



# 2012 Annual Report



**Salvați Copiii**  
Save the Children Romania

# We shall strengthen the remarkable results we had last year!

In 2012, Save the Children Romania supported through its programmes more than 176,000 children, 12,600 teachers and specialists and 25,700 parents. More than 3,700 volunteers involved themselves in the activities carried out in 22 counties.

**We focused on three main priorities for the children in Romania. First of all, diminishing the infant mortality.** We supported 1892 mothers/pregnant women and 0-5 year-old children from 10 rural poor communities to have better food and to be better informed on how to take care of themselves, to have a family doctor and to live a healthy life, paying specific attention to the particular raising conditions that the 0-5 year-old children require. No infant deaths were registered in the communities in which we intervened.

In addition to our efforts in the disadvantaged communities, Save the

Children Romania provided with state-of-the-art medical equipments three new-born babies wards: Cantacuzino (Bucharest), Adjud (Vrancea county) and Piatra-Neamt (Neamt county). The funds came from companies' sponsorships and individuals, through 2 % campaign. Yet, as many premature babies with medical problems are born every year, more support was needed to provide with the necessary medical equipment more new-born babies wards. Thus, we started a fundraising campaign in order to provide with incubators and other medical instruments 15 specialized medical units in the country, established with the help of the Romanian Neonatology Association in Romania: Pitești, Constanța, Bucharest, Cluj-Napoca, Iași, Bacău, Craiova, Târgu Mureș, Timișoara, Suceava, Piatra Neamț, Vaslui, Hunedoara, Reșița and

Brașov. The money was raised through 8864 SMS, contributions and sponsorships from individuals and legal entities ([www.salvaticopiii.ro/bunvenitpelume](http://www.salvaticopiii.ro/bunvenitpelume)). The other two main priorities for our organization were **improving the access to education and school integration for children from disadvantaged communities and children's protection against violence, abuse and human trafficking.**

We commit ourselves to these three main priorities for the children in Romania in 2013 as well! We thank you all who have believed in and sustained our cause!

We trust and rely on your support!

Gabriela Alexandrescu, Executive President

Andi Moisescu, President







"Since I was in 1<sup>st</sup> grade, Save the Children has helped me learn and have what I need for school. I can only thank them by helping others further", says Sorina, 10, a pupil and diligent educator for other children in Save the Children programs. After she attended the educational centre, Sorina completed the school year 2011-2012 with the 1<sup>st</sup> prize. Whenever needed, she helps her colleagues with their homework and is the initiator of activities enabling as many children as possible to have access to education.



Cover:  
Photo: Save the Children Romania  
M., 17 years old and her 2-year-old daughter, beneficiaries of Every One project in a commune from Iasi County. M. has another 7-month-old daughter, whom she learned to care for and properly feed with the help of the healthcare staff involved in the Save the Children programme.

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# Children involved in Save the Children



1992  
15,000

2001  
30,000

2008  
74,200



# programmes

## Vision

Save the Children's vision is a world in which every child attains the right to survival, protection, development and participation.

## Mission

Save the Children's mission is to inspire breakthroughs in the way the world treats children, and to achieve immediate and lasting change in their lives.

## Values we believe in

### Accountability

We take personal responsibility for using our resources efficiently, achieving measurable results, and being accountable to supporters, partners and, most of all, children.

### Ambition

We are demanding of ourselves and our colleagues, set high goals and are committed to improving the quality of everything we do for children.

### Collaboration

We respect and value each other, thrive on our diversity, and work with partners to leverage our global strength in making a difference for children.

### Creativity

We are open to new ideas, embrace change, and take disciplined risks to develop sustainable solutions for and with children.

### Integrity

We aspire to live to the highest standards of personal honesty and behaviour; we never compromise our reputation and always act in the best interests of children.

2012

12,600

teaching staff and  
specialists

25,700 parents

3,726 volunteers

176,000





As of the autumn of 2012, Ioana and Corina have been attending the School after School programme carried out in partnership with School no. 141 of Bucharest. The girls made a good start from their first year of school; their grades are good and their teacher is proud of them.

Photo: Save the Children Romania

## Access to education, the most valuable gift

### ALL CHILDREN DESERVE A SECOND CHANCE

"I wanted to go to school very much, but we do not have money, so I gave up. One day, someone from Save the Children asked me if I want to go to school. They helped me with school supplies, I came daily to Save the Children Educational Centre and passed my 2<sup>nd</sup> grade exams. Next year, I will work harder and graduate from two years in a single one", confesses Ioana, 13, Constanta Educational Centre.

The "**Second Chance**" school integration/reintegration programme helps children who have never been registered with the educational system or dropped out from school and over the schooling age. Save the Children supports the participation and school reintegration of children by carrying out remedial training programmes.

In 2012:

- 621 children attended the school training courses and took on exams, benefiting from the specialised support of the teaching staff participating in the programme. For children and their parents, social and legal services were provided.
- 450 parents participated in the meetings periodically organised within the programme.

85% of the children integrated in the "Second Chance" integration programme and 90% of the children integrated in the School After School programme have passed their school exams in 2012, registering great progress compared to the initial situation.

Impact

### WE SUPPORT CHILDREN EDUCATION BY SCHOOL AFTER SCHOOL

Overwhelmed with worries about tomorrow, many parents leave the expenses related to children's education last. Not being able to cope with school demands, from a material point of view, as well as in terms of school performances, children are exposed to school drop-out risk.

The school drop-out prevention programme has provided educational

support to a number of **1,779 children**, through additional school training within the 11 Save the Children educational centres, as well as social and legal support. **1900 indirect beneficiary children and 1,602 parents** attended the periodical information and social counselling meetings. **369 specialists** within partner institutions attended information meetings with a view to jointly settling the cases.

The programme is carried out in Bucharest (2 centres), Ilfov, Constanța, Reșița, Tg. Mureș, Petrița, Cluj-Napoca, Târgoviște, Timișoara, Iași.

### PRESCHOOL EDUCATION

Targeting the increase of the number of children from disadvantaged environments benefiting from preschool education as early as possible and in order to facilitate their access to primary education, Save the Children develops **Equal opportunities for all children in a non-discriminatory society**, financed by Ikea Foundation and supported by Save the Children Sweden.



Our country is still in the top of the 5 European countries with the highest rate of early school drop-out\*, and 76% of the Roma children who dropped out from school did not attend preschool education systems\*\*.



\*Investigation on the workforce (2012), Eurostat. \*\*Attendances, school absenteeism and experience of discrimination in the case of the Roma children from Romania, UNICEF and Romani Criss – 2011.

10 summer training groups were organised for children coming from families with a precarious situation, who were not registered in the preschool educational system or who had a low attendance rate in the school year 2011-2012, being at a risk of school drop-out.

The activities were carried out on a daily basis throughout two months. The groups included **200 children aged from 3 to 7 years**. For each child, the necessary learning materials and a daily snack were provided throughout the development of the summer groups, and, at the beginning of the school year, every child was provided with school supplies and hygiene-healthcare products.

**152 parents** were involved in the educational activities and received counselling from Save the Children specialists. At the end of the summer groups, the children were registered in the regular school or kindergarten in a share of 100% - 133 children were registered in the primary school system – 55 children in the preparatory group and 78 children in the 1<sup>st</sup> grade – and 67 children were registered in kindergarten.

The programme locations are in Bucharest (School no. 141), Constanța, Mangalia, Târgoviște, Glod (Dâmbovița

County), Iași, Sîngiorgiu de Mureș, Caracal, Ploiești and Isaccea.



### Adrian's story – 6 years old

**Adrian, 6, had never been registered in kindergarten, the children's mother leaving education last.**

At the beginning of the summer kindergarten, Adrian was not networking with children at all, even though there were other children from the same neighbourhood in the summer kindergarten as well. He did not express his emotions, whether positive or negative, had limited cognitive and linguistic gains, improper for his age. The kindergarten was new for him, a foreign environment he had never been in contact with before.

To the surprise of Save the Children representatives, although he is a member of a family with five children, Adrian did not know how to play, looked curiously at the toys, not knowing what their role and destination is. "I remember the first day when Adrian came to kindergarten. When we went out to the yard to have sports activities with them, Adrian sat shyly on a bench with his head down, and started crying when we wanted to integrate him in activities, asking him whether he wanted to play with us", Valucia Șerban, educator, said.

Adrian has relatively quickly changed his attitude, attending the kindergarten on a daily basis and with pleasure. After completing the summer kindergarten, Adrian was registered by Save the Children representatives in a short-programme kindergarten, and currently has a good attendance rate with very good school results.

4 039

children  
were  
supported to  
integrate in different  
(pre)school  
education forms



In December 2012, there were 79,901 children whose parents had left abroad to work. Of these, 22,993 have both parents abroad, according to the Child Protection Directorate (MMFPS).

"I wish children to have their parents come back home and be happy as I and my sister are when father comes from abroad", says Andrei, 10, from the "We grow up together" Centre from Târgoviște.



Photo: Aga Luczakowska/Save the Children

## We grow up together

### "WE GROW UP TOGETHER" – A PROGRAMME FOR HOME-ALONE CHILDREN

Children whose parents left to work in another country represent an extremely vulnerable category, exposed to school drop-out and social exclusion risk.

The programme "We grow up together" aims at reducing the negative impact related to parents' migration on home-alone children. Thus, more than **85% of the children have improved their classroom behaviour and networking with colleagues.**

Moreover, a reduction of violent behaviours and development of communication and social networking skills were noted. **66% of the children included in the programme** communicate with their parents abroad by means of the Internet, at least twice a week.

The activities are carried out in the 16 "School after School" centres established in Pitești, Bucharest, Reșița, Mangalia, Târgoviște (2 centres), Craiova, Petrila, Timișoara, Brașov, Piatra Neamț, Suceava, Iași, Negrești, Lupeni, Sighișoara and consist of providing social and psychological support for going through the period of separation from parents, communication with the parents abroad

using the computers made available within the project, school support and networking.

In 2012, **1,152 children attended the activities, 793 parents and representatives of the children attended the monthly information meeting** and were provided social and psychological counselling. **141 volunteers, teachers and youngsters** were involved in the activities.

62 meetings of the local working groups consisting of representatives of the school inspectorates, child protection directorates and schools involved in the project were organised. In seven of the locations (Lupeni, Pitești, Piatra-Neamț, Brașov, Negrești, Târgoviște, Sighișoara), press conferences were organised with the participation of 281 representatives of the partner institutions.

For the parents abroad, two newsletters were developed in the 16 centres, and the activities carried out were promoted on a weekly basis through the Facebook social network page.

### PROTECTION OF REFUGEE CHILDREN

In order to support the asylum-seeking and refugee children on the territory of Romania, Save the Children has developed projects in the centres of the General Inspectorate for Immigration in Bucharest, Galați, Rădăuți and Timișoara, aimed at facilitating the access to economic and social rights, providing direct assistance through a complete range of services and involving them in the social and cultural life of the Romanian society.

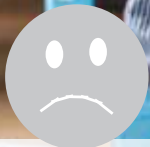
Save the Children counsellors provided social, educational and recreational services, vocational trainings, cultural orientation, Romanian/English language courses for **287 children**, and **96 parents** were provided counselling to access social, healthcare and educational services and were involved in activities dedicated to children. 357 asylum-seeking youngsters or beneficiaries of a form of protection were provided assistance with a view to accessing

80% of the children included in the "We grow up together" programme have improved their school performance.

Impact



The summer Kindergarten was for many children an opportunity to learn for the first time how to play, smile and build relations in a friendly and secure environment. At the end of the summer groups, all the 200 participating children were registered in school or Kindergarten.



In 2011, 400.172 children were not enrolled in the mass educational system – either preschool, primary, secondary or vocational, although they were between 3 – 17 years old. During the school year 2010-2011, 25.371 children\* abandoned school before high-school.

\* Source: Report on pre-university educational system in Romania, Ministry of National Education, 2011 (processed data)

social and economic rights. As a partner of the International Migration Organisation, Save the Children contributed to developing a manual dedicated to the persons involved in the direct assistance of unaccompanied minors and organised a training for the specialists in order to improve the quality of legal representation and services granted to unaccompanied children.

### INFORMATION OF CHILDREN ABOUT DISASTER-RELATED RISKS

The activities to inform pupils about proper behaviours in case of emergency situations continued in 2012 in Bucharest in School no. 141 with the participation of all grades from 5<sup>th</sup> to 8<sup>th</sup> (376 children). A group of 19 teachers previously trained by Save the Children organised exercises with the children, followed by earthquake simulations. They used the children-developed manual, under the aegis of our organisation. Following the evaluation of Bucharest Inspectorate for Emergency Situations, the pupils trained in school no. 141 won the 3<sup>rd</sup> prize.

Save the Children Romania took part, as a partner of UNHCR, together with ARCA and JRS, in the "Refugees' dilemma" campaign, with the occasion of the World Refugee Day – June 20<sup>th</sup>.

### "REWRITE THE FUTURE" CAMPAIGN

Globally, Save the Children International develops the "Rewrite the Future" campaign, the first global campaign gathering together the 30 Save the Children International members, whose objective is to provide access to education for children in areas affected by armed conflict. In Romania, Save the Children continued its efforts to inform the authorities, national institutions and the public about the situation of children in countries affected by armed conflicts. About **6,000 pupils and 250 teachers in 163 educational units in Bucharest and across the country** attended activities to gain knowledge about the social categories affected by war, become aware of the causes and consequences of a conflict and promote the importance of respecting children's rights.

### PARTNERS FOR EDUCATION

**School and preschool education.** Ministry of National Education, Ministry of Labour, Family and Social Protection, county school inspectorates, schools, kindergartens.

**Children home alone.** Enel Cuore Onlus, Intesa SanPaolo Bank, Porsche Romania, MoneyGram International, county school inspectorates, general directorates for social assistance and child protection, primary schools.

**Refugee children and asylum-seekers.** UNHCR, Romanian Immigration Office, National Romanian Council for Refugees, Jesuite Service for Refugees, Organisation of Refugee Women in Romania, Romanian Forum for Refugees and Migrants, International Migration Organisation.





Protection



Dinu Lipatti Arts High-School, Pitești. Author Marius Cristescu

# Protection of children against violence

Violence is present in the families by using physical punishment and humiliating words at the children, by the very persons responsible for their education and wellbeing, the parents. Beating is frequently used by parents, with negative consequences on immediate, concrete behaviours of children, as well as in terms of their psycho-emotional development and long-term evolution.

## PARENTS AND CHILDREN AT THE PSYCHOLOGIST

Save the Children responds to these realities by developing and providing parental education programmes and psychological counselling services for children and families, within the 6 specialised community centres – **Parent Counselling Centres** in Bucharest, Timișoara, Târgu Mureș and Suceava, as well as the **Emotional and Behavioural Education Centre for Children** in Bucharest. The team consisting of 34 specialists provided evaluation, early intervention, treatment, psycho-education, group therapy, direct intervention in the family and school for parents and children at risk of developing emotional and behavioural disorders.

All these programmes are provided with the financial support of IKEA Foundation, within a wide-scope project launched in September 2012 “**Raising children in stigma free society**”. In support of parents, the website [www.parintibuni.ro](http://www.parintibuni.ro) will also be launched next spring.

## RESULTS

In 2012, **1,772 children** were evaluated and benefitted from thera-

peutic intervention such as individual counselling/psychotherapy and group intervention; moreover, **1,476 parents** were integrated in parental education programmes, with a view to developing parental skills and receiving recommendations in relation to children’s emotional and behavioural difficulties.

In 2012, Save the Children Romania completed the “**Listen to her/his soul**” campaign, an educational programme aimed at eliminating violence against children and promoting positive educational models. Thus, **27 kindergartens implemented complex intervention programmes** with a view to preventing and eliminating aggressive behaviours, programmes where training and workshops were provided to educators, parents and children alike. 46 educators completed the training programme “**GradiSmartStart**” covering essential educational issues for preschool aged children. Happy Universe Kindergarten from Bucharest benefitted from intensive intervention for children and parents from October to December.

Emotional and Behavioural Education Centre for Children and

3 248

children and parents benefitted from therapeutic intervention (e.g. psychological counselling) and parenting services.





At the end of 2012, according to the official data of Child Protection Directorate within the Ministry of Labour, Family and Social Protection, 12,074 cases of child abuse in the family were recorded. Yet, the official data are far from the reality lived by children every day.

the Parents Counselling Centre from Iasi were accredited as providers of psycho-social services for children and families.

#### MANUALS. STUDIES. TRAINING.

**“Educate, do not punish!”** international project, implemented in partnership by Save the Children Romania, Italy, Sweden and Lithuania, with the financial support of the European Commission has created the context for drafting a manual presenting parental practices and positive education techniques from a child rights perspective. The manual underpinned a training programme on positive education methods and techniques for **102 school psychologists, social workers, teaching staff and paediatrics and family physicians**, trained from October to November 2012.

Other **330 teachers** benefitted from training programmes in the field of positive education and psycho-pedagogical assistance of children, within the parents counselling centres from Bucharest and across the country. The training programme provided is accredited by the Ministry of National Education – Directorate General for Professional Training of the Teaching Staff.

#### IMPACT

There is an increasing trend in the identification of children at risk or victims in their natural life environment (e.g. school) and at the level of primary assistance (family physician, paediatrics physician), following the participation of professionals in education and health in specific trainings – more than 45% of the centre beneficiaries are identified and referred by teaching staff and school counsellors, and approximately 30% by primary and secondary assistance.

#### PARTNERS FOR PROTECTION

Save the Children Sweden, IKEA Foundation, BCR – Banca Comerciala Romana, Ministry of Labour, Family, Social Protection – Child Protection Department, School Inspectorate of the Municipality of Bucharest, “Al. Obregia” Psychiatry Hospital – Psychiatry Clinic for Children and Adolescents, Assistance and Educational Resources Centre of the Municipality of Bucharest.

Save the Children was designated a strategic partner in the implementation of the mental health strategy for children and adolescents, and representatives of the organisation were nominated in the working group for completing the National Early Education Strategy.

#### Elend's story

*“I ended up believing that children's behavioural problems actually reflect our mistakes. I know from personal experience that violence makes my child, and probably all children, feel bad with himself, not even feel good with me, his mother”,* says the mother of a 4-year-old boy, who participates in a support group of the Parents Counselling Centre from Bucharest.



Protection

Safer Internet Day, 2012

## Online Safety, targeted by Save the Children

With a 4-year experience, **Sigur.Info** programme aims at promoting and facilitating the safe use of the Internet by children. The activities, carried out within a national consortium coordinated by Save the Children, and including also Focus – Romanian Centre for Missing and Sexually Exploited Children and Positive Media Company, are focused on three main directions: **Information and awareness-raising**, by publishing materials, information, meetings with the target groups, as well as the authorities; **counselling services** on the problems and inconveniences faced on the Internet – Helpine Sigur.Info; **reporting the illegal content** – Hotline SaferNet.

### HOW CHILDREN RECOGNISE INTERNET THREATS

Forming teams of volunteers in different cities across the country, in total 120 youngsters and teachers, we managed to involve **19,000 children, 2,400 parents and 4,000 teachers** in school information sessions. The towns covered were Bucharest, Constanța, Brașov, Iași, Arad, Craiova, Râmnicu Vâlcea, Târgu Neamț, Reșița, Oradea, Timișoara, Suceava and Ploiești.

Moreover, debates in the rural area (Roata de Jos) also took place, engaging the 400 children registered in school. "I believe it is important for us, children, to be safe from unpleasant images when navigating the net. Why can not anything be done so as to block harmful images before reaching us?" (Alex, 12).

As we mainly focus on disadvantaged children or children at risk, **information sessions were organised for 100 children in five foster homes**, focused on the specific threats faced by these children.

Together with specialists in the field and with the support of Orange Romania, **video resources and tutorials were developed adjusted for children with hearing disorders**, which were presented during 5 local debates (Sibiu, Craiova, Iasi, Galati, Bucharest) with authorities and teachers (200). **70 volunteers, teachers and pupils** attended a 4-day training in support of the activities they were to carry out in their cities.

The programme website registered **246,742 visitors** (of which 158,489 unique), and the forum over 11,500 visitors.

24 000

children informed about Internet benefits and risks

SAFER INTERNET DAY – SID 2012

Among the main events of the year, **Safer Internet Day 2012**, a European event celebrated also in Romania, was preceded by the traditional multimedia project competition, with the participation of more than **2,000 children organised in 700 teams**, and the **European Summer School**, that took place in July, gathered together 38 children from 8 European countries who debated efficient protection methods against Internet threats as well as prevention means.



In a Homeric background, "Decoded" play has Safer Internet for children and youngsters as a main topic. The play premiere was held at Arca Theatre from Bucharest.



Photo: Save the Children Romania

27% of the Romanian children (11-16 years old) have accessed websites with dangerous content, such as the ones promoting racial hate or suicide (European average – 21%). Moreover, 20% of girls (14-16 years old) have accessed websites promoting anorexia and bulimia.\*

\* source: EU KIDS ONLINE III

## EDUCATION THROUGH PLAY AND THEATRE

In order to bring safe Internet navigation notions closer to all children, we have agreed, together with the Ministry of National Education, to develop a **Safe Internet Use Guide**, applicable since 2013. The guide will cover theoretical knowledge, as well as practical applications to be jointly used by teachers, parents and pupils.

In search of attractive communication means with the kids, we developed an online game (with more than 1,500 players), based on which the script for **Decoded theatre play** was written. **6 performances of the theatre play** were also delivered to 2,100 viewers in theatres from Bucharest, Iași, Craiova, Timișoara, Arad and Brașov.

As the Internet and technology are continuously developing, obtaining an updated image of children's behaviour on the Internet became necessary, so that a dedicated study was launched, with **1,200 questionnaires disseminated to children and parents**. The results of the study will be published at the beginning of 2013.

## HELPLINE AND HOTLINE, INCREASING NUMBER OF CALLS

The calls to the Helpline counselling line have considerably increased compared to the previous year (780 cases), registering an increase also as regards the adults' or parents' desire to seek solutions to the problems faced by their children. The Hotline reporting line is directly linked to the General Inspectorate of the Romanian Police, in order to investigate the illegal content cases (such as child pornography).

## PARTNERS FOR SAFER INTERNET

Orange Foundation, Ministry of National Education, Ministry of Labour, Family and Social Protection, Ministry

Increase by six times of the number of Helpline calls compared to the same period of last year (2011: 130, 2012: 780), due to the counselling service promotion campaign.

Impact

of Information Society, Regulatory Communications Authority, Romanian Police, Microsoft, Vodafone, Cosmote, Orange, Kaspersky Lab, BitDefender, UPC, ECDL Romania, Euroaptitudini, Association of Internet Service Providers.

## Florentina's story, 39 years old

### A mother's concern for her son's obsession for online games

"My 15-year-old son is captivated by a computer game", writes Florentina.

The mother's fear was for him not to become addicted as, she noticed, her son was spending a lot of time inside, had no time for family or other activities and became highly irascible when discussions were started about his excesses. Florentina was happy to find support and counselling for her son, calling the Helpline Sigur.Info service: "Thank you for your promptness. Your guidance was very helpful".







Photo: Aga Luczakowska/Save the Children

Anca is 7 years old and comes from a family with a low socio-economic status. Her mother had a tumultuous life, facing different problems: she either had no place to stay, or a permanent job. Guided by social workers, the mother resorted to the support of Save the Children specialists, receiving material and legal support. In July 2012, Anca was registered in the summer Kindergarten organised by Save the Children. At the Kindergarten, she was involved in activities which could help her make up for her educational gaps, and then registered in the first grade in September. In order to help Anca successfully cope with school requirements, she is given psychological and educational support on a permanent basis



## Legal counselling and assistance

**667 children and parents benefitted from legal assistance**, of which:

199 persons with a view to obtaining identity documents, benefits and social provisions, establishing special protection measures, solving locative issues, concluding employment contracts, etc.;

11 persons benefitted from legal assistance before courts of law for late registration of birth, entrustment of minors, etc.;

457 persons were informed about their rights and undertakings to be made for obtaining these;

Children and youngsters consulted identified the violence forms they faced throughout detention, reasons they believed underpin these acts of violence, but also proposed solutions which could lead to limiting this phenomenon.

The results of the consultations and solutions proposed by confined children were debated also with volunteers of Save the Children Organisation, and, in the last stage of the project, all information and proposals will be presented to the relevant decision-makers (National Penitentiary Administration, Public Ministry, Ministry of Administration and Interior).

### Protection of children in conflict with law

“Ending violence against children in custody” project, financed by the European Commission, has a two-year duration, being implemented, under the coordination of the English Alliance for Child Rights, in six European countries: Austria, Belgium, Cyprus, Italy, UK and Romania. In our country, the activities are implemented by Save the Children.

#### OBJECTIVES

1. Analysis of compatibility of the national legislation, policies and practices in the field of child protection deprived of freedom with international tools.

2. Knowledge of experiences and opinions of children in detention about the phenomenon of violence throughout confinement.

3. Encouragement of children who lived the confinement experience to get involved by sharing experiences and opinions and raising the awareness of decision-makers.


#### RESULTS

In Romania, within this project, consultations were organised with **27 children and youngsters with the confinement experience** (institutionalised or detained at the Re-education Centres from Găești and Târgu Ocna, as well as the Penitentiary for minors and youngsters from Craiova).

#### PARTNERS

English Alliance for Child Rights; International Juvenile Justice Observatory – Belgium; Office for Studies, Research and International Activities – Italian Ministry of Justice; Cyprus Commissioner for Child Rights; Ludwig Boltzmann Association – Austrian Human Rights Institute.





Lavinia is a 18-year-old mother living in a community near Iasi and has a 6-month-old daughter, whose name is Ana. Because of financial problems and precarious nutrition, Lavinia had health problems during her pregnancy, and Ana had a low weight at birth. With the help of Save the Children specialists, Lavinia learned how to care for her little daughter; Ana was vaccinated and given nutritional support for proper development. Both Lavinia and Ana have a good health. Lavinia is in her last year of high-school and wants to continue her studies to give Ana a better life.

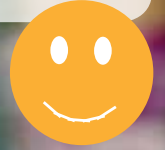


Photo: Save the Children Romania

## Mothers' and newborns' health

### “EVERY ONE”, A REFERENCE CAMPAIGN FOR REDUCING INFANT MORTALITY IN ROMANIA

Part of the world campaign **Every One**, aimed at reducing the mortality of infants and children up to the age of 5, the project initiated by Save the Children Romania, “**Every One**”, is developed in **10 disadvantaged communities** from Botoşani (Balta Arsă and Hilişeu Horia), Iaşi (Cepleniţa and Lungani), Neamţ (Vânători and Ştefan cel Mare) and Suceava counties (Pătrăuţi and Dolhasca), in partnership with the Public Health Directorates in these counties.

### RESULTS

By means of the **20 healthcare staff trained** within the project (a physician and a nurse or a healthcare mediator in each locality), pregnant women and young mothers are informed and educated about the compulsory measures for preventing diseases; keeping clean and respecting the child raising rules. To date, the programme identified and supported **1892 beneficiaries: 430 0-1-year-old children, 1,048 1-5-year-old**

1478

0-5-year-old children better protected and cared for by their mothers

**children, 136 pregnant women, 278 young mothers.**

In the 5 counties, **63 volunteers** were trained on “education for health and reproduction health”, who delivered sessions in 12 schools from the communities included in the project, informing about **780 children and 150 parents.**

**The 0-5-year-old child raising and development Guide** and the **Child’s Book**, as well as vitamins, nutritional supplements, basic foods and child and house hygiene products were

distributed.

The **train the trainers course** was held on October 29<sup>th</sup>, in Iaşi, on the topic of “health education and reproduction health”.

The project benefitted from the involvement of social workers and community mediators, through a good collaboration with the mayoralties and county public health directorates.

### IMPACT

Pregnant women’s interest in conducting regular medical investigations increased, as well as the number of vaccinated children involved in the project.

- 10.5% more pregnant women in these communities visit the gynaecologist;
- 25.4% more children undertake medical investigations;
- 780 adolescents and 150 parents were informed about reproduction health education.



health and nutrition

A young mother from Piatra-Neamț, whose preborn boy needed special care for one month, when he lived in the incubator donated by Save the Children. He is now healthy and will go home, where his older brother expects him.



Photo: Save the Children Romania

# Life is Smiling at You! Welcome!

### MEDICAL COMMUNITY, REUNITED

Save the Children organised the workshop "Priority public health programme in Romania: reduction of infant mortality and prematurity consequences" in November 2012, in Bucharest, in partnership with the Ministry of Health. Specialists in the healthcare field and representatives of the Associations for Neonatology, Paediatrics, Gynaecology, Nurses, Midwives discussed about the problems faced by Romania regarding the care of pregnant women and newborns and offered recommendations with a view to reducing infant mortality within the next years.

### INVESTMENTS BY 2%

Out of the funds raised through the 2% campaign, as well as with the help of Reckitt Benckiser company, 282.500 Ron was invested in performing medical equipment which was donated to Cantacuzino maternity in Bucharest and the maternity of Adjud Hospital in Vrancea County, as well as the newborn section of Piatra-Neamț County Hospital.

### PARTNERS

GlaxoSmithKline Romania (GSK), Dettol-Reckitt Benckiser Romania, Ministry of Health, Romanian Neonatology Association.

Cosoi, Diana Oprea, Cristian China-Birta, Marius Matache, Anna Nicolescu, Vlad Petreanu, McCann Erickson, PRO TV, Realitatea TV, Marie Claire, CARIERE and United Media.

### SUPPORTERS:

Star Storage, IC Companys România, Mercureal, Coface Credit Management, Datanet Systems, Advent Internațional, Transterra Logistics, Break Bulk Services, Giro SRL, Amis Mob, Damifarm, Farmgrig, Remat Ilfov, Sky-XS Aircargo, Hawle H, Eurosiloz, Nelson and other 120 companies that redirected to us 20 % of the profit tax.

### LIFE IS SMILING AT YOU! WELCOME!

Save the Children launched a fundraising campaign in October 2012 in order to purchase incubators and other types of equipment necessary for 15 health-care units across the country established already with the Neonatologists' Association in Romania: Pitești, Constanța, Bucharest, Cluj-Napoca, Iași, Bacău, Craiova, Târgu Mureș, Timișoara, Suceava, Piatra Neamț, Vaslui, Hunedoara, Reșița and Brașov. Special thanks to: Amalia Năstase, Andi Moisescu, Inna, Dragoș Chircu, Jojo, Marius Vizante, Mihai Morar, Laura

**Impact**

No infant deaths were registered in the ten communities in which Save the Children Romania intervened since the beginning of the project in 2010







Although the infant mortality rate has significantly decreased since 1990 to the present, from 26.9 to 9.4 deaths at a thousand of live newborns in 2011, Romania is still among the European countries with a high infant mortality rate, of 9.4‰ compared to the European average of 3.9‰.\*

\* source: INS and Eurostat

## ROMANIA, A PARTICIPANT IN THE INTERNATIONAL CHILDREN'S MARATHON

"Race for Survival", the biggest race run by children for children was globally organised by Save the Children International, with a view to drawing the attention of the world's leaders on the phenomenon of child malnutrition, the third main cause of infant mortality in the world. Approximately **20,000 children in 40 countries** competed for the best result on the marathon distance, in a relay race.

In Romania, **the International Children's Marathon** was held on October 16<sup>th</sup>, on Dinamo Stadium.



Children from Dinamo Sports Club, the winners of the marathon race in Romania.

Photo up: "Nothing on this world can replace the love for children" – Amalia Nastase, ambassador of the Every One project.  
Photo right: Poster of "Life is Smiling at You! Welcome!" campaign

The competition was attended by 245 children, divided into 7 teams, from the Sports Clubs in Bucharest, Mihai Eminescu National College, 102 Eremia Grigorescu School and 141 School from Bucharest. Other runners who ran with the children were: world champions – **Gabriela Szabo, Camelia Macoviciuc, Doina Ignat, Monica Rosu, Diana Oprea** – as well as other Save the Children supporters – **Gabriel Solomon, Andi Moiescu, Cristina Pocora, Dan Cruceru, Melania Medeleanu, Grigore Cartianu**. The result of Save the Children Romania is 2.06 hours, which ranks us **31<sup>st</sup> in the international competition**.

## Education for health – prevention of the consumption of drugs and weeds

Taking into account the high interest of schools and high-schools for extracurricular activities, 116 Save the children volunteers from Bucharest, Iasi, Timisoara, Resita, Suceava and Arges delivered interactive sessions in schools which covered topics

such as: body knowledge, prevention of infections with sexual transmission, HIV-AIDS, discrimination and stigmatisation, prevention of drug consumption, including weeds. Beneficiaries were **3,158 pupils, 64 teachers in 52 schools**.



On behalf of the school I thank Save the Children for the opportunity offered to get involved in this project which had a major role in establishing a relationship between generations – adolescents and Kindergarten children. I think it was a very sensitive project which raised awareness through this original way of talking through the eyes of a photographer – a child catching another child". Camelia Neagu, Teacher of Grup Scolar Agromontan "Romeo Constantinescu", Valenii de Munte, Prahova.

Photo: 19 Boboceii din Brasov Kindergarten.  
Author Delia Lungu



## Global campaign for education (GCE)

Having as topic "**Education and care for early childhood**", the 2012 edition of the Global Campaign for Education aimed at encouraging active participation of children and adults in activities contributing to the illustration, by visuals, of childhood aspirations – happy and healthy children living in a secure environment.

### GLOBAL CAMPAIGN FOR EDUCATION IN SCHOOLS

Under the slogan "**Rights as of birth!**", from April 22<sup>nd</sup> to 28<sup>th</sup>, 2012 (Global Action Week), **105,010 participants (79,899 pupils, 5,851 teaching staff, 17,311 parents and 1,949 other guests** – members of the local communities and representatives of the local and central authorities, specialists and journalists ) from 638 kindergartens, schools and high-schools across the country, joined the Campaign and carried out information and awareness-raising activities referring to major topics on the care and education for early childhood (0-8 years old) and illustrated through photographs, drawings and paintings how the ideal early childhood should look like.

In addition, many of the participants decided to carry out community activities.



For instance, the pupils from school no. 5 from Tecuci set up the paediatrics section of the local hospital, so as to become a friendlier environment for children; the teaching staff from the kindergarten from Somcuta Mare carried out information campaigns for the parents from the locality about the benefits of early education in order to convince them to register their children in kindergarten; the participants from several schools organised areas for children of small ages in the school or

local library, or carried out activities for setting up the schoolyard or parks in the locality; in several educational units, the participants offered gifts to institutionalised children/children with special needs or collected toys, books, clothes for disadvantaged children.

### "THE BIG PICTURE" – APRIL 25<sup>TH</sup>

The event aimed at marking the **Global Action Week** and was held in School no. 133 from the Capital City, being carried out in collaboration with the School Inspectorate of the Municipality of Bucharest. The children of the Kindergarten of School no. 133 from the Capital City were carried to the world of stories improvised by actor Mihai Verbitchi, drew the ideal childhood together with Melania Medeleanu and danced and sang with Andra Gogan.

### PHOTO EXHIBITION "THE CHILD HAS RIGHTS AS EARLY AS BIRTH"

From May 31<sup>st</sup> to June 7<sup>th</sup>, the most expressive **30 photographs** of the Global Campaign for Education were exhibited at the **National Arts Museum of Romania**. The exhibition aimed at showing the beauty of early





Photo: Kindergarten from Târnian – Bihor County. Author: Delia Bondor

rights

childhood to the public, the images being selected from the 4,522+ photographs received from the participants in the Global Campaign for Education. The launch of the exhibition was held in the presence of the representatives of the Ministry of Education, Ministry of Labour and the Prefecture of the Municipality of Bucharest. Throughout June, photo exhibitions were also organised inside the Ministry of Labour and the Child Protection Directorate.

**PARTNERS**

Ministry of National Education, Centre for Resources and Educational Assistance of the Municipality of Bucharest, Roma Centre for Social Intervention and “Romani Criss” Studies, 2000+ Education

Centre, Step by Step Centre for Education and Professional Development, OvidiuRo Association, World Vision Romania, Roma Education Fund Romania, National Federation of Parents’ Associations – Pre-University Education, Free Trade Unions’ Federation in Education.

**Consolidation of national systems of child rights monitoring and implementation – Dâmbovița pilot group for child rights**



**Impact**

One of the priorities focused on during the Global Campaign for Education (ante-preschool education) was mostly settled under the legislation, by approving the methodology for the organisation and functioning of nurseries and other ante-preschool early education units.

The activity of Dâmbovița pilot group for child rights, started in 2011, continued also in the first part of 2012. During the meetings of the Group, concrete issues affecting the children from Dâmbovița were discussed, such as the access to education, child protection against abuse and reduction of infant mortality. One of the Group proposals was to start the

training of new mayors, including also a module on child rights.

The Group aims at contributing to a better coordination of the activities within the scope of child rights carried out in Dâmbovița County and gathers together the following entities: territorial office of the People’s Ombudsman institution, Găești Re-education Centre and other 12 institutions of the public administration with responsibilities in ensuring child rights at county and local level, as well as two non-governmental organisations.









Photo: Save the Children Romania

Photo: The 12th edition of the National Forum was organised under the name of "Child protection between law and reality – violence prevention and elimination measures", in partnership with the Chamber of Deputies.

## National Children's Forum

### FORUM TOPICS

The Forum covered 4 topics regarding the prevention and combating of violence on children: **family** – fundamental child protection and development environment, **school** – need to draft and implement a violence prevention strategy and plan in every school, **online environment** – **Structure and content of the Manual for the teaching staff on the online safety for children** from the perspective of the children and **Pupils' Council** – importance of involving the Council in the debates

and decisions of the Ministry of National Education, on violence prevention and elimination in schools.

During the debate in the Parliament, the solutions and recommendations of the 79 children and youngsters were delivered in the presence of the representatives of the public authorities.

### OF THE CHILDREN'S RECOMMENDATIONS

- Mandatory parental education programmes for parents;
- Training on conflict management and ongoing training for teachers;

- Individual and group counselling programme for aggressed children and aggressors;
- Rehabilitation programmes for aggressive children by which their skills to be valorised in school, so as to find interest in coming to school and participating in activities (leveraging extracurricular activities);
- Appointment of 2 representatives from the Pupils' Council in the National Commission for the prevention and combating of violence in the school environment established in 2012 by the Interim Minister of National Education.

## ADVOCACY FOR THE RIGHTS OF THE CHILD

### Save the Children Report to Universal Periodic Review (UPR) – Office of the High-Commissioner for Human Rights

Save the Children's Report "**Developments of the Rights of the Child in Romania**" presents the difficulties in the implementation of the rights of the child (coordination and assessment of rights; budget allocated to children; strategies in the field or independent monitoring) and details the following aspects: infant mortality, children's mental health; protection

against violence and exploitation, right to education, as well as the situation of the Roma children. Moreover, the document also addresses a series of recommendations for better observing the child rights in Romania.

The document was sent to the Office of the UN High-Commissioner for Human Rights, in order to be used for assessing the implementation of human

rights in Romania, by the UPR monitoring mechanism.

The final evaluation of Romania will take place within the 15<sup>th</sup> session, scheduled for the end of January 2013. After going through the information made available, the missions of the states participating in the evaluation session will address recommendations to the Government of Romania.





Photo: Daniela, a volunteer of Save the Children subsidiary from Suceava, together with the children

## Volunteers, inestimable resource

"For me, volunteering in Save the Children cannot be concretely defined in a few words. Save the Children is surely that team one must be a part of, as it provides support, respect, professionalism, but most particularly alternatives. The 3 years spent here have helped me mature and evolve and offered me the most beautiful answers of life: the smile and that "thank you" of a child whom you helped is the confirmation that life is beautiful!" (Ștefania Barbu, Save the Children volunteer).

### RESULTS

**1,053 new volunteers** joined Save the Children team. Save the Children projects and events benefitted from the involvement of more than **3,726 volunteers** who interacted with more than 42,839 children, parents, teachers.

In 2012, approximately 90,000 hours were spent by Save the Children volunteers with the children.

Impact

Nationwide, over 894 volunteers participated in different types of trainings in order to be prepared for the volunteering activities for which they were selected.

### FIRST SUPPORTERS OF SAVE THE CHILDREN CAMPAIGNS

2012 was a year with many events, campaigns, fairs where Save the Children volunteers were involved in: International Missing Child Day, National Volunteering Week, "We run for children!", National Children's Forum, World Tobacco-Free Day – "Sweeten your life!" Campaign, "Different School", 2% Campaign, International Children's Marathon, IKEA Soft Toys, "Life is smiling at you! Welcome!" Campaign, "Children's Carnival; Annual Volunteers' Meeting.

[www.evoluntar.ro](http://www.evoluntar.ro)

[evoluntar.ro](http://evoluntar.ro) portal is a major resource in the volunteer recruiting programme for Romanian organisations. In 2012, the number of users increased, being at the present: **2,313 users, 278 organisations, 1,105 volunteers, 108 opportunities.**



Within the National Volunteers' Gala, Oana Camelia Mic (Save the Children Dolj) won the "Volunteer of the year in the field of civic activism and human rights".







Photo: Through the efforts of the volunteers and specialists from Suceava subsidiary, Pascariu family succeeded to overcome the difficult period of Winter in a friendlier home, repaired within the project C.A.S.A. (Construim, Asistam Social, Actionam – Build, Socially Assist, Act)

## Save the Children Subsidiaries

### ARGEŞ

As part of the programme “**We grow up together**”, “**School after School**” activities were carried out for 50 children whose parents left to work abroad. Helped on a permanent basis by the volunteers of the subsidiary, the children benefit from school orientation, social services, psychological counselling, educative and networking activities and support to communicate with their parents.

### BRAŞOV

Opened in March 2012, “**We grow up together**” Centre was the only educational programme for children whose parents work abroad. Educational activities are organised and consist of additional preparation for main school subjects; social services and material support are provided.

**Fill a box with joy** project, launched in December 2009, came in 2012 with donations of toys, clothes and supplies, in support of children, especially from the rural area, whose parents have financial difficulties. These were made available for the children in Harman Complex of Services, Braşov.

**HEART – Help Educate Roma People Together** is the result of a partnership between Brasov subsidiary and Redbridge with a view to creating an inclusive school education environment for all the Roma children in the county.

### Fortresses Tournament,

part of the „Eat Healthy, and Keep Fit!” project –there were organized information sessions on adopting a healthy lifestyle through nutritious meals and by developing abilities of free time management through sport. The activity was carried out in partnership with Olimpia Sînpetru Sports Association, the Romanian Rugby Federation and involved the participation of children, teachers and parents from the localities: Sînpetru, Hărman, Ghimbav, Prejmer, Hălchiu, Bod, Codlea, Teliu, Râşnov, Cristian.

### BUCHAREST

In collaboration with the Romanian-Japanese Cultural Association, in partnership with Jean Monnet National College from Ploieşti, a unique project was carried out, in an Oriental background, where 4 workshops were organised, the 6th and 11th grade pupils following with interest the demonstrations of: origami, ikebana, tea ceremony and geisha-specific makeup.

### CARAŞ-SEVERIN

The local programme “**The joy of giving**” continued also in 2012. The project is implemented by volunteers of the subsidiary – teaching staff at School no. 2 in Reşiţa. The project aims at nurturing, in children, as well as their parents, feelings of tolerance and closeness to children coming from disadvantaged families and materialises in three major

actions: **June 1<sup>st</sup> – Toy Fair** (500 participants – preschoolers, pupils, parents and teaching staff), **December 6<sup>th</sup> – Santa’s Elves** (200 elf children offered gifts to a number of 248 children from families with social issues), **December 15<sup>th</sup> – 20<sup>th</sup> – Santa comes to every child** (for 65 children and their parents carolling performances and gifts were prepared, consisting of food, sweets, clothes). A major impact on children, parents and community had the **Volunteer’s Week** (286 children) and **Non-formal education day** (523 participants in 7 schools).

### CONSTANŢA

The Social Kindergarten from Mangalia is part of the project “**First Steps – preschool education for children from disadvantaged families**”, addressing particularly Roma children. For the 30 children coming from disadvantaged social environments, attending kindergarten is vital so as to be integrated in the educational system. Other 30 home-alone children after their parents went abroad to work benefitted from the services provided within “**We grow up together**” Educational Centre from Mangalia. As of 2004, every Summer, Constanţa subsidiary has organized Summer Kindergarten courses for Roma children, who should have gone to school as of the next Autumn, but who have not attended the kindergarten.





Photo: Children from the day centre for children from families in difficulty from Petrița

## DOIJ

The educational programmes of the subsidiaries comprised education and psychological counselling services (“**We grow up together**” programme) for 50 children whose parents left abroad.

Following the humanitarian campaigns “**Let’s help Bianca breathe**”, “**Ștefaniță Trenovici, the young boy who got suddenly blind, because of a brain tumour**” and “**Ruxandra deserve to be helped!**”, as well as the donations received from Terrafarm, Stimas Tour and Remat S.A., 62,845 Ron was raised.

“**Life is smiling at you! Welcome!**” campaign was supported by experienced volunteers, as well as new volunteers trained for fundraising within the campaign developed in two stages (November 24<sup>th</sup>-25<sup>th</sup> and December 16<sup>th</sup>).

## HUNEDOARA

“**We grow up together**” Centre from Petrița which celebrates 2 years covers one of the great needs of the community: **80 beneficiary children** from 2010 to 2012, coming from 54 families; 7 educational structures included in the project; many educational, recreational, networking and emotional support activities for children whose parents work abroad. The success of this centre led to the establishment of a **new “We grow up together” centre in Lupeni, within School no. 1 Lupeni. 34 children**

attended the activities of the centre from Lupeni.

**The day centre for children from families in difficulty** celebrated 13 years of activity in 2012. The services provided addressed a number of 102 children and their parents (57 families). Results obtained: prevention of school dropout for the 82 children, 1<sup>st</sup> to 11<sup>th</sup> grade pupils; improvement of self image, of the relationship with the people around; development of life skills through the participation in social and psychological counselling activities; guidance, counselling, material aid. Children benefitted from a daily warm meal.

## IAȘI

As part of the **Counselling and Psycho-Social Rehabilitation Service for Abused and Trafficked Children**, the following projects were implemented in 2012:

**I. Regional Partnership for Encouraging philanthropy in Romania** project, developed in the period July-November, in partnership with the Bethany Social Service Foundation and financed by the United Way. Its purpose was to promote the public policy proposals on the fiscal mechanism that encourage donations and sponsorships in Iași, Vaslui, Bacău, Neamț, Botoșani, Galați, Vrancea and Suceava counties. The target group included representatives of NGOs, MPs

and businessmen from the North-East region. Three regional consultations were organised, as well as 5 regional public debates with the participation of the factors interested in encouraging philanthropy in 8 counties: non-governmental organisations, donors, companies, local authorities and representatives of the Parliament of Romania. The purpose was to conduct a diagnosis of the current situation and identify solutions agreed by all stakeholders.

2. From January to June 2012, the Counselling Service addressed a number of **165 parents** who attended courses for the development of parental skills and positive discipline. **105 children were evaluated and included in the counselling and psycho-pedagogical programmes**, conducted under the form of individual meetings and group therapy – for anxiety disorders, ADHD, school adjustment problems, socio-emotional difficulties, aggressive behaviour. The summer workshops “**A fairytale world**” where children had the possibility to build relationships and collaborate, being encouraged the creativity and free expression of emotions, were organized. Information courses were delivered on the topic of positive discipline for **70 specialists in the field of education** (teaching staff, school counsellors, psycho-pedagogical teachers and other



representatives of the institutions in the field). **277 parents and 350 children** participated in the information activities on the rights of the child, human trafficking, missing child and fight against poverty.

Through the „A New Chance to Education” project, more than 2000 children from both sides of Prut River were informed on the consequences of the school dropout and 200 specialists in the field of education and child protection (teachers, policemen, psychologists, civil servants from the local public administrations) improved their competences; various materials for children and specialists were drawn up and distributed in more than 500 institutions ([www.scoalamobila.ro](http://www.scoalamobila.ro)).

More than 100 poverty-stricken and abused children took part in street educational activities organized within the project „Mobile School”, being helped to regain their self-esteem and reintegrate themselves in the mass educational system. In addition to these activities, the Rehabilitation and Inclusion Centre for Vulnerable Children offered psycho-social-educational services for 120 children facing social/economical difficulties; of these, 20 children were integrated in the mass educational system and six children were enrolled in the „A Second Chance” programme.

The study on „Juvenile Justice in Romania and the Republic of Moldavia” was also finalized, aiming at bringing into public discussion the debate regarding the issues of juvenile justice and contributing to the development of judicial management in the law courts for minors in the two countries involved in the project.

Last, but not least, 1500 children and young people from Iași county were informed on the habits that lead to a healthy life style and 500 parents were trained in order to develop responsible attitudes towards their children's healthy life style. ([www.copii-sanatosi.ro](http://www.copii-sanatosi.ro)).

## MUREȘ

**The Parent Counselling Centre** provided evaluation, counselling and training services for **147 children and 202 adults**. 44 specialists and teaching staff were provided workshops on topics specific to the child and adolescence development. Within the campaign “Listen to her/his soul”, **212 primary school pupils** attended 77 lessons on the development of socio-emotional skills and **22 teaching staff and parents** received information about identification and early intervention in the case of children with emotional and behavioural issues.

Within the **Counselling Centre for abused, neglected, trafficked children**, a number of **26 children**

**and their families** benefitted from counselling. Based on the abuse type, the cases under counselling are classified in sexual abuse – 7 cases, 3 cases of traffic, 6 cases of physical abuse, 8 cases of emotional abuse, 2 cases of negligence.

**108 children and 71 parents** benefitted from the educational and social services of the **Centre for Orientation and Resources for Inclusive Education** within the General School no. 7, Tg. Mureș.

The **50 children**, beneficiaries of the **Educational Centre from Cluj-Napoca** were included in 2012 in a customised psycho-pedagogical evaluation and intervention programme, especially for learning difficulties in mathematics, as well as dyslexia, dysgraphia, emotional and behavioural disorders. 25 families were socially counselled by the staff and the volunteers.

## NEAMȚ

The subsidiary conducted activities to promote the UN Convention on the Rights of the Child, with the participation of over **650 children in the urban and rural environment**.

Within the **“We grow up together”** centre, the 155 children conducted educative activities (school support, school orientation and counselling for children), individual and group counselling, maintenance of family connections. Facilitating networking and providing permanent communication with the parents working abroad was one of the essential activities of the centre.

The children participated in competitions with different topics, including: **“From a child’s heart – A letter to parents”**, **“First in puzzle”**, **“Who makes the most origami pieces”**, or **“Best score in marroco”**, **“Fun mathematics”**, **“Most words in scrabble”**, **“Smart pedestrian”**, **“Relationship between nutrition and health”**, **“Let’s know the countries of the European Union”**.

## SUCEAVA

“I’ve learned how to spend quality time with my child, I’ve learned techniques to overcome the age-specific crisis moments. I realised my own mistakes in the attitude towards the child and I tried to make things right...” – these are the words of a mother who benefitted, together with other 118 parents, from the trainings for the development of parental skills and positive discipline. In the Parents Counselling Centre, 149 children and parents benefitted from an individual counselling programme and psycho-pedagogical therapy for ADHD, anxiety disorders, school adjustment difficulties, socio-emotional difficulties, aggressive behaviour. 146 specialists in the education field (teaching staff,

school counsellors, psycho-pedagogical teachers and other representatives of the institutions in the field) were the beneficiaries of 13 information workshops on the topic of positive discipline. For children (853) 10 workshops and 6 Summer Schools were organised (in Ipotesti, Mihoveni, Salcea, Suceava Sports High-School, Gymnasium Schools no. 3 and no. 10 Suceava) aimed at the development of communication skills, anger management, social integration and expression of emotions.

For the collection of the 6,120 RON necessary for the projects Parents Counselling Centre and C.A.S.A. (Construim, Asistam Social, Actionam), **“Save the children through music!”** performance was organised. Cosmin Vaman, Olga Iosub, Ioan Mateiciuc, Eugen Toboș, Mihai Boicu, Odyssey and Andrei Comedica were the participating artists.

## TIMIȘ

Save the Children Organisation Timisoara Subsidiary conducted different projects in 2012 on education, social protection and advocacy for children from poor families, children victims of violence, children at school abandonment risk, children from disadvantaged communities, children with parents working abroad, children with disabilities, etc.

Thus, Timisoara Subsidiary included **460 children, 238 parents and 121 teaching staff members** in its programmes last year. Moreover, 123 volunteers were actively involved in the direct activities with the children and organisation partners. A series of programmes were conducted in the following fields: counselling and parenting services through the **Parent Counselling Centre**, school (re)integration through the **Educational Assistance Centre for Children and Youngsters from Vulnerable Groups**, protection of home-alone children through **We grow up together Centre**, support for children with disabilities through the **Hearty Friends** project and volunteering.

## VASLUI

The activities of **“We grow up together”** Centre aimed at providing educational and social support for 35 children, being carried out with the help of 15 volunteers. Individual and group counselling meetings were organised with the children and the parents abroad were contacted.

The communities where the programme **“Every One”** is developed in Fâstâci village, Cozmești commune and Dumești commune, including 50 mothers, 18 young pregnant women and 134 children.





## The Festival of Christmas Trees

Save the Children has been organising the Festival of Christmas Trees with a view to raising the funds necessary to continue the socio-educational programmes carried out for the support of the children coming from socially disadvantaged environments.

Throughout the 12 editions developed so far, the Festival of Christmas Trees has successfully raised the amount of **2,669,100 euro**, used for the school reintegration of working children, facilitation of the access to education and prevention of school dropout for the children in poor communities. Moreover, their families received financial support and counselling in the Save the Children Romania educational centres.

The 12<sup>th</sup> edition of the Festival of Christmas Trees was presented by **Andrea Raicu and Andi Moisescu**, the atmosphere on the evening of December 6<sup>th</sup>, the magical evening of Saint Nicholas, being under the sign of generosity and solidarity.

In this edition, the original and spectacular trees, made from the most diverse materials, were created by the following Romanian designers: **Doina Levintza, Wilhelmina Arz, Lena Criveanu & Mihaela Glăvan, Rita Mureșan, Stephan Pelger, Alexandru & Mihnea Ghilduș,**

**Ana Wagner & A. David Gallery, Kristina Dragomir & Europa FM, Cristian Samfira, Carmen**

**Zaharia & The One, Mădălina Dorobanțu, Maria Marinescu, Mirela Diaconu, Hamid Nicola Katrib & United Media, Rhea Costa and Malvina Cervenschi.**

They were joined by: **Oxette, Anca Rusu, painter Bogdan Mihai Radu, Mark Twain International School, media tree, as well as the tree created by the children from Save the Children educational centres.**

### STAR TREES

Following the auctioning of the **26 trees** created especially for the 2012 Festival of Christmas

Trees, the raffle tickets and sponsorships – **185,000 euro** was raised. The amount thus collected will be used by Save the Children Organisation for 2,500 children and their families already included in the Preschool Education, School after School and Second Chance programmes.

The star trees of the evening were created by **Alexandru and Mihnea Ghilduș – Curtain cu Surprise (Curtain with Surprises) (adjudicated by BCR, with 10,000**

**2669 100 €**

was raised during the 12 editions of the festival to support families and the school reintegration of over 16,000 children.

**Ormenișan, Iris Șerban, Claudia Castrase & visual artist Bodo, Irina Solomon & Azay, Veronica**



Photo: Gabriela Alexandrescu, Executive President Save the Children, with the children who participated in the Festival of Christmas Trees



10% of children from 0 to 17 years in Romania live in households with no employed person. Moreover, 400.172 children between 3 and 17 years old are not integrated in the educational system (preschool, general, high-school or vocational school).\*

\* source: INS



euro), Anca Rusu – Prințesa Polonic (Princess Polonic) (purchased by Renovatio, for 10,000 euro), and Carrefour Romania purchased The Veronica Zaharia & the One tree with 7,000 euro. The tree of the Save the Children Organisation received donations in the amount of 8,800 euro.

"This edition offered the richest tree gallery and an impressive involvement from our partners, whom we are extremely grateful. We thank all for the support and are happy we can further help the educational system in Romania", declared Gabriela Alexandrescu,

Executive President – Save the Children Romania.

The partners of this Gala were: **BCR (Diamond Sponsor); Renovatio Solar, Five's, EDP Renewables, Henkel, Luxoft (Platinum Sponsors); Banca Românească, Petrom, Porsche Romania, Romanian Business Consult, Anchor Group (Gold Sponsors); Apa Nova Bucharest, Carrefour, Catena, Kaufland Romania, Lemet, Oscar Downstream, PayPoint, UPC, Teraplast Grup, Class Living, Radisson Blu Hotel, TTS Group (Silver Sponsors).**

The buyers of the trees were: **Anca**

**Vlad, Radu George and Ruxandra Andronache (Catena), Marius Ivan, Cristina Zegheru (Europa FM), Andrei Dumitrescu (Henkel Romania), Andreea Mihai (Carrefour), Irina Florea (Pernod Ricard), Georgiana Radu (Lidl Romania), Dana Bulat (United Media), Alina Iaciu (BCR), Corneliu Cojocaru (BCR), Frank Colin, Denis Radu, Ovidiu Buta and EDPR.**

The event was organised with the pro-bono support of **Wunderman, Events and 2activepr** agencies, as well as **Pernod Ricard, Purple Flowers & Events**. The artists who offered pro-bono performances for the guests were **Trio Zamfirescu, Cobzality, Cristian Gog, Silviu Pasca & friends.**



From left to right:  
 "Bradul cu povesti" (Tree with fairytales) of Save the Children Organisation received donations in the amount of 8,800 euro.  
 "Cortina cu Surprize" (Curtain with Surprises) created by Alexandru and Mihnea Ghildus was adjudicated by BCR with 10,000 euro  
 "Bradutul Prințesei Polonic" (Princess Polonic's Tree) was purchased by Renovatio for 10,000 euro.







## Corporations – partners of Save the Children

### BANCA COMERCIALĂ ROMÂNĂ

Banca Comerciala Romana (BCR) is the strategic partner of Save the Children Organisation, being engaged in supporting the programmes and activities on the long term, especially in the educational and emotional counselling areas. **BCR is a constant supporter of the Festival of Christmas Trees, being the only Diamond Sponsor** of the event. With the support of BCR, we offered in 2012 evaluation, psychological counselling and therapy for vulnerable children and adolescents and, at the same time, support for their families, in a friendly, stigma free and non-discriminatory environment.

### KAUFLAND România

Kaufland Romania continued the financial support for the Educational Centre from Târgoviște, that provides socio-educational services for 246 children from Târgoviște and the neighbouring localities, of the **Day Centre from Petrila** (Hunedoara County), which provides social and educational services for 90 children and their families, as well as the Educational Centre from Reșița (Caraș-Severin County), where 25 children are assisted on a daily basis.

Additionally, Kaufland Romania offered an unforgettable vacation in the summer of 2012 for 316 beneficiaries (220 children and 96 parents) assisted in Save the Children centres from Bucharest, Iasi, Hunedoara and Targoviste. They were accommodated in a superb hotel in Predeal, explored the surroundings in hikes and excursions, enjoyed the pools from Aqua Park Brasov, and the most daring children tested their courage and skill on the unique tracks from Aventura Parc Brașov.

### HENKEL România

Henkel Romania is one of the major supporters of Save the Children organisation, being constantly involved in financing the **Day Centre – Petrila**, a counselling and support centre for the child in difficulty. Moreover, Henkel Romania is one of the traditional sponsors of the Festival of Christmas Trees, contributing constantly with sponsorships and purchasing trees, to the funds raised in support of Save the Children educational centres.

### SELGROS CASH&CARRY

**Selgros Cash & Carry is one of the oldest supporters**, offering the opportunity to collect funds from the

opening of the very first store in 2001, through setting up donation boxes at the cash register to the benefit of the assisted children in Save the Children educational centres. Although the small change left by Selgros customers in the donation boxes seems insignificant, the funds constantly raised in the stores from Bucharest, Ploiești, Galați, Brăila, Bacău, Suceava, Iași, Brașov, Craiova, Arad, Timișoara, Cluj, Târgu-Mureș and Oradea go up to significant amounts, which add to the financing of the educational centres and support the socio-educative activities developed to the benefit of the disadvantaged children.

### PORSCHE România

Porsche Romania has been constantly supported Save the Children Organisation, being among the sponsors of several editions of the Festival of Christmas Trees. More than that, in 2012, Porsche Romania financially supported **We grow up together** programme, supporting the activity in Iași, Negrești, Sighișoara, Brașov, Târgoviște, Lupeni, Suceava and Piatra Neamț, centres which provided school orientation and additional preparation in 2012 for 377 children, as well as individual counselling for the children and the persons in whose



care they were left.

### LIDL România

Lidl Romania continued in 2012 the social campaign **A Smile of a Child**, organising for the second year in a row a fundraising campaign during the winter holidays – **Donate so that they have a full meal**. In all Lidl stores in Bucharest and throughout the country, Lidl customers and employees had special boxes set up at the cash registers to donate any amount they wanted, thus contributing to raising the funds necessary to provide a warm meal per day for the children assisted in Save the Children educational centres. 200 children benefitted from a daily meal for 3 months (in total, 13,200 meals were provided), and 500 families received packages consisting of basic foods and hygiene-sanitary products of first necessity.

### GLAXOSMITHKLINE (GSK)

GlaxoSmithKline (GSK) Romania pharmaceutical company continued in 2012 to support the infant mortality reduction programme – **Every One!**, which extended in 10 localities from Botoşani, Suceava, Iaşi, Neamţ and Vaslui counties, where approximately 1,900 pregnant women and mothers, as well as their children benefitted from support and assistance. In the previous years, GSK Romania financed the pilot year of the infant mortality reduction programme, carried out initially in 16 localities from Vrancea, Dâmboviţa, Braşov and Caraş-Severin counties, a pilot year the result of which was the support of 1,019 women (pregnant and young mothers) and their children, in poor communities.

### RECKITT BENCKISER

Internationally, the global partnership between Reckitt Benckiser and Save the Children is developed under the slogan "**Healthier Kids, Happier World**", aimed at improving the health and hygiene of children and vulnerable families on the long term, providing the people with innovating solutions in order to have healthier lives and happier families.

Nationwide, in 2012, Reckitt Benckiser Romania got involved in supporting the programme for infant mortality reduction and improvement of the health of children aged from 0 to 5 years old – Every One, conducted in 26 of the poorest local communities. With the help of Reckitt Benckiser, Save the Children Romania continued the support

with basic food, nutritional supplements and hygiene-sanitary products for the mothers and children included in the project. Moreover, through Reckitt Benckiser contribution, the Neonatology Section of Piatra Neamt County Hospital was provided in November 2012 with state-of-the-art performing equipment, necessary to save the life of the most fragile of the children born, sometimes, too soon. A radiant resuscitation table for newborns was purchased and donated, as well as an incubator, a pulse oximeter and a tensiometer for newborns.

### INTESA SANPAOLO BANK MONEYGRAM INTERNATIONAL

Intesa SanPaolo Bank and MoneyGram International supported in 2012 the programme for home-alone children after their parents left abroad to work – **We grow together**. The programme aims at reducing the negative impact that parents' migration has on home-alone children, as well as providing a protection system for 1,152 children, who lack proper parental care. The project provides school support, orientation and school counselling services, facilitates networking and ensures permanent communication with the parents, offers individual and group psychological counselling to children at risk because their parents left abroad to work, the activities being carried out in 16 centres from 15 towns in Romania: Bucharest, Piteşti, Mangalia, Târgovişte, Craiova, Reşiţa, Timişoara, Lupeni, Petrila, Braşov, Piatra Neamţ, Sighişoara, Negreşti, Iaşi and Suceava.

### STAR STORAGE

Star Storage got actively involved in supporting the activities carried out by Save the Children in 2012, being among the sponsors of the event **Run for Children**, organised with a view to raising funds for the reduction of infant mortality programme in Romania – Every One. The event, a première for Romania, consisted of a 24-hour race of running on a treadmill, many athletes, public figures and TV celebrities taking part in it.

Moreover, at the end of 2012, Star Storage decided to get more involved in the infant mortality reduction cause in Romania, by offering a major sponsorship, materialised in two performing incubators to be donated in 2013 to Cluj-Napoca Emergency County Clinical Hospital and Filantropia Municipal Clinical Hospital from Craiova, for the Neonatology sections.

### CORA SUN PLAZA

**Open Hearts Month Campaign**, started in 2005, supports the school reintegration of children from vulnerable groups. 210 children from the educational centres in districts 1 and 5 in the capital city were supported in 2012 with supplies, basic foods and hygiene-sanitary products to be able to attend school.

### 20% OF THE PROFIT TAX

From November to December 2012, Save the Children developed a campaign to promote among the companies the provision of the Tax Code which enables for 20% of the company's profit tax to be redirected in support of a charitable cause. The fundraising campaign **Life is smiling at you! Welcome!** managed to mobilise companies such as: **IC Companys Romania, Mercureal, Coface Credit Management, Transterra Logistics, Datanet Systems, Break Bulk Services, Giro, Amis Mob, Damifarm, Farmgrig, Remat Ilfov, Sky-XS Aircargo, Hawle H, Eurosiloz, Nelson** and many others. The amounts collected through redirecting the 20% of these companies' profit tax add to the joint effort of equipping with incubators 15 maternity wards from Bacău, Braşov, Bucharest, Cluj-Napoca, Constanţa, Craiova, Hunedoara, Iaşi, Piatra-Neamţ, Piteşti, Reşiţa, Suceava, Târgu-Mureş, Timişoara and Vaslui.

### CAMPANIA 2%

In 2012, for the second year in a row, Save the Children Romania dedicated the 2% Campaign to supporting the infant mortality reduction programme, conducting a wide-scope awareness-raising and public information campaign on premature births and deaths among newborns. The funds collected, under the same slogan "**Turn 2% of the income tax in 100% life for children!**", will be used to provide state-of-the-art equipment to maternity wards and newborn sections, as well as parental support for parents in difficulty.





## Socio-demographic indicators

**21.355.849** inhabitants,

of which

**3.880.832**  
**children**



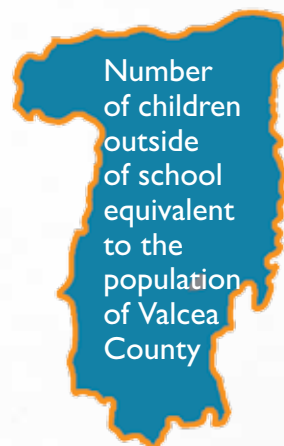
**79.901**

children whose parents left abroad,  
of which 22,993 with both parents absent

## 2 Lack of school participation

**400.172**

children (3-17 years old) were not registered in the preschool, primary, secondary, high-school or vocational education system at the beginning of 2011 school year, although they had the proper age. The equivalent of an average-sized county, such as Valcea, Vrancea or Gorj.



## 3 Social exclusion

**1,900,000**

children (49%)  
are at poverty or  
social exclusion risk

- Total population of children
- Children at poverty risk



# 4 Abuse on children

**18 minuts** - a child drops out from primary or secondary school

**15 hours and 40 min** - authorities are notified about a sexual abuse on a child\*

# 5 Children in the protection system

**38.858** children in family-type services

**22.798** children in residential-type services



**1 hour** - authorities are notified about a serious negligence of a child\*\*

**3 hours and 25 min** - authorities are notified about a physical, emotional abuse or exploitation of a child through labour\*

**4 hours** - the death of a child occurs within its first year of life

### Sources:

1. INS Tempo online, January 2012 and Child Protection Directorate, December 2012.
2. INS Tempo online – processed data.
3. EUROSTAT "Population and social conditions", 2011.
4. Child Protection Directorate, December 2012 – processed data.
5. Child Protection Directorate, December 2012.

# 6 Save the Children online

■ 26.000 new fans in 2012.



■ 14.000 as of January 1st, 2012



**www.salvaticopiii.ro**

**www.ceecc.ro** - Emotional and behavioural education centre for children; **www.consiliere-parinti.ro** - parenting services; **www.sigur.info** - safer Internet for children and adults; **www.evoluntar.ro** - promotion of volunteering in Romania; **www.festivalulbrazilordecraiciun.ro** - fund-raising event

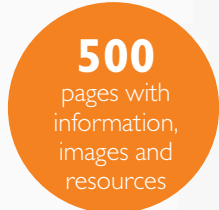




Photo: Save the Children supports and monitors the observance of the legal obligations of the authorities and specialists who act for the implementation of child rights. In this regard, Save the Children proposed legislative amendments and, when necessary, opposed the legislative amendments which were contrary to the children's interests

## Lobby / advocacy

### LAW 272/2004 ON THE PROTECTION AND PROMOTION OF THE RIGHTS OF THE CHILD

The recommendations of Save the Children focus particularly on four areas where the observance of the fundamental child rights requires urgent measures: **the child's right to identity** (unacceptably high number of children without identity and, subsequently, difficulty in carrying through the late birth registration procedure), **the right to quality education** (parents' coercion to ensure the child's access to education, as well as respectful treatment of the child by the school staff are two of the requirements for the observance of the right to quality education), **monitoring of child rights** (there is no independent institution in Romania to monitor the observance of the child rights, especially regarding the child's relationship with the public authorities competent in this regard), **protection of children affected by the migration phenomenon in the European Union** (the children deprived of parental care throughout the time their parents work abroad must be integrated on the long term in school and psychological support services). The draft law was approved

by the Government, being currently under discussion with the Parliament of Romania.

### CHILDREN'S MANIFEST

Save the Children and UNICEF proposed to the political parties to undertake **10 commitments** for improving the situation of Romanian children, starting from the most stringent issues they face, as well as the obligations of our

country, as EU and UN member. The commitments were included in the "**Children's manifest**", a document launched on November 20<sup>th</sup>, 2012, with the occasion of the International Children's Rights Day, and supported by 35 coalitions and non-governmental organisations in Romania, being signed by four parliamentary parties: PDL (Mr. Vasile Blaga), PNL (Mr. Crin Antonescu), PSD (Mrs. Corina Crețu) and UDMR (Mr. Kelement Hunor).

The role of the Manifest is to set landmarks to be taken into account in the political policies with impact on children, from 2013 to 2020, as well as to improve the related legal framework.

**GOVERNMENT  
DECISION ON  
SETTING UP GAESTI  
PENITENTIARY BY  
REORGANISING  
GĂEȘTI  
RE-EDUCATION  
CENTRE**

The Government approved, by Decision, the transformation of Gaesti Re-education Centre

Save the Children proposal to introduce and draft a special chapter on the protection of home-alone children, in the structure of Law 272 on the protection and promotion of the rights of the child, was accepted by the Government of Romania.

Impact





Romania ranks next to last in the EU from the point of view of the access of children (0-3 years old) to education and care services throughout early childhood. Only a quarter of the Roma children had the experience of kindergarten. More than 25% of the Romanian children live in poverty.



in a Penitentiary. The 50 minors in the Re-education Centre were transferred and redistributed.

Save the Children intervention during the public debate on the bill aimed at observing the rights of the child from the perspective of international and European instruments on juvenile justice and children in detention.

#### WORKING GROUPS

(Partners: Ministry of Labour, Family and Social Protection, Civil Society Development Foundation (FDSC), Soros Foundation, non-governmental organisations).

- Participation in the meetings organised by MMFPS with a view to drafting the legislation secondary to Law 292/2011 on social assistance: draft law on providing quality in the social services field, draft law on undertaking social responsibility in providing social services (Law on planning and providing social services), draft law on subsidising social services from the state budget/local budgets;
- Participation in the meeting organised by FDSC regarding the 2012 White Charter of the NGOs; Save the Children sent suggestions and supplementations

about: education of Roma children, elimination of hidden costs from education, reduction of infant mortality and mental health of children and adolescents, and most of these were found in the final draft of the Charter;

- Participation in the meetings of the Technical Working Group on Social Affairs and Social Inclusion within the Consultative Committee for Employment, Social Inclusion and Social Services of MMFPS, a working group within which Save the Children put forth proposals for improving/supplementing the priorities, objectives and action directions necessary to access European funds during the financing period from 2014 to 2020, with a view to drafting the proposed socio-economic analysis;
- Response-interview within the analysis “Study on the legal requirements and procedures aimed at leaving Romania and return in the country of Romanian minor citizens in the context of the international human traffic”, at the request of Terre des Hommes;
- Save the Children drafted and sent its point of view on the protection of children whose parents are abroad to Soros Foundation, the initiator of a national report. Within the expert

commission, SCR was represented by one of the 4 experts nominated

#### AWARDS

The organisation’s advocacy activities were recognised within the 2012 Civil Society Gala, Save the Children Romania winning the 3<sup>rd</sup> prize under the category “**Protection of individual/collective rights**”, with the project “Public administration to the benefit of children”.

Within the Gala “What happens, Doctor?”, Save the Children won the **Celebrating Life Trophy** for the campaign “**Help a child go to school**”. Ilie Năstase, Nadia Comăneeci, Andi Moisescu, Andra and Cătălin Măruță, Smiley, Melania Medeleanu, Andreea Marin Bănică and Andreea Raicu are the public figures who accepted getting involved in this campaign, pro bono.



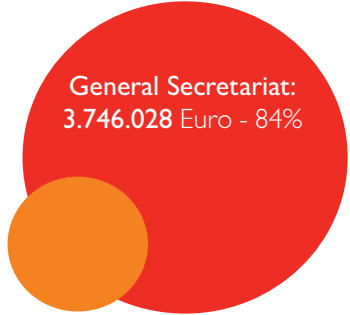
June 1st, 2012, Toy Fair created and organised by the children from the Secondary School no. 2 Resita from Resita. The 4,000 Ron collected were donated for particularly serious medical cases – two blind twins needed a surgical intervention at a clinic abroad.



# Financial Report 2012

THE ACTIVITY OF SAVE THE CHILDREN IS CONDUCTED AT THE GENERAL SECRETARIAT AND IN 13 SUBSIDIARIES.

TOTAL FUNDS - 4,442,591 Euro



General Secretariat:  
3.746.028 Euro - 84%

Subsidiaries - 696,563 Euro  
(16 %)

## MAJOR DIRECTIONS OF SAVE THE CHILDREN

<b>Ensuring children's right to protection</b>	<b>1,108,433 EUR</b>
Protection of children against violence	510,617
Children's protection on the Internet – Sigur.Info Programme	365,704
Home-alone children – "We grow up together" programme	180,612
Protection of children against HIV/AIDS	51,500
<b>Promoting and ensuring the right to education</b>	<b>967,576 EUR</b>
"Second chance" educational programme	521,145
COREI- Development of socio-educational services	250,055
Educational integration of refugee children and asylum-seekers	152,676
Preschool education for children from the disadvantaged communities	43,700
<b>Preventing and combating infant mortality</b>	<b>173,846 EUR</b>

TOTAL FUNDS - EUR	4,442,591
Existing at the beginning of the year	639.965
Not-for-profit organisations from the country and abroad and international bodies	1,677,225
Fees, contributions, donations, sponsorships	1,119,918
European structural funds	944,580
State institutions	54,901
Bank interests	6,002

EXPENSES - EUR	2,652,199	%
Programmes	2,351,525	89%
Organisational development	60,651	2%
Administration	110,928	4%
Fundraising and communication	129,095	5%

The financial statements of Save the Children Organisation on December 31st, 2012 were audited by KPMG Audit SRL.



<b>Crt. no.</b>	<b>EXPLANATIONS</b>	<b>Amount (EUR)</b>
<b>EXISTING ON 01.01.2012</b>		<b>639,965</b>
<b>I.</b>	<b>REVENUES</b>	<b>3,802,626</b>
1	European Social Fund under the Sectoral Operational Programme Human Resources Development 2007-2013 "Invest in People"	944,580
2	IKEA Foundation and Save the Children Sweden	561,818
3	European Commission – Safer Internet	286,597
4	Fees and contributions from individuals	274,429
5	C.E – Grundtvig	192,603
6	Festival of Christmas Trees 2011/2012	189,797
7	Enel Cuore Onlus	103,000
8	Governments of Iceland, Liechtenstein Principality and Norway under the Financial Mechanism of the European Economic Space	93,504
9	EU under the Joint Operational Programme Romania-Ukraine-Republic of Moldova 2007-2013	89,203
10	U.N.H.C.R.	81,466
11	Orange Romania SA & Orange Foundation	59,971
12	Ministry of Labour and Social Protection, Timisoara County Council, Mures County Council, Mayorality of Iasi and others	54,901
13	Selgros collection boxes	39,156
14	"Romanian National Council for Refugees" Foundation	38,301
15	"Romanian Jesuit Service for Refugees" Association	37,419
16	Lidl Discount	34,591
17	Kaufland	31,034
18	BJORGVIN VIDEREGÆNDE SKOLE School-Bergen-Norway;	30,838
19	Reckitt Benckiser	29,874
20	Save the Children Norway	29,795
21	GlaxoSmithKline (GSK) Romania	26,672
22	Compagnia di SanPaolo	25,000
23	NIKE Europa	22,318
24	Soros Romania Foundation	19,732
25	Save the Children Austria	18,690
26	MoneyGram & Save the Children USA	16,373
27	Hypermarket CORA – Sun Plaza - Open Hearts Month	16,128
28	Porsche Romania	15,110
29	Save the Children Italy	13,707
30	Unilever, Bricostore, Baumax, Medsana, etc. collection boxes	11,142
31	Henkel Romania	8,721
32	Other donations, contributions and sponsorships from legal entities	238,920
33	Other financings	161,234
34	Bank interests	6,002
<b>II</b>	<b>EXPENSES</b>	<b>2.652.199</b>
<b>A.</b>	<b>PROJECTS</b>	<b>2.351.525</b>
1	Promoting and ensuring children's right to protection	1.108.433
2	Promoting and ensuring children's right to education	967.576
3.	Child health, prevention and combating of infant mortality	173.846
4.	Promoting and observing child rights	101.670
<b>B.</b>	<b>ORGANISATIONAL DEVELOPMENT</b>	<b>60.651</b>
<b>C.</b>	<b>MANAGEMENT &amp; ADMINISTRATION</b>	<b>110.928</b>
<b>D.</b>	<b>FUNDRAISING AND COMMUNICATION</b>	<b>129.095</b>
<b>EXISTING ON 31.12.2012</b>		<b>1.790.392</b>

\*In 2012, revenues in products and services were achieved in the amount of 72,997 EUR

# Supporters

## DIAMOND SPONSOR



**Festival of Christmas Trees**– funds allocated for children’s access to quality education

## PLATINUM SPONSOR



## GOLD SPONSOR



## SILVER SPONSOR



## SPECIAL THANKS:

3127 Bags  
 Andra Lupu  
 Angela Ciobanu  
 Andreea Raicu  
 Azay  
 B&B Collection  
 BASF  
 Bien Savvy  
 Boarder’s Shop  
 Brățara Magică  
 Bucharest Design Center  
 Buzztard  
 Cathias Edeline  
 Coty Romania  
 Dana Tanase Concept Store  
 Danza Boutique  
 DaVino

Dentestet  
 Diplomat  
 Ego Men Concept Store  
 Elena Crișan  
 Eximtur  
 Frey Wille  
 Galt Orologerie Elvetiana  
 Gett’s Hair Studio  
 Hypoxi Studio  
 I Regali di Francesca  
 Infracit  
 Laura Hincu Exclusive Fashion  
 Laura8  
 Le Midi  
 Ludmila Corlățean  
 Magnolia Spa  
 Malvensky Charms  
 Meru

Miko Beauty Centers  
 ModaMania  
 Niran Co. Products  
 Oxette Romania  
 Pernod Ricard Romania  
 Purple Flowers and Events  
 Rhea Costa  
 Sabion  
 Simona Semen  
 Școala de Bijuterie Contemporană  
 Sensiblu  
 Skeyndor  
 The Gang Restaurant and Lounge  
 World Class  
 Wundermann  
 2activepr

## Supporters of Save the Children programmes





## LEGAL ENTITIES

Accreo Agency, Advent International, Ageximco, Agroparti, Air BP Sales Romania, Al Prompt, Allianz Tiriac, Almos Agrorom, Alpado, Amis Mob, Anvergo, Apa Nova, Apollo Mod Distribution, Arafarm Mediplus, Art Design, Artemisia, Asclepios, Asesoft International, Tineri pentru Tineri Association, Students' Association Bălănescu Mihaela, Astinvest Com, Axon, Axor Exim, B&B Collection, **Banca Comercială Română**, **Banca Românească**, Barel Market Trust, BASF, Baumax Rom, Bella Romania Impex, Bien Savvy, Biochefarm International, Bitdefender, Bochemie Romania, BRD Asset Management, BRD Sogelease IFN, Break Bulk Services, Carmen Ana International, Carnicomp, Carrefour Romania, Carsero, Cash & Candy, Cheque Dejeuner Romania, Christian Gavrilă, Cirex, **Clifford Chance Badea**, Climaterm 2000, Coca Cola HBC Romania, Coface Romania Credit Management Services, Coliseum, Company Med, Comprest, Computer Trade, Concept Consult & Prospect, Consecvent Com, Contrast Management, Convex, **Cora**, Core Technologies, Cosmote, Coty Cosmetics Romania, Create Direct, Credit Agricole Bank Romania, Cromsteel Industries, Da buzz, Damifarm, Datanet Systems, Delphi Electric, Dent Estet, Dinamic, Domarom Star, Drumetia, Duo Ekart SNC, Duro, ECDL Romania, Eco Pipera, Cariere Publishing House, **EDP Renewables**, Elixir, Energy Distribution, Emova, Eu.ro. Tiles, Eurosiloz, Farmaceutica Arges Farm Pitești, Ardealul Pharmacy, Condor Pharmacy, Remedium Pharmacy, Farmgrig, Fashion Art, Fender Cables, Fides Limbi Străine, Fildas Trading, Five's International, IFN Guarantee Fund for Rural Loans, Frey Willie, Centrul de Cultură Greacă Arkadia Foundation, **Orange Foundation**, the Group Foundation, Gebruder Weiss, Gemini Solutions, Geo Costi Agrostar, Gheorghe Iaciu, Gip Tronic Service 96, Giro, GlaxoSmithKline (GSK) Romania, Greater AD, Griff Shoes, Gts Special Gas, Hardwood, Hawleh, **Henkel Romania**, Horticom Impex, **IC Companys Romania**, ICC Chemicals, Impulse Romania, Incomsud, Ingo Trade International, Initiative Media, Intens Prest, Inter Cross, Interactive Service, Investicon, Iterum Construct, Johnny Shoes, Kaspersky Info Systems, **Kaufland Romania**, Komarom Trade Invest, **KPMG Romania**, Kronstadt Papier, Laura8, Le midi, Lemet, **Lidl Discount**, Lion Shipping Chartering, Lorand Contexpert, Loteria Română, Ludmila Corlățean, **Luxoft**

**Professional Romania**, M+N Consult Madexport, Maledas, Mall Development and Management, McDonald' s Romania, Media Service Zawada, Mediclim, Mega Image, Mercureal, Mertur Chemical Trust, Metal Prod, Metro Cash & Carry Romania, Micronix Plus, Microsoft, Midanif, Millefiori, Mușat și Asociații, Musette Exim, Nelson, Neotel, Nexus DSI Company, Nitech, Novartis, Novo Nordisk Farma, OMP, OMV Petrom, **Orange Romania**, Oscar Downstream, Paflora Impex, Parmalat Romania, Parmel Gomma, Paxdorf Product, Paypoint Services, Payzone, Petrom S.A, P & G, Philips Romania, Polimed Com, **Porsche Romania**, Prima Car, Prolibris, Promotional Interservice, Publica Com, Quadral, Radisson Blu Hotel, **Reckitt Benckiser Romania**, Remat Ilfov, Renovatio Solar, Roholz Agentur, Romanian Business Consult, Romaqua Group, Romarta B A, Romsys, Sabion, Sca Banu Raclaru & Nasta, Schneider Electric Romania, **SELGROS**, Serapis Consulting, Sider Technologies Bureau, Sigma Design Company, Sigma Gum, Silpa Romania, Silva Tourism, Sky-XS Aircargo, Star Gate, **Star Storage**, Stil Aura, Supercard, Teletex, Terapia, Teraplast, Terra Dent, Tetra Pak Romania, Timlibris, Total Control, Tpa Horwath Tax, Transbihor, Transport Trade Services, Transterra Logistics, United Media Services, Upc Romania, Vavian Pharma, VBR Broker, Vel Pitar, Verona Com, VIP Auto Distribution, Visma, Vitcom, Voievod, Vodafone, Volans Com, Vrancart Adjud, Zaris Autocom.

## INDIVIDUAL PERSONS

**Alice and Friends**, **Bibu Laurențiu**, Bodnar Angelica, Bondre Sofia, Ciocia Elena, Cristescu Alina, Culai Andrei, **Iaciu Alina**, **Ipate Eduard**, **Ivan Elena Roxana**, Lungu Stefan, Maftai Marina, **Morega Alexandru**, **Princess Marina Sturdza**, **Radu Denis**, **Radu Diana**, Ramascanu Beatrice, **Ristici Mihai Alexandru**, **Stanciu Irina**, **Diana & Marius Gubaș**.

## EXTERNAL FINANCERS

European Commission, Compagnia Di SanPaolo, Enel Cuore Onlus, European Social Fund under Sectoral Operational Programme Human Resources Development 2007- 2013, IKEA Foundation, Governments of Iceland, Principality of Liechtenstein and Norway, MoneyGram International, NIKE Europa, Save the Children Austria, Save the Children Norway, Save the Children Sweden, Save the Children US, BJORGVIN VIDEREGÆNDE School, SKOLE-Bergen-Norway, U.N.H.C.R.,

European Union under the Joint Operational Programme Romania-Ukraine- Republic of Moldova 2007 – 2013.

## PARTNERS

National Agency against Human Trafficking (ANITP), National Authority for Communication Regulation (ANCOM), National Agency for Roma, Ministry of National Education, Ministry of Labour, Family, Social Protection and the Elderly, Ministry of Informational Society, IGP – Romanian Service to Fight IT Criminality, Microsoft Romania, Orange Romania, Orange Foundation, Cosmote, Vodafone, UPC, ECDL, National Association of Romanian Internet Service Providers (ANISP), Euroaptitudini, Kaspersky Lab, Bitdefender, Howard Johnson Grand Plaza Hotel, One Fitness, Baby Expo, Kidex Baby Boom, Ericsson, Adecco, IBM, West Gate & Novo Park/WFMC Facility Management, NEPI Investment Management, Unicredit Business Solutions, Kristal Glam Club, Alltime Clubbing, 360 Insights, Axway, Galeriile Real, Bucuresti Mall, Tiparituri.ro, IKEA Foundation, "Al. Obregia" Psychiatry Hospital – Psychiatry Clinic for children and adolescents, National Administration of Penitentiaries, OvidiuRo Association, People's Ombudsman – Ploiești Territorial Office, Educația 2000+ Centre, „Step by Step” Centre for Education and Vocational Development, Centre of the Municipality of Bucharest for Resources and Educational Assistance, Roma Centre for Social Intervention and "Romani Criss" Studies, Dâmbovița County Council, Probation Directorate within the Ministry of Justice, National Federation of Parents' Associations – Pre-University Education, Free Trade Unions' Federation in Education, Roma Education Fund Romania, Probation Service attached to Bucharest Tribunal, World Vision Romania, UNHCR, OIM, General Immigration Inspectorate, JRS Romania, Romanian National Council for Refugees, ARCA, Excelsior Theatre, Ion Creanga Theatre, Unilever, Balonul Copiilor, Rent a Santa, Blu Party, Cofetaria Alice, Arta pentru Viață, Sport pentru Viață, Tetra Pak, Cutezătorii Magazine, Media Service Zawada, Romaqua, Velpitar, General Directorates for Social Assistance and Child Protection, School Inspectorates and schools from Bucharest, Constanța, Reșița, Tg. Mureș, Petrița, Cluj-Napoca, Târgoviște, Timișoara, Iași, Pitești, Brașov, Mangalia, Craiova, Lupeni, Sighișoara, Piatra Neamț, Suceava, Negrești, United Way.



Christmas celebration for the children from Timis Subsidiary

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**Partners:** Argeș County Prefecture, County School Inspectorate, DGASPC Argeș, County Police Inspectorate, Mayorality of Pitești, ANITP - Pitești Regional Centre, high-schools, schools, kindergartens, Pitești Cultural Centre, Așchiuță Children's Theatre, Alexandru Davila Theatre.

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**Partners:** County School Inspectorates of Suceava and Botoșani, Suceava County Police Inspectorate, Suceava General Directorate for Social Assistance and Child Protection, Suceava County Centre for Resources and Educational Assistance, Mayorality of Suceava, Mayorality of Rădăuți, National Agency against Human Trafficking – Suceava Centre, Suceava Anti-Drug Centre for Prevention, Assessment and Counselling, Suceava County Centre for Resources and Educational Assistance, Public Health Directorates of Suceava and Botoșani, Association of Family Physicians/Private Medical Practices of Family Physicians/ Psychiatrists, "Sfântul Ioan Cel Nou" County Hospital NPI Section, CRED Liteni, high-schools from Suceava, Rădăuți, Fălticeni, Botoșani, Liteni, Bucecea, "Cristiana" Nursing School, Gymnasium Schools from Suceava, Rădăuți, Fălticeni, Mitocu Dragomirnei, Liteni, Volovăț, Vicovu de Sus, Ciocănești, Cârlibaba, Shopping City Suceava. **Media Partners:** Monitorul

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