of the results of the continued close collaboration between Music Saves Ukraine and Pohoda Festival. It was a unique cultural event, which took place on January 27th, 2024, at Kyiv's Atlas venue. The main idea was to demonstrate in person the solidarity of

Slovak people with Ukrainians during their fight for survival, especially since the new government in Slovakia reversed the country's course of supporting Ukraine.

The line-up consisted of 8 artists - 4 Slovak, 3 Ukrainian and 1 Czech-Slovak, who played alongside each other on 2 stages. Among them were VBPS – a punk band featuring Pohoda's founder, Michal Kaščák, on the drums and vocals. Another notable act was Michael Kocáb – a Czech artist and political activist who used to be the chairman of the reconstituted commission for the withdrawal of Soviet troops from Czechoslovakia and a Minister of the Government of the Czech Republic for Human Rights.

The event also featured discussion panels. The first discussion was between Ukrainian artists and cultural representatives about cultural and musical diplomacy during wartime. The second was an interview panel with both Michal Kaščák and Michael Kocáb about their background as musical and political activists and how best to continue supporting Ukraine in the current situation. During the panels and performances, all artists reiterated that they and the Slovak people are on the side of Ukraine, regardless of what the Slovak government says or does.

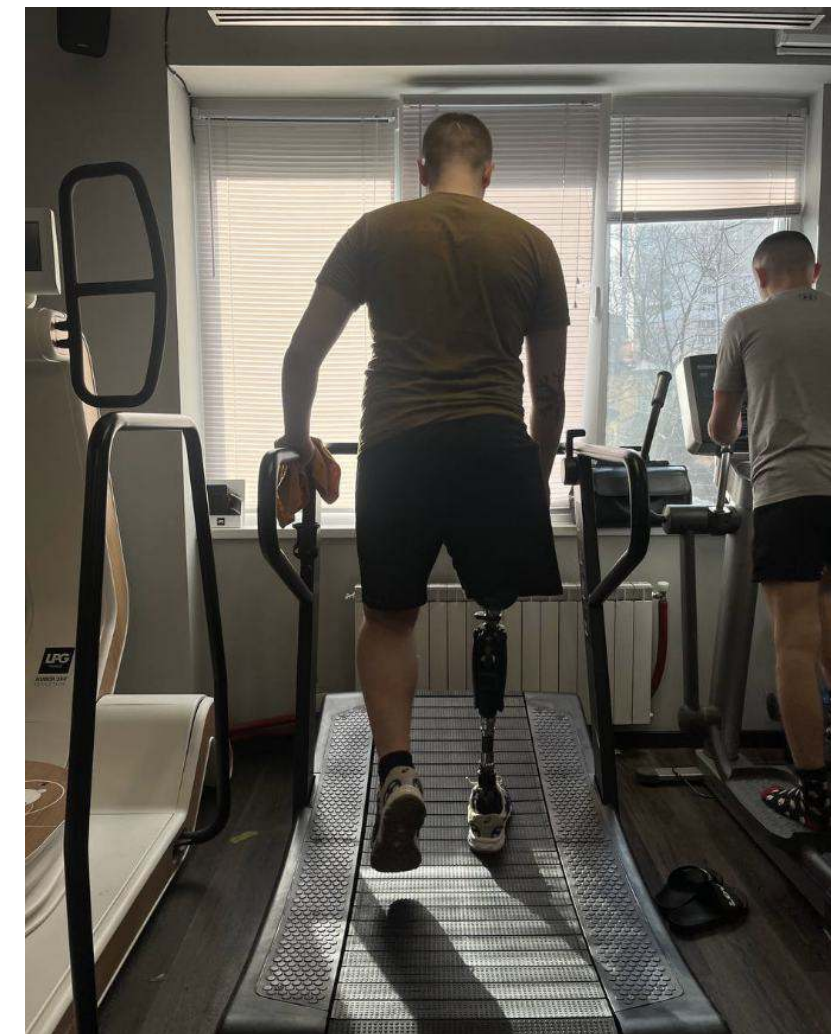


In order to do the event, Slovak artists, media, and Pohoda team members travelled together on a bus from Bratislava to Kyiv for an entire day. At the same time, Michal Kaščák and Michael Kocáb were driving ambulances, which Pohoda Festival and Slovak journalist Vlado Šimíček raised money for earlier in 2023, to the frontline in the east of Ukraine before they would come to Kyiv for the event.



Photos: Pohoda Festival | Part of the ambulances for the east of Ukraine, for which Pohoda Festival and Slovak journalist Vlado Šimíček raised money in 2023

Pohoda Loves Ukraine was free to attend, but people were asked to donate money to Music Saves Ukraine to purchase a special inertial treadmill for the Kyiv Institute of Rehabilitation, which treats Ukrainian war victims for free. People could also purchase Pohoda Festival merchandise for donations. The event raised over €2000, enabling the treadmill purchase.



Photos: Kyiv Institute of Rehabilitation | A treadmill, purchased for the Kyiv Institute of Rehabilitation as a result of 'Pohoda Loves Ukraine' charity event

At 8 PM during the event, there was an air-raid alarm due to a ballistic missile threat in Kyiv and other regions of Ukraine. All participants and visitors had to be evacuated to the shelter underneath the venue. The threat lasted for 95 minutes, and the event resumed shortly after. The artists had to play shorter sets to ensure every artist could perform. This attracted a lot of media attention in Slovakia in the light of claims by the Slovak government saying there was no war in Kyiv.



Photo: Kirai Gigs | 'Pohoda Loves Ukraine' participants and visitors in the shelter during the air-raid alarm

As a result, Pohoda's team received multiple requests for TV, radio, and podcast interviews, during which they shared their impressions and reiterated how important it is to support Ukraine, especially in light of the Slovak government's position.

The next day after the event, the artists, media, and Pohoda team members were taken by Music Saves Ukraine to Borodyanka to show what its residents went through during the Russian occupation in the first months of the invasion. They could see the Borodyanka Palace of Culture and how its workers are renovating the building and continuing to bring culture to the people of Borodyanka.



Photos: Music Saves Ukraine | Walk through Borodyanka, which was under Russian occupation in the first months of the invasion

Map of festivals and music conferences which supported Music Saves Ukraine

Each festival and conference on this map helped us to save lives and rebuild Ukraine. If you would like to be among them, please get in touch with us and together we can make a difference:

UA MUSIC SAVES UKRAINE **ME**
uame.org.ua or
info@musicsavesua.com

 YOUROPE members
 or affiliated with member organisations

 Iceland Airwaves



FESTIVALS FOR UKRAINE

A TOOLKIT ON RAISING FUNDS AND AWARENESS



 www.yourope.org

YOUROPE
THE EUROPEAN FESTIVAL ASSOCIATION

3F FUTURE-FIT
FESTIVALS

KARLSRUHE
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