

GLOBAL PROMOTIONAL PROGRAM

FARTHING PUBLICITY CHARITY COMPASSION AND HUMAN DIGNITY

EPIC SCALE CHARITY PHOTO SHOTS FEATURING 100 WORLD
CELEBRITIES AMIDST THE ASHES OF OUR CIVILIZATION

*I am ready to stand with you,
heroes of Ukraine!*



Art of **MFF**

**THE SOUL OF UKRAINE, AN INTERNATIONAL CHARITABLE FOUNDATION,
AND LEGENDARY AMERICAN ARTIST FROM AN ANCIENT COSSACK FAMILY,
SERGEY MELNIKOFF A.K.A. MFF
INVITE UKRAINIAN BRANDS TO PARTICIPATE IN THE GLOBAL
PROMOTIONAL PROJECT IN UKRAINE!**

**MADONNA, PAUL MCCARTNEY, ARNOLD SCHWARZENEGGER,
RICHARD BRANSON, SYLVESTER STALLONE, SIGOURNEY WEAVER,
J.K. ROWLING, MARK ZUCKERBERG, ELTON JOHN, DENZEL WASHINGTON,
SERGEY BRIN, CLINT EASTWOOD,
AND OTHER WORLDWIDE STARS IN UKRAINE!**

A black and white photograph of a woman in a red dress holding a child in a destroyed building. The building is in ruins, with large concrete blocks and debris scattered around. The woman is standing in the center, looking towards the camera. The child is being held in her arms. The background shows the skeletal remains of a structure, with a large, jagged concrete block hanging from the ceiling. The overall mood is somber and poignant.

**THE
FOUR HORSEMEN
OF THE
APOCALYPSE**

THE FOUR HORSEMEN OF THE APOCALYPSE

EPIC SCALE CHARITY PHOTO SHOOTS FEATURING 100 WORLD
CELEBRITIES AMIDST THE ASHES OF OUR CIVILIZATION

The “Four Horsemen of the Apocalypse” project collaborates with leading figures from the worlds of art and business. We invite one hundred of the most renowned and talented individuals for personal themed photoshoots in the devastated towns and villages of Ukraine, ravaged by the “Russian world.”

These celebrities sign limited edition posters featuring their images, which are then sold at a charity auction. We also request that the participants share a link to the auction on their personal social media accounts. For example, Madonna alone has 14 million followers on Instagram. The proceeds raised by The Soul of Ukraine Foundation, Inc., of Florida, USA, are used to purchase prosthetics for children—a need that tragically continues to grow in Ukraine.



UKRAINE ON FIRE

Art of MFF

MIROSLAV VANTUCH and the Ukrainian National Folk Dance Ensemble named after Pavlo Viesky

Scenario →



THE FOUR HORSEMEN OF THE APOCALYPSE PROJECT

J. K. ROWLING

and HARRY POTTER in the area of a Ukrainian-speaking school in the city of Kharkiv, burned to the ground by the Russian army.

Scenario →





MORGAN FREEMAN

portrays JESUS CHRIST in the multi-dimensional costume scene "The Removal from the Cross," inspired by the painting by Peter Paul Rubens

[Scenario →](#)

OUR GOAL: SUPPORT THE CONSTRUCTION OF A REHABILITATION CENTER IN ALBANIA FOR UKRAINIAN CHILDREN WHO HAVE SUFFERED FROM WAR AND LOST LIMBS.

OUR PROJECTS IN UKRAINE ARE DESIGNED FOR COMPANIES THAT HAVE ENDURED THE WAR AND ARE READY TO SUPPORT CHARITABLE INITIATIVES.

**JOIN THE PROJECT AND CONTRIBUTE TO THE FUTURE OF UKRAINE!
BE AMONG THE BEST — PARTICIPATE IN GLOBAL CHANGE!**



www.rehab.soulofukraine.foundation

The terms of use for images provided to sponsors are negotiated on a case-by-case basis, particularly concerning the results of photoshoots with international stars.

However, our esteemed donors have a unique opportunity to obtain rights to use their logo alongside images of global celebrities and the name of the Mother Teresa Children's Rehabilitation Center for Ukrainian children with disabilities.

TAKE ADVANTAGE OF THIS UNIQUE OPPORTUNITY!

Donors in the United States may request an Acknowledgement Letter on the 501(c)(3) form for a tax deduction.

Contacts

info@soulofukraine.foundation

WhatsApp: +380 68.7868.281

Cell: +380 67.599.8859

Fax: +1 320.341.0275

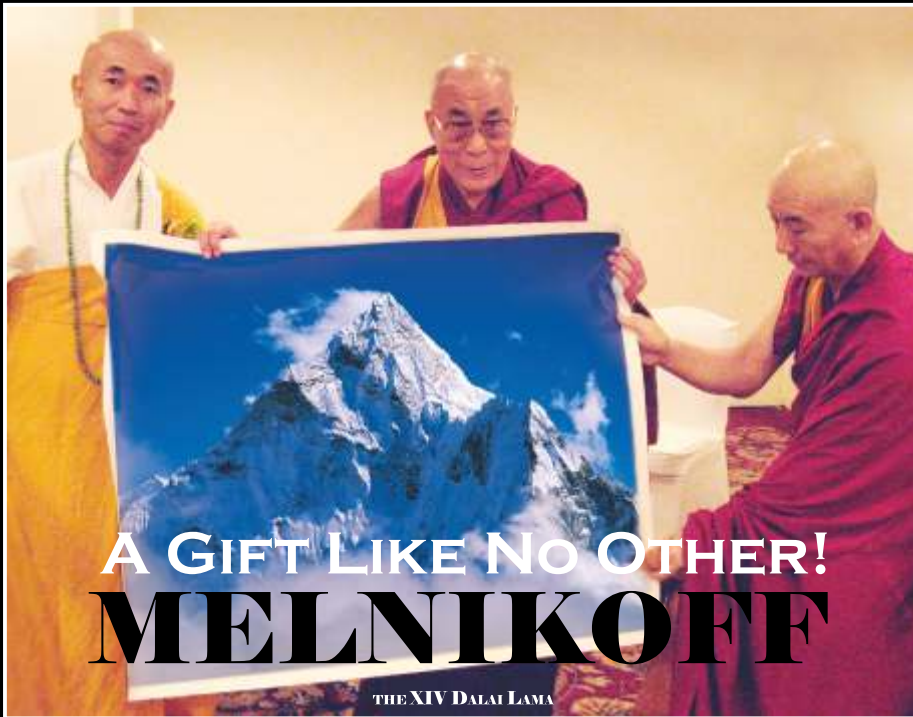


WHO'S MFF?

The Soul of Ukraine, an International Foundation, proudly presents the art of one of the most significant photographers of our time. His works, of exceptional merit, consistently evoke admiration and embody the fusion of half a century of experience across over 150 countries worldwide.

SERGEY MELNIKOFF, also known as **MFF**, is a National Hero of the Chechen Republic of Ichkeria for his personal contributions to the informational struggle against Russia, and a recipient of all grades of the Ukrainian Orders of Saint Equal-to-the-Apostles Prince Volodymyr the Great. A descendant of an ancient Ukrainian Cossack family, Melnikoff was a Soviet dissident and political prisoner who daringly escaped from the USSR with his wife and a one-year-old daughter. Now an acclaimed American artist, he holds a dominant position in revolutionary methods in contemporary photography.

Melnikoff's achievements and accolades affirm his status as an icon in the world of contemporary art. His profound impact and innovative approach have established him as one of the most creative masters in the field, making him the most titled photographer of our time.

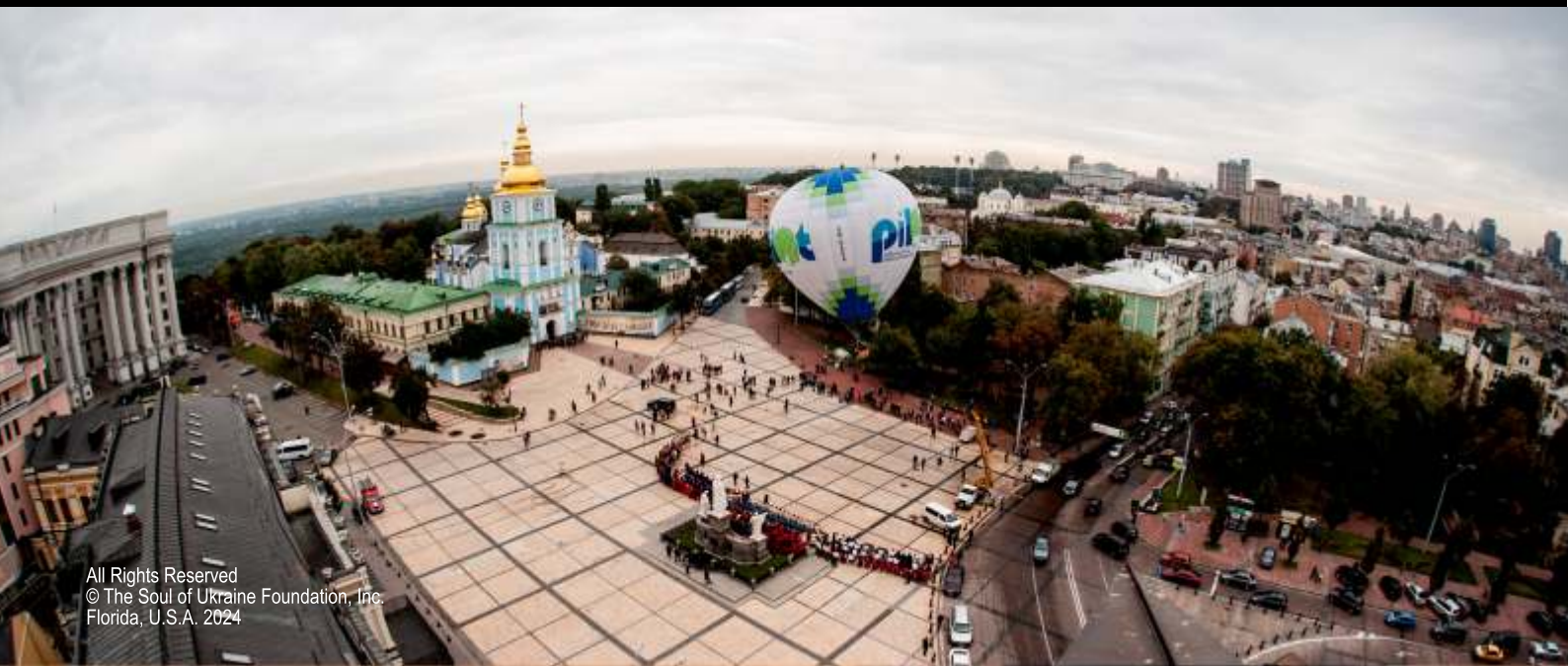


**THE ARTWORK OF
SERGEY
MELNIKOFF
A.K.A. MFF
IS BEING
PROMOTED BY
THE NOBEL
PEACE PRIZE
LAUREATE
HIS HOLINESS
THE 14TH
DALAI LAMA**

In this edition of our brochure, we invite esteemed national brands to participate in the projects of the legendary American photographer SERGEY MELNIKOFF, carried out in Ukraine.

International celebrities cover their own travel and photoshoot expenses when coming to Ukraine. However, national celebrities require the support of sponsors. Organizing a photoshoot entails costs for renting equipment, numerous lighting fixtures, generators, transportation, and paying makeup artists and costume designers.

A complex scene requires significant time to organize. A prime example is Sergey Melnikoff's iconic 2013 panorama "The Soul of Ukraine." The 4.5-hour photoshoot featured the National Virsky Dance Ensemble, the Honored Choir of Ukraine named after Hryhoriy Veryovka, the Bandurist Capella of Ukraine, and the Ensemble of Folk Instruments. In total, the creation of this single photograph involved 1,000 people, dozens of musical instruments, 30 makeup experts, two aerial lifts for TV crews, two fire trucks that flooded St. Michael's Square in Kyiv with tons of reflective solution, and a large hot air balloon for the photographer himself. As a result, the Hollywood-scale photoshoot for "The Soul of Ukraine" panorama became the most expensive in the history of photography.



MAKE A DONATION ONLINE

IF YOU WISH TO SELFLESSLY SUPPORT THE REHABILITATION CENTER FOR UKRAINIAN WAR CHILDREN, YOU CAN MAKE A DONATION TO ONE OF THE FOLLOWING ACCOUNTS:

A-BANK CARD

We would be grateful!

4323 3870 2789 1343

PAYPAL DONATIONS

Official charitable account of the Soul of Ukraine Foundation, Inc., which manages the Mother Teresa Children's Rehabilitation Center project in Albania.

Donors in the United States may request an Acknowledgement Letter on the 501(c)(3) form for a tax deduction. Please send your request to the Foundation's email: info@soulofukraine.foundation

[MAKE A DONATION NOW!](#)



FOR CORPORATE DONATIONS IN UKRAINIAN HRYVNIA

Charitable Organization The Soul of Ukraine,
an International Charitable Foundation

UA183005280000026009455082461

Recipient Code: 39490790

SWIFT: OTPVUAUK

JOINT-STOCK COMPANY OTP BANK

Sichovykh Striltsiv St., 52, Kyiv, 04053

MFO (sort code) 300528



*Before you Judge Me,
try hard to love me,
look within your heart them ask,
have you seen my Childhood.*

*I am delighted to invite your brand to join
our prestigious personal advertising projects,
which are set to enter the execution phase in
the summer of 2024
- MFF*

**VISIT
OUR BENEFIT AUCTION**



**FOR DISABLED UKRAINIAN CHILDREN
AFFECTED BY WAR**

www.auction.soulofukraine.foundation