



Hope & Aid Direct

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A Hundred Trucks of Hope: UK Charity Marks Major Ukraine Aid Milestone

Hope and Aid Direct dispatches its 100th truck to Ukraine, and its 500th overall, as 3.7 million displaced Ukrainians continue to rely on humanitarian support

The Ukraine war had only just begun in March 2022 when volunteers from Hope and Aid Direct drove two articulated trucks across Europe to Romania and Poland, where their cargo was transferred across the border.

Four years later, that effort has grown into something far larger. This month, the UK-based, entirely volunteer-led charity will send its 100th aid truck into Ukraine, part of more than 500 delivered worldwide since it was founded by Charles Storer MBE in 1999.

Hope and Aid Direct has delivered practical support to people affected by conflict and disaster from the Balkans to Greece and beyond, including in regions where convoy delivery is not possible.

For Ukraine, more than 620 tonnes of aid, from hospital beds and generators to baby supplies and bedding, have been sent. The scale is significant, but so too is the need. Around 3.7 million people remain internally displaced within Ukraine, many living in temporary accommodation or damaged homes, unwilling or unable to leave.

“Reaching our 100th truck to Ukraine is a milestone, but the need on the ground remains immense,” Storer says. “We are guided in our mission by a simple approach: we take aid, not sides.”

That principle has shaped how the charity works. Rather than operating remotely, it partners with Ukraine on Palms, a Kyiv-based organisation that distributes aid across the country. The aim is to ensure supplies reach people directly, not just in major cities but in smaller, harder-to-reach communities.

The model is deliberately practical. Much of the aid is transported using commercial trucks returning to Ukraine after delivering goods to the UK, journeys that would otherwise be empty. This reduces costs and emissions while speeding up delivery.

The charity’s Donate to Divert initiative also repurposes surplus goods from UK businesses that would otherwise go to landfill, redirecting them to communities in need.

Deliveries have included:

- 610 field hospital beds
- 1,479 mattresses
- 500 baby boxes
- More than 50,000 duvet and pillow sets
- 51 generators, including one capable of powering a village
- 1,500 fire extinguishers
- Hundreds of pallets of medical supplies, food, hygiene products and clothing

‘The charity that takes aid, not sides’

While much of the aid focuses on essentials, the charity's history reflects a broader understanding of dignity and daily life in crisis. The focus is on taking the right aid, to the right place, at the right time, in response to the requests of the people who need it.

During the Kosovo war, Hope and Aid Direct delivered not only core supplies but also unexpected items requested by displaced communities, including three grand pianos and 12 industrial washing machines and dryers.

“What people need is not always what you expect,” Storer says. “Those items brought dignity and a sense of normal life.”

In Ukraine, the focus remains on helping people remain within their communities, easing pressure on borders and neighbouring states.

For those receiving it, the impact is immediate.

“This support means so much. It gives us some stability and hope,” said Alla Nalyvaiko who heads up Ukraine on Palms.

The charity's work is supported by a network of corporate partners, including Whitbread PLC and Henry Schein, alongside logistics firms and grassroots donors. Maritime Transport not only funded and transported 13 artic loads of duvets and pillows to Romania and Poland, but also donated one of their articulated trucks to the charity.

Across the UK, volunteer-run drop-off points, from local communities to large-scale corporate contributions, continue to sustain the flow of aid.

Despite the milestone, the charity insists the story is far from over.

“As long as there is a need, we will continue,” Storer says. “This is not about numbers, it is about people.”

Notes to editors

- Hope and Aid Direct is run entirely by volunteers
- Non-religious and non-political
- It has delivered over 500 aid trucks globally
- 100 trucks have been sent to Ukraine since March 2022
- Aid is distributed via Ukraine on Palms, a vetted local partner
- An estimated 3.7 million internally displaced people remain in Ukraine
- More than 250,000 people have been supported
- Motto: “Taking Aid, Not Sides”

The charity has also produced a children's book, *The Little Humanitarian*, to celebrate the work it is doing and to spread the message of care and empathy for others.

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