

NONPROFITS

Burberry Foundation offers support to Ukrainian youth

October 3, 2023



Life Chances, a new initiative sponsored by Burberry, was developed in consultation with Ukrainian refugees, who pointed to key areas of need. Image credit: Burberry Foundation

By LUXURY DAILY NEWS SERVICE

British fashion house Burberry is lending a hand to those affected by the war in Ukraine.

Partnering with British nonprofit Save the Children, the brand is launching Life Chances, a program that offers humanitarian resources to refugees aged 14 to 18. Those who have fled their home country for Poland in the face of violence will receive educational and well-being-focused aid until June 2025, thanks to the effort.

"Save the Children plays a pivotal role in ensuring young people across the globe are safe, healthy and are given the tools they need to reach their full potential," said Nicole Lovett, program director at **Burberry**, in a statement.

"The Burberry Foundation is proud to partner with them on Life Chances, a program that will help the thousands of young people impacted by the crisis to recover, grow and create opportunities for a better future."

Recovery and relief

It is estimated that only 44 percent of Ukrainian children were enrolled in a school near them at the end of the most recent academic year, making the Russian strikes especially disruptive for youth.

Though Ukrainians have escaped to a number of nations, Life Chances is slated to offer services in Poland exclusively for the outsized population that has ended up in the nation.



The holistic approach to relief comes at a pivotal time in the war struggle, as Western support cools. Image credit: Burberry Foundation

Separate from Ukrainian refugees, the program's benefits will also be available to young residents in Poland by November 2023, in an effort to boost the locale in which Life Chances is instrumented.

The Burberry-sponsored framework was developed with the consultation of both fleeing Ukrainian refugees and Polish youth, who pointed out the key areas of need.

As a result, tutoring, career guidance, psychosocial counseling, integration instruction and Polish language classes are all on the table for migrants. Each initiative will work together to help teens adjust to their new lives as the crisis continues in their homeland.

"So many children have been displaced by the conflict in Ukraine, and for teenagers who are thinking about their future careers and who are trying to discover their identities, it is an incredibly challenging time," said Celina Kretkowska-Adamowicz, director of program operations at Save the Children Poland, in a statement.



Young Ukrainians who have lost their homes and communities will now receive tools that help them settle in. Image credit: Burberry Foundation

"Together with FRSI, our local NGO partner in Poland, we are delighted to be partnering with Burberry to give teenage Ukrainian refugees an opportunity to continue their education as well as to improve their social and emotional well-being," Ms. Kretkowska-Adamowicz said. "As the program was codesigned in consultation with young Ukrainians and Polish youth, we feel confident that we are giving them the best possible chances of success and we hope that it will give them the opportunities they deserve."

Though Burberry is not the first British actor to engage in activism for this cause ([see story](#)), its holistic approach to relief comes at a pivotal time in the struggle, as Western aid wanes and support from the United States, which has directed more than \$75 billion in assistance to the country since the conflict began, begins to cool.