

# CASH AND VOUCHER PROGRAM IMPLEMENTATION

CAPACITY STATEMENT (2024 – 2025)



## I. THE LANDSCAPE:

### 1. Humanitarian Context and Trends

As Ukraine enters the fourth year of full-scale war, the humanitarian crisis continues to intensify in complexity and severity. As of early 2025, approximately 12.7 million people one in every three Ukrainians are in need of humanitarian assistance. The eastern, southern, and northern oblasts remain the most affected due to continued hostilities, widespread displacement, and systematic attacks on energy and civilian infrastructure. More than 3.6 million people remain internally displaced, with many living in protracted displacement and lacking access to stable income, healthcare, education, and shelter.

Compounding this situation is a sharp contraction in humanitarian funding, including the suspension of U.S. humanitarian assistance and anticipated global donor fatigue. The revised Humanitarian Response Plan (HNRP) for 2025 has reduced its target population from 6 million to 4.8 million people, and total funding requirements have dropped from \$2.63 billion to \$1.75 billion.





## 2. Role and Recalibration of Cash and Voucher Assistance (CVA)



Despite operational constraints, Cash and Voucher Assistance (CVA) especially Multipurpose Cash Assistance (MPCA) continues to serve as a cornerstone of the humanitarian response in Ukraine. MPCA provides flexible support to help affected individuals cover basic needs such as food, hygiene items, winter clothing, rent, and medical expenses.

**In 2025, the use of CVA has been strategically reprioritized by the Cash Working Group (CWG) in line with the HNRP's four strategic priorities:**

- Supporting the most vulnerable people near the front line;
- Facilitating evacuations and immediate assistance after strikes;
- Assisting displaced populations, especially in collective centers;
- Sustaining emergency response capacity in newly accessible and high-risk areas.

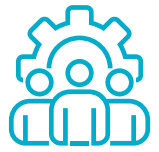
**Key adjustments to MPCA in 2025 include:**

- A 16% overall reduction in the planned reach, now targeting 1.2 million individuals.
- A 50% reduction in reach in areas of medium severity (Phase 3) and reallocation of resources to high-vulnerability areas (Severity 4–5).
- Maintaining cash feasibility in active markets where liquidity, security, and FSP infrastructure are viable.
- A stronger focus on flexible, rapid-delivery CVA modalities, especially in volatile areas or following displacement.



### 3. Operational and Programmatic Considerations

**The reduction in funding and shift toward emergency priorities has had a tangible impact on CVA implementation. Many national NGOs including women-led organizations have had to downscale or suspend operations, despite playing a vital role in last-mile delivery. CVA actors, including World Vision and its partners, are responding by:**



- Prioritizing lifesaving cash-based interventions in frontline and newly affected areas.
- Enhancing operational agility to support mobile or emergency cash distribution mechanisms.
- Aligning MPCA targeting with displacement trends, severity data, and referral systems to national social protection.
- Leveraging financial service providers (banks, mobile money, and postal services) to ensure uninterrupted delivery in complex environments.

### 4. Future Outlook Considerations

**The use of CVA in Ukraine remains highly relevant and impactful. With sufficient funding and coordination, cash continues to be an efficient, dignified, and preferred modality for delivering humanitarian assistance. However, sustaining MPCA programming through 2025 will require:**



- Timely donor support to maintain service delivery capacity in high-need areas.
- Enhanced integration with national systems to build resilience and link CVA to long-term recovery.
- Continued support for local actors, especially those operating in hard-to-reach areas.

In summary, 2025 marks a critical juncture for cash-based assistance in Ukraine. While constrained by funding cuts and shifting strategic priorities, CVA actors must remain agile, principled, and data-driven to ensure the most vulnerable people continue receiving essential support during this protracted crisis.

<https://www.unocha.org/publications/report/ukraine/ukraine-humanitarian-needs-and-response-plan-2025-april-2025-enuk>

## **II. OVERVIEW OF WV UKRAINE CASH AND VOUCHER PROGRAMMING IMPLEMENTATION**



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

### **1. Program Design and Planning:**

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

### **2. Targeting and Registration:**

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

### **3. Cash and Voucher Distribution:**

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

### **4. Monitoring and Evaluation:**

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

### **5. Coordination and Partnerships:**

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

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

### III. KEY PROGRAM ACHIEVEMENTS



- Since the beginning of the war in February 2022 till today, WV Ukraine implemented fifteen (15) CVP projects with the funding obtained from GIRO555, ADH, GIRO555, USAID-BHA, WV PNS, WV US PNS, WV PNS Canada, SDC in 21 oblasts/regions: Cherkasy, Chernivtsi, Dnipropetrovsk, Donetsk, Ivano-Frankivsk, Kharkiv, Kherson, Khmelnytskyi, Kirovohrad, Kyiv, Lviv, Mykolaiv, Odesa, Poltava, Rivne, Ternopil, Vinnytsia, Volyn, Zakarpattia, Zaporizhzhia, Zhytomyr. A total of 216,010 people supported and \$50,172,035.58 distributed. For 2025 FY, WV Ukraine implemented five (5) CVP projects with the funding obtained from USAID-BHA, ADH, WV PNS, SDC in 7 oblasts/regions: Chernivtsi, Dnipropetrovsk, Donetsk, Kharkiv, Mykolaiv, Zakarpattia, Zaporizhzhia. A total of 3,589 people were supported and \$935,988.60 was distributed.
- Since 2022 the implementation of CVP was carried out by five international agencies such as Agency for Technical Cooperation and Development-ACTED, Hungarian inter-church Aid, DORCAS, Baptist World Alliance, and Caritas, and four local partners such as (Youth Movement Be Free, We Are Near, Caritas, Unity For The Future and Arms Of Mercy). For 2025 FY the implementation of CVP was carried out by two local partners: Youth Movement Be Free and Unity For The Future.
- Provided cash for protection assistance for marginalized ROMA community in Dnipropetrovsk and Donetsk Oblasts, and IDPs affected by protection risks in Kyiv, Zakarpattia, and Vinnytsia oblasts. In total, 1037 people received cash for protection needs and US\$259,250 distributed.
- Institutional capacity and readiness to cash implementation enhanced. An additional two offices are established in Kharkiv and Mykolaiv through cash programming in 2024 (and 1 office in Mykolaiv in 2025). To support the implementation, 38 local staff (project manager, cash coordinators, officers, LMMS experts, and enumerators) are recruited. As of FY 2025, 10 of these personnel remained due to the reduction in the project portfolio. Former WV personnel have received CVP training.
- Financial service provider agreement established with a Privatbank, SOPs and guidelines are developed and implementation of CVP is standardized.
- Currently, two projects, such as BHA3 and ADH16 are supporting 31,400 IDPs, returnees, and host communities in Mykolaiv, Zaporizhzhia, Kharkiv, Donetsk, Dnipropetrovsk oblasts/regions. The implementation is carried out by two local partners (Youth Movement Be Free, Arms of Mercy).
- In coordination with the CWG, WV trained 48 participants from 40 organizations implementing cash programming in Ukraine. The purpose of the training was to equip partners with programmatic and operational skills in cash programming.

## IV. APPROACH

Cash and Voucher Programming (CVP) is a versatile response modality that can be effectively integrated across sectors to address urgent needs and safeguard the livelihoods of conflict-affected populations. In Ukraine, the approach is broadly endorsed by both the Humanitarian Country Team and the Government as a key strategy to support families, children, and disrupted livelihood systems—helping meet essential needs while enabling households to preserve their remaining assets. More than 85% of CVP implementation is currently focused in the eastern and southern regions of the country, where the majority of internally displaced persons reside and humanitarian needs are most severe. Importantly, 54% of crisis-affected people report preferring cash assistance over other forms of aid, underlining the relevance, flexibility, and dignity that CVP offers in this context.

- **WV CVP DIRECT IMPLEMENTATION:** This is WV's direct engagement in the implementation of cash and voucher programming which was during 2023-2024. The implementation started with the funding obtained from ADH and covering four Oblasts (Chernivtsi, Kharkiv, Mykolaiv, and Dnipro) and supporting 35,000 IDPs, host communities, and returnees. This approach helped WV Ukraine to develop the CVP capacity in terms of staffing (project manager, coordinators, officers, project assistances), systems strengthening through the development of tools and guidelines, and establishing offices closer to frontline to support the people closer to the front lines.
- **CVP IMPLEMENTATION THROUGH PARTNERSHIP:** WV implementing CVP through local and international partners in thirteen regions of the country. The approach helps WV to reach the most needy people in the regions closer to the front line where there is no WV existence. Three local and two international partner are supporting 26,974 people in 7 Oblasts of the region.
- **MULTI-PURPOSE CASH ASSISTANCE (MPCA):** MPCA is a pre-dominant cash modality and supporting 10.7–11.2 million people (unique beneficiaries, including overlays) in Ukraine by all cash actors. In WV response, MPCA is also a major response strategy to provide immediate assistance to the people in need. Currently, 208,194 people received MPCA from 2022 till today (and 3589 during 2025 FY) assistance for basic need.
- **SECTORAL INTEGRATION:** This approach involves utilizing cash assistance to achieve a variety of targeted outcomes across different sectors. Specifically, it includes cash for protection, cash for livelihoods, cash for food security, and other important areas. Currently, World Vision is implementing cash assistance programs focused on protection and livelihoods, combining these approaches as an integrated strategy to maximize the effectiveness of cash transfers in achieving sector-specific results. This comprehensive method enables better resource optimization and strengthens the impact of interventions aimed at improving people's lives.

## **LINKING HUMANITARIAN CASH INTERVENTION WITH SOCIAL PROTECTION**

**SYSTEMS:** The provision of cash assistance plays a vital role in helping crisis-affected populations meet their immediate basic needs. Beyond short-term relief, this approach also serves as an entry point for strengthening longer-term support mechanisms. World Vision's program not only delivers Multi-Purpose Cash Assistance (MPCA) but also aims to link recipients to Ukraine's national and local social protection systems through structured referral pathways.

This integrated approach is grounded in identifying gaps in coverage and access, building the capacity of local actors, and aligning with existing government-led initiatives such as seasonal cash support (e.g., for winterization) and social welfare programs. By engaging with tools like the Social Protection Calculator and adhering to protection referral standards, WV contributes to a harmonized system where humanitarian assistance acts as a bridge to sustainable, shock-responsive social protection.

In doing so, the organization enhances resilience and social inclusion of vulnerable groups, ensures the complementarity of humanitarian and development efforts, and supports the Ukrainian government in scaling up its social protection response. This model also emphasizes informed consent, data protection, and targeted support ranging from information provision to legal aid and case management based on the individual needs and barriers of each beneficiary.

- **EXTERNAL ENGAGEMENT AND ADVOCACY:** WV representation and presentation in the cash forums such as cash working groups, collaborative cash delivery networks, and Perehid initiative, and other clusters are key to align our implementation with others, increase synergy and effective resource use, positively influence members and donors, and increase funding opportunities. and joint advocacy
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## V. THEORY OF CHANGE

**WV-Ukraine aims to support 30,000 affected IDPs, returnees, and host communities** including children, disable people, elderly with chronic illness, pregnant and lactating women and provide basic need, winterization support, and mitigating the protection impacts. The intervention requires mobilization of US\$7,850,000.



## VI. STAKEHOLDER ENGAGEMENT

WV Ukraine is working closely with local authorities, the national and sub-national cash working groups (CWGs), collaborative cash delivery network (CCD), and financial service providers (FSPs) to support war affected people in Ukraine. In clusters engagement, WV is a focal point for capacity building activity, contributed to the development of the 2025 Humanitarian Response strategy document. Currently actively participating with CCD on the linkage of humanitarian cash and social protection system and support the PERHID initiative<sup>1</sup>.

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

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