



Annual report 2010



Salvați Copiii
Save the Children Romania



Ana Maria Mihăescu - President.
Chief of IFC Mission for Romania and the Republic of Moldova

Gabriela Alexandrescu - Executive President, with one of the children from Patroaia Vale's kindergarten, Dambovită County



20 years of activity in promoting and protecting the rights of the child

In 2010, Save the Children Romania celebrated its 20th anniversary: two decades of ambitions and ideals fulfilled every day by the children included in social and educational programmes. If we learned a lot over these 20 years, it was because children were our most brilliant teachers. Paraphrasing a famous writer, Paulo Coelho, the children taught us the most important three lessons in life: how to be happy without a reason, how to always be fidgety, and how to insistently ask for what we think is important for children.

This has been the driving force behind Save the Children Romania's desire to build and rebuild pieces of a world where kids can just be happy, which explains the enthusiasm of our achievements, which, put together, have translated into over 600,000 children who grew up beautifully next to us. In 2010, the number of children included in our programmes and campaigns was 111,000, together with 22,800 parents, 12,500 teachers and 1,750 volunteers.

As a fortunate coincidence, the UN Convention on the Rights of the Child also celebrates two decades of implementation in Romania, our country being among the first states to have ratified it (September 28th, 1990). A strategic and engaging document for the signatory states, the Convention represents the most ratified binding treaty in the history of humankind.

The history of this worldwide endorsement of the universal rights of the child started with Eglantyne Jebb, who established the first Save the Children Organisation in 1919, in London. Outraged by the consequences of the First World War and of the Russian Revolution which were claiming the lives of thousands of children every day because of disease and hunger, Eglantyne Jebb decided to create an international organisation capable to intervene and improve the life of unprotected children. *"It is very obvious that the salvation of children across the world is not an inherent impossibility. This becomes impossible only if we refuse to achieve it"*, Eglantyne Jebb said, considering there was a need for global child protection measures, which should be known and endorsed by all the world's countries. Thus, with tenacity and direct involvement, she developed the Declaration of the Rights of the Child and succeeded to have it adopted by the League of Nations (currently the United Nations Organisation), as the first international document where "the rights of the child" are mentioned and promoted in a consistent manner. This Declaration and its extended form of 1959 are the sources of inspiration used in the drafting of the United Nations Convention on the Rights of the Child from 1989.

For all the achievements, Save the Children Romania proudly thanks to all children, teachers, professionals, volunteers, supporters, partners and donors.

Ana Maria Mihăescu, President
Gabriela Alexandrescu, Executive President

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In 2010, the efforts of Save the Children Romania were recognised by the awarding of the following prizes within the Civil Society Gala: second prize for “Defence of individual / collective rights” for **Save the Children Alternative Report regarding the implementation of the UN Convention on the Rights of the Child**, third prize in the “Health” category for the **Community Resource Centre for children with parents abroad** and Honour in the “Education and Research” category for **Roma children prepare for kindergarten**.

“Save the Children is an organisation which gives me great confidence in what it is planning to achieve in terms of promoting the rights of the child, through all its projects and activities.”

Romila Floreta – volunteer in the Programme “We also have rights”

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.

VISION

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

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.



Preschool education for children from disadvantaged groups

Educators' lack of training, a certain inertia and parents' lack of interest in the importance of their children's education, as well as the families' limited material resources are among the reasons why only 30% of Roma children are involved in preschool education, compared to the national average of 80%.

The high percentage of school drop-out among children from socially disadvantaged communities is caused, among other things, by the lack of preparation for school insertion, the differences between children who attend kindergarten and others, leading to a difficult understanding of school requirements, as well as by the pedagogical training shortages of the teachers in the primary education system.

Roma children prepare for kindergarten!

Noting the increase in the number of Roma children who benefit from preschool education at an early age and the parents' awareness of the education need for their children's future, the programme started from the idea that early education contributes to the harmonious development of the child's personality, while laying the foundations for future school and social integration.

43 summer education groups were organised at the national level, the kindergartens being selected, with the support of the County School Inspectorates, from disadvantaged communities with a majority Roma ethnic population. Training courses were organised for the educators involved (43 educators and 42 school mediators), including information about the Roma history and traditions, methods to communicate with the Roma children and parents and interactive education tools.

In order to facilitate the implementation of the activities, the necessary supplies, a daily meal for children and a package with basic food products for the families were provided throughout the duration of the summer groups. A total of **860 children** aged between 3 and 6 participated in the preparatory groups. With a view to increasing awareness of the importance of education, the parents were encouraged to participate every day, so that over 750 of them participated by rotation in the educational activities. Following the activities, 94% of the children who participated in the summer groups were enrolled in local kindergartens or schools in the school year 2010-2011, their evolution and attendance being monitored by the educator.

Impact

The educational activities contributed to increasing the interest of the Roma communities in education, maintaining children in school for a longer period and increasing the professional training opportunities for an independent and decent life. All these aspects, accompanied by the best examples within the project, opinions of the educators, parents and children will be included in a best practice guide which will be published at the beginning of 2011 and distributed to all County School Inspectorates, with a view to extending the project nationwide.

"I am happy that my child likes to come to kindergarten and tells me about what she learned every day. Had I known how many things children do here, I would have registered her in kindergarten last year."

Roma mother, Buzău

"I am very pleased with my child since he started attending kindergarten. I want my children to learn also, so that their life can be easier."

Roma mother, Maciova, Caraş Severin County

"I like to come to kindergarten. We have toys and food, the ladies are good to me."

Antonio (6 years old), Salcea, Suceava County

EDUCATION

School education for vulnerable children - Second Chance Programmes, Orientation and Resource Centres for Inclusive Education (COREI)

The school drop-out rate has increased three times for primary and secondary education in the period 2000-2009, which means that more than 40,000 children leave the primary and secondary educational systems. In addition to them, there is a significant number of children who are not included in the statistics as they were never registered in school.

To support children who work and dropped out or were never registered in school, Save the Children is conducting a national programme to facilitate the access to education for children and youngsters coming from disadvantaged categories, by implementing a package of integrated and complementary educational and social services.

In 2010, these programmes were conducted in 18 educational centres, but starting August, the programme was extended to 19 other localities, thus raising the number to **43** centres, which provide

complex educational services for the prevention and remediation of school drop-out. They target children who dropped out or are at risk of dropping out of school from Bucharest (6 centres), Constanța, Brașov, Reșița, Craiova, Tg. Mureș, Petrița, Cluj-Napoca, Târgoviște, Timișoara, Iași, Focșani, Bistrița-Năsăud, Topoloveni, Pitești, Călărași, Giurgiu, Slobozia, Alexandria, Ploiești, Tg. Jiu, Slatina, Rm. Vâlcea, Drobeta Tr. Severin, Tulcea, Brăila, Galați, Buzău, Adjud, Miercurea Ciuc, Sf. Gheorghe, Alba Iulia, Sibiu, Suceava, Săveni (Botoșani), Bacău, Vaslui, Piatra Neamț.

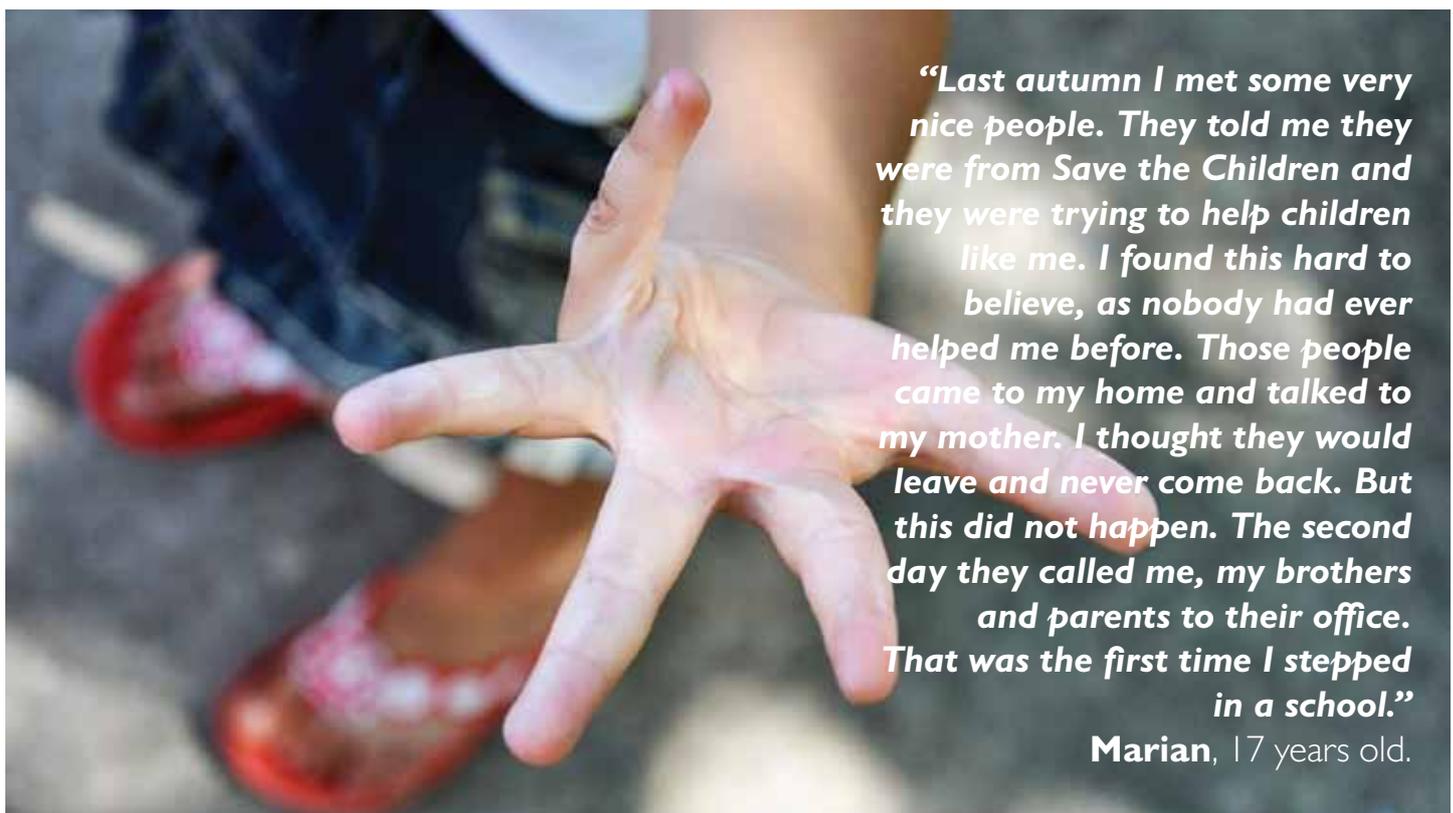


Photo: Save the Children Romania

The activities conducted to the benefit of children addressed a number of **3,688 children** and their families, through the School integration / reintegration programme for children who outgrew the schooling age, "Second Chance" (646 children) and "School after School" programme for school drop-out prevention (2,116 children), as well as legal, psychological and social counselling (926 children).

The impact of school reintegration and drop-out prevention is measured by the positive attitude of children and parents towards school. Their school participation and graduating from the level they were registered in determined the children to gain confidence in their own strengths and tend towards a higher education form. Furthermore, attending parents' meetings, observing and discussing the progress made by children motivate parents to keep their children in school.





“Last autumn I met some very nice people. They told me they were from Save the Children and they were trying to help children like me. I found this hard to believe, as nobody had ever helped me before. Those people came to my home and talked to my mother. I thought they would leave and never come back. But this did not happen. The second day they called me, my brothers and parents to their office. That was the first time I stepped in a school.”

Marian, 17 years old.

EDUCATION

School after School - protection of children left home alone

“We grow up together” programme aims at mitigating the negative impact associated with parents’ migration on home-alone children from Bucharest and Argeş, Caraş Severin, Constanţa, Dâmboviţa, Dolj, Hunedoara, Timiş Counties. **8 “School after School” centres** were established in eight towns from the counties where sociologic assessments were conducted: Argeş - Piteşti, Bucureşti, Caraş Severin - Reşiţa, Constanţa - Mangalia, Dâmboviţa - Târgovişte, Dolj - Craiova, Hunedoara - Petriţa, Timiş - Timişoara.

The activities consisted of providing social support, help with the homework, socialising, leisure time, psychological counselling to go through the period of separation from parents and communication with the parents abroad using the computers made available within the project.

439 children were included in the

project in 2010. Of them, 143 children have their mother abroad at work, 176 children their fathers away and 120 children were left home without both parents. **350 persons to whom the children were entrusted** participated in monthly meetings where the children’s problems were discussed and assessed together with teachers and psychologists from the centres, and 176 teachers and children volunteers of Save the Children subsidiaries provided support to the children and helped in the development of the activities.

For consultative purposes, local working groups were created, consisting of representatives of the authorities with attributions in the field: county school inspectorates, child protection directorates and schools involved in the project. A special support has been offered by Enel Cuore Onlus and Intesa Sanpaolo Bank.

Educational integration of refugee children and asylum seekers

Save the Children provides assistance and support on educational and social integration, facilitation of the stay in Romania, rights observance and promotion, support for young talents. In 2010, assistance was provided to **139 children and 97 adults** from countries like Palestine, Sri Lanka, Ethiopia, Nigeria, Myanmar, Afghanistan and Iran.

In 2010, as implementation partner for UNHCR programmes, Save the

Children provided educational assistance to children from **Timişoara Transit Centre** and to the first group relocated in Romania. This centre is the only one in Europe to provide shelter to people in urgent need of international protection and subsequent relocation. Many of the children arriving in Romania went for the first time to school, and some of the young refugees discovered what volunteering means.



Photo: Save the Children Romania



BCR Hopes

BCR Hopes Project offers opportunities to children talented in music, but with modest financial means, providing financial support for access to education, individual music classes, musical instruments, school uniforms, supplies. 56 children from Save the Children educational centres participated in the national selection, 25 children with special music skills being selected in the second edition.

While children and families did not have clear expectations at the beginning of the project, with regard to their evolution in terms of music, they became aware throughout the project that they can achieve levels of performance if they set realistic objectives and follow a training program. Families also became aware of how important it is to support their children and work together with the teachers and the social workers.





Photo: Lucian Muntean

Protection of children against violence

Protection of children against violence by counselling and mental health services

Studies reveal that over 880,000 out of around 4 million children in Romania meet the diagnosis criteria for a mental health disorder.

At present, the mental healthcare for children and teenagers in Romania is concentrated in psychiatric hospitals or juvenile psychiatry sections within other types of healthcare facilities. There are also around 20 mental health centres for children and teenagers. The field is insufficiently defined, and the mechanisms of integration in the system for children suffering from mental health disorders require development and organisation.

Centre for Emotional and Behavioural Education for Children – a good practice of community service

In response to the problems of children with mental health disorders, Save the Children developed an operational framework of psychosocial services for mental health promotion and quality improvement of the care for vulnerable children and teenagers, with the support of Innovation Norway, BCR Romania and Save the Children Norway. Additionally, training programmes are

developed for the professionals who provide such services.

In 2010, the centre provided complex assessment, psychological therapy and assistance to **728 beneficiaries** (643 children and 85 parents), who were integrated in counselling/psychotherapy intervention programmes. Of them, 15 children with limited intellect and related difficulties are integrated in a complex sensorial-cognitive stimulation programme.

All services were provided within the community. Under such circumstances, the services developed from a multidisciplinary point of view, in agreement with the specific needs of the beneficiaries and engaging not only the child, but also the other persons significant in his/her life – parents, siblings, teachers, friends – are an alternative to the services provided only in a hospital environment, support volunteering and the beneficiaries' empowerment, with a view to ensuring an optimum

community insertion and provide an example of professional practice which can be imported, by internship/study visit mechanisms, in other professional contexts at national level.

In 2011, as part of the Center, around 800 other children are expected to acquire together with professionals and their parents the social and emotional skills which will improve the quality of their life and enable them to have an optimum life at home, at school and in their group of friends.

Competent parents, healthy children

The **5 counselling centres for parents** (Bucharest, Iași, Suceava, Târgu Mureș, Timișoara) are *parenting* services providing support and assistance to parents concerned about their children's education. Our mission is to support parents in developing a healthy, balanced living environment, which provides emotional comfort for families and children.

The assessment and intervention services for parents and children helped, in 2010, over **800 families** to interact and communicate healthily, in an emotional climate beneficial for both children and parents. *Triple P - Positive Parenting Program*, developed by Queensland University, Australia, was purchased and implemented for the first time in Romania through the counselling centres. The programme provides assessment, early intervention, treatment, psychological education, group therapy, direct intervention in the family and school for parents and children at a risk of developing a behavioural or emotional disorder.

The specialists of the counselling centres for parents help the parents

identify the best methods to communicate with their children, find appropriate answers to behaviours, like aggressiveness, school refusal, lack of cooperation, failure to respect rules and daily routine, and keep a balance between the professional and personal life and build a couple relationship. **Financed through EEA Grants.**

Training activities to prevent violence

Save the Children focused on the development of skills for professionals in healthcare, education and social protection fields, in order to teach them how to use and develop parenting strategies and services. In order to facilitate the access of the relevant institutions to the programme, **167 functional partnerships** were concluded with schools, paediatrics and psychiatry hospitals, polyclinics and clinics for children, DGASPCs (Directorate General for Social Assistance and Child Protection) from Bucharest, Iași, Suceava, Târgu Mureș, Timișoara.

486 professionals benefited from a complex training programme, built around four complementary modules, which provided them with information and consolidated their assessment, psychosocial intervention and treatment abilities in the case of the most frequent mental health disorders found among children: anxiety disorders, depression, ADHD and aggressive behaviours. Of them, 60 specialists from 9 counties participated in the Summer School - "Competent parents, healthy children" in September 2010. **The program has been developed in cooperation with Save the Children Norway and Sweden.**

Protection against human trafficking

The Regional Child Trafficking Response Programme in South Eastern Europe - CTRP, 3rd phase is implemented in Romania, Albania, Serbia, Kosovo, Bosnia-Herzegovina, Bulgaria, Montenegro, under the coordination of Save the Children in Albania. In Romania, the activities are conducted in Iași and Suceava, and aim at establishing efficient models of support and protection services for children and teenagers victims of trafficking / children at risk of becoming victims of trafficking, with a view to preventing violence situations, exploitations, abuse, and reducing illegal child migration and the risks associated to human trafficking.

4158 persons (children, parents, specialists of the social actors with responsibilities in the field of child rights protection) benefited from trainings, life skills development sessions and information activities. Save the Children Iași and Suceava subsidiaries developed an interinstitutional network with representatives of the institutions and NGOs with child rights protection responsibilities, with a role in developing and ensuring efficient communication and rapid interventions in child trafficking situations.

"I learned that not all behavioural issues can be put on the account of my boy, but also on how I managed them. The biggest changes were in my behaviour. It also helped that I met other parents, that we talked together about our problems and the small things we can do to solve them".

Parent of a 10-year old child,
Bucharest

"After attending this programme, I feel more in control of any situation which may appear in the classroom".

Teacher, Bucharest



PROTECTION

Child protection against online violence

In Romania, 71% of children go on the Internet every day and use social networks (like Facebook or Hi5) where they post a lot of personal data and photos (22%). According to the European study conducted by EU Kids Online (2010), 24% of the Romanian children register the highest percentage in receiving messages with sexual content (a phenomenon called “sexting”).

Sigur.Info programme, financed by European Commission, was developed on three main coordinates: by means of awareness activities, the Helpline counselling line, and the Hotline reporting line. www.sigur.info website acted as a web umbrella for all these activities, gathering together all the resources available. Save the Children Romania is the national coordinator.

As part of the awareness activities, information sessions were organised in 103 educational institutions from 10 cities. **16,300 children**, 1,050 teachers were informed during these sessions and 600 parents during parent meetings. The street campaigns developed in 11 cities across the country, in parks, malls and public places led to the information of **22,150 persons**, youngsters and parents.

The media coverage accounted for 350 online news, 23 TV, 26 radio, 32 newspaper articles, 8 appearances in magazines, whereas the TV spot “Where is Cristi?” benefited from 1,072 broadcastings on 14 channels with a total of 15,000,000 views. The message was also disseminated in schools by means of 2,500 posters distributed in all the counties of Romania.

Furthermore, the events organised increased the awareness and interest of the media and the authorities. The main event of the year, **Safer Internet Day 2010**, was preceded by a multimedia project competition with the participation of over 350 teams.

The central event of July was the **European Summer School**, with 40 young participants from: Romania, Portugal, Bulgaria, Germany, Lithuania, Latvia, Moldova, Poland, Cyprus. The children’s efforts materialised in a project competition with 7 projects drawn up by the participants, a resolution of the campers and a presentation film shown at the European Commission.





Protection of children/youngsters in conflict with the law

Although the number of convictions for offences committed by minors has continuously dropped over the past years in Romania, Save the Children continues to be concerned about the extent to which the rights of children in conflict with the criminal law are observed and promoted in practice. Issues like the reasons determining the children to commit offences, violence in penitentiary institutions, the relevance of the professional training acquired in detention or the lack of a coherent system of assistance measures for children who come out of the penitentiary system continue to be topics of concern.

JUST – **Juvenile Justice** Project is implemented in three countries (Italy, Romania and Greece), with European Commission funding, and aims at developing intervention methods based on the rights of the child which, once put in place, could contribute to the prevention of juvenile delinquency and the social reintegration of children and youngsters coming out of the penal system.

Starting from the analysis of the legal regulations and practices from Romania, several intervention methods were proposed, aiming at aspects such as: prevention of juvenile delinquency, education and professional training throughout detention, legal, social and cultural mediation, child support forms throughout the duration of the criminal lawsuit and custodial measures, assistance required by children when

coming out of the penal system, research in the field of juvenile delinquency and collaboration between the institutions and organisations active in this field.

Thus, children deprived of liberty were consulted about the interventions proposed within the project, being encouraged to express their opinions, to identify and discuss the reasons which led them to breaking the law, as well as to propose measures which could help them reintegrate in the society and further avoid the conflict with the criminal law. The opinions and proposals of the children consulted, together with the suggestions of the experts from the institutions and organisations active in the juvenile justice field will be used to conduct a review of the intervention methods proposed so as to develop training manuals for the staff working directly with minors in the criminal circuit.

“Some prefer to live in the centre – they do not have families. Here (in the centre) they have food and a roof above their heads without any costs and they are respected. Outside, they do not have anything, they sleep in garbage bins”

O. 17 years old

“I want to become a social worker – I have gone through many things and I can do a lot for others”

V. 17 years old

PROTECTION

Protection of children against HIV/AIDS and TB

The social protection of vulnerable groups is one of the concerns of Save the Children. More and more families face the risk of poverty, lack of jobs, and children are most affected in such situations. The protection programmes aim at providing direct support to children who are economically exploited or at a risk of exploitation as well as their families, street children and those from disadvantaged communities, by providing social, educational, psychological, legal services and facilitating their access to medical services. The activities conducted contributed once more to the development of responsible health attitudes and behaviours.

Psycho-social support for street children and youngsters susceptible of and suffering from TB

64 social inquiries, 111 customized intervention plans, 55 psychological evaluations, 58 psychological counselling sessions were conducted and 28 persons suffering from TB completed their treatment in the period January-June 2010. The counselling program led to an improvement of the beneficiaries' self-esteem, overcoming the traumas suffered, improving the relationships between child and family, making parents responsible and aware of the importance of the TB treatment and ensuring the child's proper development.

Prevention of TB transmission among street children and youngsters by health education and efficient treatment for those suffering from TB

250 street children and youngsters were informed, and 16 peer educators were trained in order to ensure the information and monitoring of persons suffering from TB. 111 persons suscep-

ted of TB were referred to specialised units, 34 of whom were diagnosed with TB (11 patients with positive microscopy).

Following the meetings organised in the beneficiaries' living environment (street, community) or institutional points (day-care centres), the street children and youngsters identified by this programme acquired knowledge about transmission, general signs and symptoms, prevention, as well as access to diagnosis and free treatment.

Prevention of HIV infection in Roma communities from Dâmbovița, Timiș and Vrancea Counties

Ensuring the right to health for children and teenagers is one of the traditional objectives of Save the Children. Difficult access to healthcare information and assistance in the poorly-developed rural areas, particularly for a population which also faces educational shortages has also been a challenge in the implementation of this project. The project, started in July 2007. **15,071 Roma people informed** about prevention methods.





Photo: Bogdan Iuraşcu

PROTECTION

Protection of children in emergency situations

The children in Suceava and Botoșani affected by floods in June 2010 have received support from Save the Children Suceava branch, with the help of our colleagues in Iași, Mureș, Brașov, Constanța and Neamț.

Save the Children Suceava teams intervened quickly in the flooded localities— Voievodeasa, Horodnicu de Sus, Dornești, Bilca, Burla, Frătăuții Noi, Pătrăuți and Horodnicu de Jos, Dărmănești, Zamostea (Suceava County) and Dorohoi, Hilișeu (Botoșani County): **2,984 children** and **3,246 adults** were provided emergency aids and first-necessity goods (foods, hygiene-sanitary items, household items, detergents, clothes, shoes, confectionery, toys, a.s.o.).

After the emergency interventions, Save the Children Romania took the initiative to take the children out of this dramatic environment and send them to school camps. Thus, **175 children** from Dornești, Dorohoi, Zamostea, Hilișeu, Dărmănești and Voievodeasa participated in the 6 camps organised by Save the Children in Muncel, Eforie Sud and Neptun. Following the

assessments conducted by Save the Children specialists and taking into account the impact of the floods on the affected children, the decision was made to develop psychological counselling activities for a longer period of time in the localities affected by floods, in order to provide post-traumatic support for the affected children. **870 children** were evaluated and **250 children** were included in the psychological counselling programme of Save the Children, a programme which provided educational and recreational activities, as well as a daily warm meal. 312 children were included in educational activities. For 520 children stationery, books and school uniforms were bought

In Dorohoi, one of the most severely affected towns, in School no. 1 and Kindergarten no. 10, the classes could no longer be held because of the damaged roofs and the water



infiltrations in the classrooms. Save the Children Romania, together with ING Asigurări de viață and Adevăruț Holding, were actively involved in the renovation and rehabilitation of the school and of the kindergarten, so that 400 children could return to school.

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Photo: Save the Children Romania

Monitoring of child rights

Permanent process of observation and research, monitoring of child rights is at the heart of Save the Children initiatives. Issues such as the consistency of the Romanian legislations with the UN Convention, analysis of the child's life and observance of his/her rights, assessment of the social and educational policies are the main focus of the specialists from the Centre for Information, Research and Documentation on Child Rights.

“Analysis of the mental health services for children in Romania”

The qualitative, exploratory research aimed at identifying the perceptions and attitudes of the specialists in the medical field, and of the teachers and parents with regard to the paediatric mental health system, as well as at finding possible solutions to improve these services. The quantitative research consisted in the analysis of the psychiatric hospitals' data base with 128,702 cases of children with

mental health disorders and was part of the second stage of the study.

The study revealed that the efficiency of the therapy is diminished by the orientation of the public mental health system towards treatment rather than prevention, the low number of specialists in this system, the difficulty to create a multidisciplinary therapeutic team, the difficult collaboration with the educational system, as well as the parents' reluctance. At the same time, school integration of children with mental health disorders is

difficult, because of the lack of adapted programmes, the low number of school counsellors, corroborated with the fact that a large part of them do not have competencies in mental health, as well as the faulty functioning of the support teacher institution.

“Free education costs!”

The research aimed at establishing whether compulsory education in Romania is free, as provided by the legislation in force, and identifying the manner and level of participation of the parents, children and teachers in the decision-making process with regard to the use of funds.

The research results were based on the answers provided by over 700 parents and 300 teachers. According to these results, the average costs incurred on the family in a school year for child schooling is 1,490 RON, but there are also cases when this total cost can exceed 4,500 Ron per year, per pupil.



Children's rights to opinion and participation

There are Pupils' Councils in all schools, but they are often formal, decorative bodies, and the teachers decide on behalf of the children. **"Together for a community based on participation, mutual respect and support"** is a project where the Pupils' Councils coordinated activities regarding

multicultural education, development and implementation of projects to the benefit of the communities. Over **600 pupils** were consulted in 65 schools and high-schools situated in the following counties: Braşov, Iaşi, Ilfov, Maramureş, Mureş, Suceava and the Municipality of Bucharest, and, based on their opinions, **Guidelines for**

Pupils' Councils were developed to help them increase the participation level in the decision-making activity of the school. A change of attitude could be noted among the Councils' members, as well as higher trust in their capacity, more courage in expressing opinions and increased valorisation from the teaching staff of the school.



CHILD RIGHTS

Children's views on engaging in European and international decision-making

The event was organised on November 19th, 2010 marking the day when the General Assembly of the United Nations adopted the Convention on the Rights of the Child (November 20th, 1989).

A component of the European project "Children's views on engaging in European and international decision-making" funded by the European Commission, the consultation aimed at finding out the opinions, experiences and preferences of the children from United Kingdom, Austria, Estonia, Ireland, Republic of Moldova, Romania and Russia about their engagement in European and international decision-making.

Some of the conclusions of the consultation were:

- Most children who participated are familiar with institutions like the European Union and the UN, but have limited information about the decision-making processes taking place in these institutions;

- All consulted children have a strong desire to be engaged in national, as well as European and international decision-making, being able to contribute themselves in the improvement of the children's situation and observance of their rights;
- Children want to find out about the decision-making processes which they can engage in from school, the Internet or by means of information campaigns conducted by non-governmental organisations;
- 64% of the children present in the event consider that some children have more opportunities than others to participate in the European and international decision-making; children from developed countries, children from rich families and those with very good school results.

"This event helped me communicate freely, without emotions. It was nice to network with other children and I was happy to see that there are people who think of us and try to help us. I am excited to have participated and learned about children's participation, European and international institutions."

Teodora, 12 years old

CHILD RIGHTS

Global Campaign for Education (GCE)

Within the context of the global financial crisis which forced many world countries to drastically cut down on education financing and international aid for education, it was natural that the 2010 edition of the Global Campaign for Education was dedicated to appropriate funding of public education as an obligation of all world states.

For the fifth consecutive year, Save the Children was the GCE coordinating organisation in Romania, and the priority directions at national level were the insufficient financing of public education and the issue of "hidden" costs of the education as an obstacle in the access to education.

On April 20th, 2010, over **61,000 persons** (pupils, teachers, parents, representatives of the public authorities

as well as other members of the local communities, and public figures, particularly from the sports world) took part in the **Lesson for All**. Pupils from over 300 educational units sent letters and messages on this topic to the relevant authorities, and submitted possible solutions to the problems created by the insufficiency and lack of transparency in the financing of the educational system.

1 Goal for education petition

On May 11th, Save the Children Romania opened 1 Goal for education petition to be signed, thus joining the international efforts to raise awareness of the world leaders with regard to the actions required from the international community with a view to fulfilling the **Education for All- EFA Objectives** established in Dakar, in 2000 by 180 countries of the world, including Romania.

Upon the launch of this petition at the national level, Save the Children Romania organised a meeting between a group of children (mostly coming from vulnerable groups and among the beneficiaries of certain Save the Children assistance programmes) and media and sports figures. Melania Medeleanu, Sanda Nicola, Andreea Raicu and Leonard Doroftei told the children about how education helped them fulfil their dreams and be successful.

In 2011, the Global Campaign for Education will focus on education for girls and women and aim at bringing at the forefront the importance and effects of their education.



Photo: Save the Children Romania



Photo: Save the Children Romania

„We have rights”

Save the Children is an organisation perceived, in Romania, as a landmark in the promotion and protection of child rights. According to the European Eurobarometre (2009), over 8 of 10 Romanian children state that they know their rights (83% compared to the European average of 65%).

“We have rights!” Programme started as early as the establishment of the organisation (April 1990) aiming at informing children with a view to raising awareness on their rights and responsibilities, educating the adults

about children and their rights, increasing the level of observance of child rights and stimulating children and youngsters to participate in social programmes and actions. In 2010, the programme components were:

Information sessions and debate groups

In Bucharest and in the subsidiaries, over **18,000 children from 210 schools** participated in information sessions on the topic of their rights

and responsibilities. The meetings were organised with the help of 425 volunteers, who were previously trained through specific trainings.

“Child rights” national contest

This year's topic was the principle of non-discrimination and equal opportunities for children, by promoting diversity. Over 100 teams from Bucharest and subsidiaries registered in the contest. The final phase of the contest took place during the Annual Children's Meeting (Sărata Monteoru, July 1st-7th, 2010), and the winning teams were: first place, School no. 8 Reșița (Caraș-Severin Subsidiary), second place, School no. 7 Bucharest, third place, “Petre Ghelmez” School no. 58 Bucharest.

Children's National Forum

The 2010 edition of the Forum was developed under the umbrella of “Youth against violence” project and brought to the forefront the consultation of children with regard to the problems they are confronted with and identification of concrete solutions to prevent violence in the school environment. Around 115 children and youngsters, Save the Children volunteers, aged between 12 and 18 met in Bucharest between May 31st and June 2nd to discuss four topics in workshops: *violence in the school environment, violence in the online environment, children participation and volunteering*. On the last day of the forum, the children gathered at the Parliament's Palace to meet representatives of the authorities: Ministry of Education, Research, Youth and Sports; Subcommission on Children's Rights - Chamber of Deputies; Ministry of Communications and Information Society; National Authority for Family and Child Protection; Bucharest Police; National Council of Pupils and National Audiovisual Council of Romania.

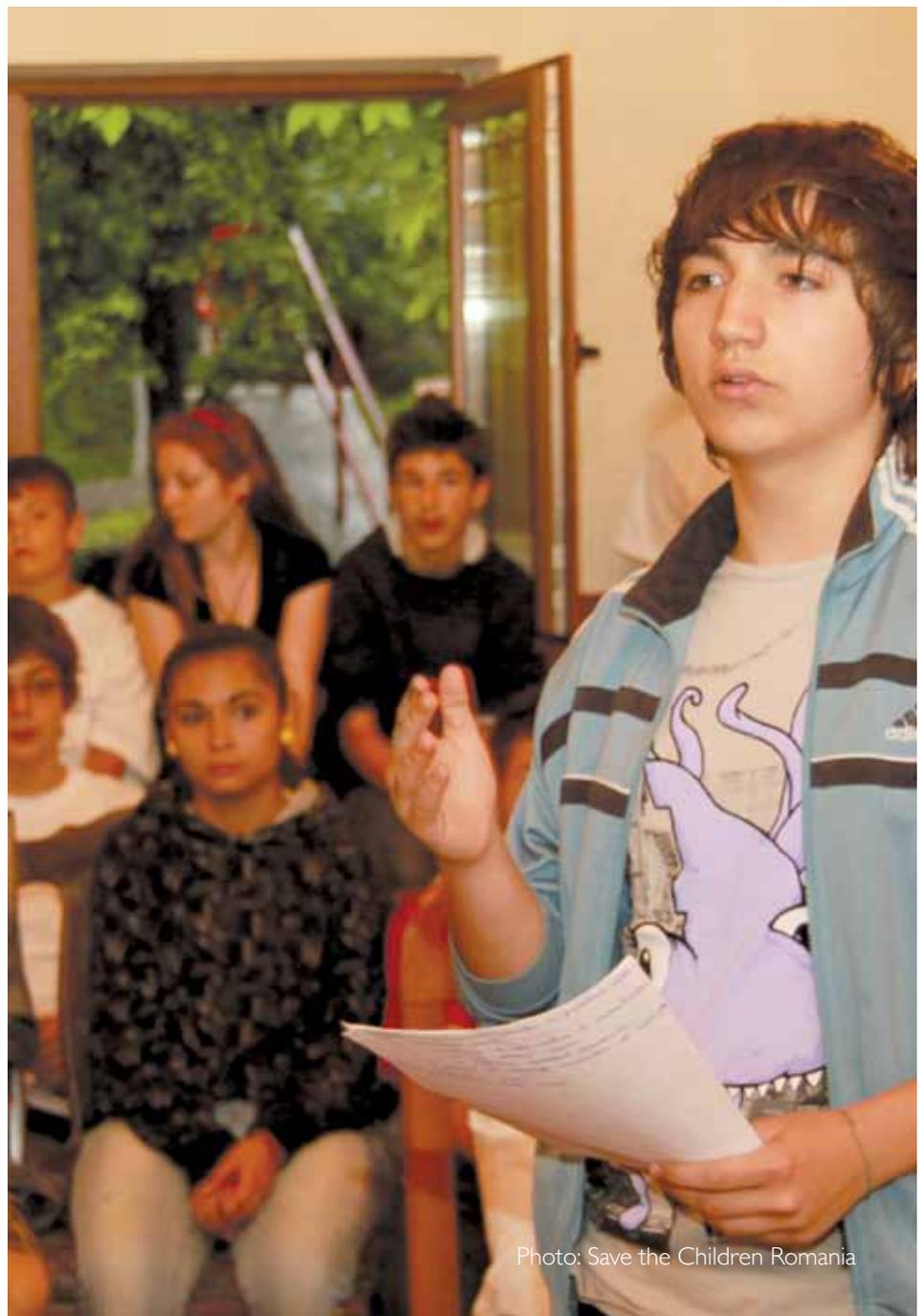


Photo: Save the Children Romania

Youth against Violence

The Sectoral Operational Programme Human Resources Development 2007-2013 – Invest in people targets the development of local, regional and national structures and mechanisms for information, training, monitoring and communication in the field of prevention and fight against violence in schools.

4.000 children and 204 volunteers were involved in interactive activities, the general topic of which was violence prevention in 50 schools from Bucharest, Argeș, Timiș, Mureș, Dolj, Neamț, Iași, Suceava. Save the Children

contributed to the training component for **530 teachers and 204 volunteers**.

The training sessions focused on the prevention of and response to violence situations in school, by providing various working tools: programme support to reduce the number of aggressive behaviours in the classroom, behavioural management in the classroom; leaflet about fighting violence in school addressing topics such as causes and aggressive behavioural reactions of pupils; film about the development of the interactive activities by the volunteers with the pupils in schools.



Photo: Save the Children Romania

Children and youth - major partners in promoting child rights

Young Volunteers Centre promotes participation and volunteering among children and youth, by providing opportunities for active involvement in the life of the community.

In 2010, **1,750 volunteers** participated in training sessions and conducted, together with specialists, activities specific to the organisation's programmes, being encouraged by the coordinators to put in practice many of their own project ideas.

The volunteers involved themselves in: *promotion of child rights, education for health, online safety for children, fighting violence in schools, alternative forms of education for economically exploited children, integration of refugee children, protection of home-alone children.* The specific activities conducted by volunteers are: informational sessions and campaigns, public debates, social campaigns, forum theatre, trips, thematic summer schools and direct support to children without a proper parenting care.

The online national platform **www.evoluntar.ro** has become a landmark for the promotion and identification of volunteering opportunities and management of the volunteering demand and offer at national level. In 2010, a representative of Save the Children became a member of the Executive Council of the Federation of Organisations supporting volunteering in Romania - VOLUM.

The volunteers participated in many national events (ONGfest, National Volunteering Week, Children National Forum, Annual Children Meeting, Safer Internet Day, Educational Fair, Forum theatre on the International Missing Children's Day) and international events (Building Peace, Children and Young People's Initiatives – Regional Workshop Sarajevo, Safer Internet International Forum from Luxembourg).

"I am a pupil in Save the Children and I am helped with my homework by a volunteer, Magdalena, who comes in her spare time to help me do my homework. I find it easier now to understand math formulas as she is patient and likes to help me. Even though she is older than me, we talk by first names and I like this very much."

Claudia (12 years old), a pupil within COREI school education project

SUBSIDIARIES

Argeş

By the child rights promotion programme, **1,800 pupils** and **70 teachers** were informed about the rights of the child and the measures they can take to observe them. Workshops and debate groups were organised in 8 schools, 2 high-schools and 4 kindergartens from Piteşti, as well as in 5 schools in the rural area. Moreover, information activities were conducted on the topic of child rights in the following institutions: Children's Club, Aşchiuţă Children Theatre, Argeş County Museum, Argeş Cultural Centre.

In 2010, in partnership with Argeş Public Health Directorate, a project was initiated aiming at **increasing the access to primary medical prevention services**, as well as **promoting healthy nutrition and physical activity among children and teenagers**.

Braşov

Opened in the last quarter of 2009, **Brasov Educational centre for children exploited through labour** benefited 60 children from the mass primary education system and children included in the "Second chance" programmes for whom educational activities were organised, consisting of tutorials in basic subjects; additionally, they benefited from social services and material support.

Bookmark project, launched in August 2010 with funds from Raiffeisen BANK, comes with donations of books to support children from the rural area, pupils who learn in schools without libraries or whose libraries have a book shortage, with a view to encouraging children to choose reading as a leisure alternative. The project will continue with the organisation of literary circles coordinated by volunteers.

Bucharest

In 2010, Bucharest subsidiary continued to develop educational events as part of the programme **Together for Education**, as well as counselling and school orientation activities within the programme **Dialogue between generations**.

In July, the **Summer School from Vălcăneşti, Prahova County**, was organised for 7 days, where the children from Vălcăneşti, School no. 78 and Kindergarten no. 281 from Bucharest created works on the topic of child rights, learning through art about their rights.

Under the coordination of the volunteers and of the teachers from the partner school units, through the project **"Schools for a green future"**, the children from Bucharest learned to respect the environment, by conducting park enrichment and maintenance activities.

Caras-Severin

As part of the programme **"We grow up together"**, a School after School centre was opened in 2010 for children with parents abroad. The 35 children benefit from social services, psychological counselling, educational and leisure activities.

The Educational Centre within School no. 7 Reşiţa continued the socio-educational programme for children coming from families with social problems, at risk of drop-out, having 25 children as beneficiaries. They participated in educational and socialisation activities and were provided with nutritional support, school supplies, clothes and shoes. Every week, 6 volunteers helped the children with their homework and organised recreational activities.

Constanţa

In 2010, as part of the project **"First Steps" Social Kindergarten**, for children from disadvantaged areas, mostly Roma, 60 children benefited from the services provided, whereas the **Summer Kindergarten** benefited 30 children old enough to be registered in the 1st grade. All 30 children were subsequently enrolled in the 1st grade.

Inaugurated in January 2010, **"We grow up together" Centre** from Mangalia provides educational, sociological and psychological services for 60 children with parents abroad, primary and secondary school pupils.

Dolj

On the occasion of the anniversary of the adoption of the Convention on the Rights of the Child by the UN General Assembly, on November 20th, 2010, a series of events was organised at "Fraţii Buzeşti" National College. 130 pupils, 20 volunteers, teachers, parents, representatives of DGASPC Dolj and of the local authorities participated in the **Forum Theatre – "We are not the only ones"**.

In 2010, a "School after School" Centre for children with parents abroad was opened, as part of the programme **"We grow up together"**. The children benefit from social support, help with homework, socialisation, psychological counselling and communication with the parents abroad by means of the computers purchased within the project.

Hunedoara

The Day Centre from Petrila for children in difficulty continued its activity, providing services for 100 children and 50 families.

A new centre was opened, in 2010, by means of the programme **"We**



Photo: Save the Children Romania

grow up together”. This year, 65 children from Petrila, with one or both parents abroad, were registered in the programme.

The Summer Camp, one of the traditional events of Hunedoara Subsidiary, reached its ninth edition in 2010. In the camp, the children become familiar with their rights, debate them, engage in educational-recreational activities and prepare to be future volunteers.

The most important action in recognition of children's school results, **The camp for awarded pupils**, rewards every year 25 awarded pupils on an average, with camps at the Black Sea or the Danube Delta, with support from Henkel Romania. After 11 years of activity, we proud ourselves with more than 250 awarded pupils, 60 graduates from secondary school and 15 students among children coming from families in difficulty.

Iasi

The national consultation on social services reform of August 12th, 2010 aimed at facilitating the dialogue between public and private representatives in order to draw up legislative proposals on the social services system in Romania to make effective the shift from the principles of an assisting state to the principles of subsidiarity and active social inclusion. Organized in partnership with the Romanian Chamber of Deputies, the Civil Society Development Foundation, CENTRAS, „For You” Foundation, CARITAS Foundation, the meeting had as participants more than 100 representatives of local authorities, public and private institutions, members of the Parliament.

Children's Club – Happy Hours project, financed by the European Union and developed in partnership with

V. Conta and Al. Vlahuță Schools and the Economic Administrative College from Iași, aimed at developing and promoting leisure clubs for children with parents abroad. The club's activities were attended by 112 children with at least one parent abroad and 64 children whose parents are not abroad. 113 professionals involved in working with the children were trained in the development of life skills for children. **Family: S.O.S project**, financed by Soros Romania Foundation, aimed at preventing the institutionalization of children coming from families affected by unemployment as a result of the economic crisis. 70 children from 35 families benefited from the project services.

Life skills for vocational success - non-formal educational programmes aimed at reducing the existing gaps in the field of education and improving the life skills of children and youngsters in difficulty. The project activities were



Photo: Save the Children Romania

attended by 2,038 children from the rural environment from Iași, 45 youngsters from penitentiaries and 50 Roma children in difficulty. **The Mobile School** continues the successful project by which a model of alternative education adapted to street reality was created. The concept of the mobile school is based on the following principle: *if you cannot come to school, the school will come to you.*

In 2010, 69 street educational activities were developed in 3 disadvantaged areas from Iași, 70 children were provided material aid, 16 children were integrated/reintegrated in school and 14 children benefited from medical services.

500 children from disadvantaged areas were the direct beneficiaries of a programme for the development of personal safety skills within the project

Safe you, safe me – life skills development programme. 25 proximity police officers and 20 teachers were trained in the development of the children's life skills.

Community Resource Centre for Children with Parents Abroad project was awarded the third prize in the Health section within the 2010 Civil Society Gala.

SUBSIDIARIES

Mureş

In 2010, the **Counselling Centre for abused, trafficked, neglected children** and the **Resource Centre for Parents** handled 6 cases of physical abuse, 17 cases of emotional abuse, 17 cases of sexual abuse, 4 cases of neglect, 4 cases of human trafficking, 27 cases with other disorders. 60 parents were counselled, and 17 specialists and 20 volunteers benefited from the centre services.

As part of the project **Stop the marginalization of children suffering from TBC**, 100 pupils and 100 teachers were informed about disease transmission, and 115 children hospitalized at the Pneumology Hospital no. 1 attended socio-emotional skills development activities. The study room within the Children's Department of the Pneumology Hospital of Tg Mureş was properly equipped.

20 volunteers were trained in the summer camp organised in Bran, Braşov County as part of the project **Stimulating youth participation in volunteering actions**.

Neamţ

With the overall objective of promoting awareness and observance of child rights, Neamţ Subsidiary conducted activities to promote the UN Convention on the Rights of the Child, gathering over **2000 children** from 24 schools in the urban and rural environment. As part of the project **"I have something to say – my health counts!"**, over 5000 persons were informed about observing the child's right to health and child rights in general.

"We have the right to a world without drugs" project was implemented in partnership with the Anti-Drug Prevention, Assessment and Counselling Centre of Neamţ, aiming at increasing the influence of the protection factors at small ages in order to avoid or at least delay the start of

alcohol, tobacco and drug consumption. Over 250 children participated in the activities organised within the project.

Suceava

November 20th, the date when the UN ratified the Convention on the Rights of the Child, was marked this year by an activity organised in partnership with the House of Culture, at which **over 200 children** from the local schools took part. The event was also attended by representatives of the State institutions involved in the protection and promotion of child rights: DGASPC, ISJ, IPJ, ANITP, People's Ombudsman.

Over 80 volunteers from Suceava and Botoşani were involved, on September 25th, in the National Cleaning Day within the campaign **Let's do it Romania**.

Timiş

The local projects of "Volunteers for rare diseases" and "Hearty Friends" continued also in 2010.

"Volunteers for rare diseases" project is implemented by volunteers – students of the Medicine Faculty from Timișoara. The project aims at improving the quality of life for the children with disabilities caused by rare genetic diseases and the quality of information on disease identification,

prevention and counselling. The activities are based on the direct relationship between specialised volunteers, patients and families, using therapy by play, art and group therapy. In addition to these activities, information and public awareness campaigns were developed during the project, as well as seminars for parents with children suffering from rare diseases.

As part of the project **"Hearty Friends"**, the volunteers of Timiș Subsidiary meet children with Down syndrome twice a month, organising recreational activities. The group of Hearty Friends' beneficiaries is on average **20 children and youngsters** and one attendant for each.

Vaslui

In August, the **Orientation and Resources Centre for Inclusive Education** was opened in Vaslui Subsidiary as part of the project Complex educational services for the prevention and correction of school drop-out. The centre's activities aim at providing educational and social support to children from disadvantaged categories who dropped out of school at early ages or were never registered in school and to those who are at a risk of dropping out. In 2010, the project target group was identified and educational activities were initiated.



Photo: Save the Children Romania

International



HEALTH & NUTRITION

Every Child Matters - Every One Campaign

In Romania, twice more children die in their first months of life compared to the European average. One of the causes is prematurity – as they are born too soon, premature children are fragile – even a speck of dust can be fatal. Romania holds the sad record of being the European Union country with the highest percentage of infant mortality – 10.1%.

Under these circumstances, Save the Children initiated a pilot project – **Every Child Matters** – first of all to draw attention on the serious situation of the children's right to life, medical assistance and proper care. The most affected are children from disadvantaged categories. A major role pertains to the families, mothers in particular, who must be informed

on how to take care of newborns and provide safe growing conditions for the child.

Save the Children, in partnership with the pharmaceutical company GlaxoSmithKline (GSK) and with the support of the Ministry of Health, is developing this comprehensive programme in order to reduce mortality among children below the age of 6.

The project, launched in November, is developed in 4 counties: Braşov, Caraş-Severin, Dâmboviţa and Vrancea –16 localities in total, mostly rural, and a number of around 1000 persons (pregnant women, young mothers and children under the age of 5) will benefit from information, counselling and material support.

"Every Child Matters" project is part of the global **Every One Campaign** developed by Save the Children International, as of 2009 in over 42 countries. Worldwide, a child dies every three seconds, which means that around 8.8 million children die every year. At the global level, the lives of 500,000 children will be saved by this project every year.



REWRITE THE FUTURE

"Together, we rewrite the future for millions of children" ("Rewrite the Future") is the first global campaign gathering all the 29 members of Save the Children International in their efforts to provide

access to education for children in the countries affected by armed conflicts; in September 2009, it celebrated its sixth anniversary and a track record of bringing **1.4 million children** to school, which is the equivalent of

opening 2 new schools every day. In Romania, the campaign is coordinated by Save the Children Romania, addressing priority issues related to education and promotion of access to education for refugee children.

Save the Children supports and monitors the observance of the legal obligations of the authorities, parents, teachers and specialists who are active in the complex process of child rights implementation and contributes to the improvement of policies and laws to the benefit of children. In this regard, Save the Children proposed legislative amendments and, when necessary, opposed to legislative amendments which were contrary to the children's interests.

Reestablishment of the National Authority for Family and Child Rights Protection

Following the decision of the Romanian Government to dissolve this important structure with a strategic and monitoring role in the field of child rights protection, **Save the Children lobbied for its reestablishment** based on the following arguments: 1) child rights protection is a primary responsibility of the authorities in the context of the economic crisis; 2) The UN Committee on the Rights of the Child, as part of the recommendations to the Country Report to strengthen "the inferior status of ANPDC"; 3) the European Union recommended Romania to strengthen the capacity and role of ANPDC; 4) the child's best interest must become a priority for the Government of Romania.

Law on National Education

After a series of public consultations organised by the Ministry of Education, Research, Youth and Sports, Save the Children organised debates (focus-groups) with the parents, teachers and children in order to identify their interests and views about the development of the educational system. Their input was used to develop amendments and observations to the draft law. One of Save the Children proposals was to enshrine by law the principle of children and youth participation in school decision-making. Thus, a provision was included in the law (Art. 80, par. 1), according to which "All major decisions shall be taken by consultation with the representatives of the primary beneficiaries (pre-kindergarten children, preschoolers and pupils), respectively the National Pupils' Council or other representative associations of pupils".

The protection of refugees in Romania (Law 122/2006 on Asylum in Romania)

Save the Children supported the right to education for asylum-seeking children. In its initial form, the law provided access to a preparatory course for school enrolment only for children who acquired the refugee status; however, it sometimes took up to two years for them to acquire this status, so that they could not be schooled during this period. The law was properly amended, regulating the access to education for minor asylum-seekers.

Law 273/2004 on the legal status of adoptions

The amendment of Law 273/2004 is a necessary step towards establishing clear rules for an appropriate family environment for children included in the adoption procedure in Romania. One of the articles proposed aims at regulating the right of the parents who were terminated their parental rights to consent to the child's adoption. . Once the parental rights were terminated or banned, the parent, particularly the one sanctioned for ill treatments or other more serious offences against their own child, should no longer maintain this right, as adoption is based on the child's best interest.

Law no. 217/2003 on the prevention and combating of domestic violence

Save the Children participated in the round table "Improving the legislative framework in the field of prevention and combating of domestic violence", organised by the Senate's Commission for Equal Opportunities, supporting the need to protect the children, collateral victims of violence between parents, by emergency

psychological counselling and periodical monitoring of their family, even when the victim and the aggressor rebuild their domestic relationships.

Child allowance

Save the Children opposed the draft law initiated by the Ministry of Labour, Family and Social Protection on the introduction of differentiated state allowances for children, based on the parents' material situation, which flagrantly breaches the fundamental legislative documents regarding child rights protection. The legislative initiative was abandoned, and consideration was given to the establishment of variable financial aids, independent of the universal right to the state allowance, which would take into account the family's material situation and the educational, medical or social needs of the children.

Other lobby and advocacy activities:

Drawing the attention on the serious consequences on birth rate increase, and taking into account that **the child rearing allowance** is currently the only support measure for many families with children between 0 and 3 years of age, Save the Children requested the maintenance of the amount set out by Emergency Government Ordinance 148/2005 on family support in child rearing.

As a member of the working group organised by the Civil Society Development Foundation with a view to amending the **legislation on social services**, Save the Children supported the following proposals: equal access to contracting for public and private social services providers; balance between social services and social benefits; establishment of cost standards per beneficiary, who should be able to choose the social services provider; accreditation of providers, instead of social services.

The proposals for amending **Law 195/2001 on volunteering** aimed at enhancing state support for volunteering, at least in terms of reducing taxes and fees for all legal entities which conduct volunteering activities, or setting up a National Volunteers' Registry, in order to keep accurate records of the number of volunteers or the types of activities.



CORPORATE



Photo: Save the Children Romania

Kaufland Romania

Kaufland Romania provides financial support for the Educational Centre from Târgoviște, a school reintegration and drop-out prevention programme (2009-2010) for children from the disadvantaged areas of Dâmbovița County. The centre provides educational services for 246 children through the programmes "Second Chance", "School-after-School" and preschool education.

GlaxoSmithKline (GSK)

The pharmaceutical company GlaxoSmithKline (GSK) provides financial support for the pilot year of "Every Child Matters" campaign, a programme aimed at reducing infant mortality and improving the health of children between 0 and 5 years old.

Alcatel - Lucent Foundation

Alcatel – Lucent Foundation supports Timișoara Educational Centre, within the school reintegration programme for disadvantaged children and youngsters from Timiș County, "Education – the path to a decent life". In the first project year, **225 children/ youngsters and their families** benefited from complex educational and social services, the activity of the centre's team of specialists including intervention on the street and in the community, alternative forms of education, social assistance services, as well as multiple extracurricular activities for children.

ENEL Cuore Onlus / Intesa Sanpaolo Bank

Enel Cuore Onlus and Intesa Sanpaolo Bank provide financial support for the programme "We grow up

together", addressing children left alone at home after their parents went abroad to work. The programme is currently implemented in Timis, Caraș-Severin, Hunedoara, Dolj, Dâmbovița, Argeș, Constanța Counties and in Bucharest.

Selgros Cash & Carry

The boxes located in Selgros Hypermarkets from Bucharest, Mureș, Iași, Timiș, Dolj, Constanța, Brașov, Suceava, Galați, Brăila, Cluj-Napoca, Arad, Ploiești, Oradea, Bacău helped us raise necessary funds to develop education and protection programmes for children.

IKEA

The "Soft Toys Campaign" was developed globally by Save the Children, IKEA and UNICEF (November 1st – December 24th, 2010). The funds thus collected supported the parental education programmes carried out by

Save the Children. For every soft toy purchased from IKEA network, 1 euro was donated to the support of children and parents in emotionally vulnerable situations.

Cora

In the period May 4th – June 15th, 2010, Cora Sun Plaza Hypermarket and Save the Children organised, for the sixth consecutive year, the fund-raising campaign "Open Heart Month", aiming at providing support for children from Bucharest who dropped out of school because they have to work to provide for their families. With the money raised from the sale of the promotional bracelets, **205 children beneficiaries** of the Educational Centre of district 1 and of the Educational centre of School no. 71 of district 2, were supported in the school year 2010-2011 for school integration /reintegration, with the support of DGASPC district 1, Bucharest and of "Iovan Ducici" School No. 71 district 2, Bucharest.



PARTNERSHIPS

FESTIVAL OF CHRISTMAS TREES

The Festival of Christmas Trees is the ideal opportunity to prove social solidarity by donations which are directly and transparently received by the children included in the Save the Children programmes. At its tenth edition in 2010, the Festival of Christmas Trees is a comprehensive charitable event, aimed at providing support for children who live in vulnerable social environments.

Over the first nine editions, the Festival of Christmas Trees raised 2,000,000 euro. The money was used to purchase books for the school libraries (the first two editions) and for the school integration of working children, facilitating the access to education and prevention of school drop-out for 10,400 poor families. Their families were also provided financial support and counselling in the 18 centres from Bucharest, Cluj-Napoca, Craiova, Iași, Focșani, Bistrița, Petrila, Reșița, Târgu-Mureș, Timișoara, Târgoviște, Constanța, Topoloveni and Brașov.

The 2010 edition of the Festival of Christmas Trees, a Save the Children-branded fund raising event, brought to the spotlight 22 original trees, each of them illustrating what Christmas means and the joy of giving for the designers who joined the project: **Wilhelmina Arz, Irina Marinescu, Lena Criveanu, Venera Arapu, Stephan Pelger, Oxette, Victoria 46, Mihaela Glăvan, Conf. Dr. Univ. Alexandru Ghilduș and Mihnea Ghilduș, Rita Mureșan, Ana Wagner, Cristian Samfira, Iris Șerban, Claudia Castrase, Ingrid**

"For ten years, the Festival of Christmas Trees brings the holiday in the lives of the children for whom even the smallest wishes are difficult to fulfil. Owing to the extraordinary support of famous designers and renowned companies, as well as to the social involvement of personalities from various fields, Save the Children Romania managed to reach these children directly, supporting them to go to school. There is nothing more important than the contribution we can have, by bringing normality in the life of a child".

Gabriela Alexandrescu,
Executive President –
Save the Children Romania

Vlasov, Lajos Ugron, Andreea Mușat, Rhea Costa & Malvina Cervenschi, Valentin Vărtosu. The trees created by the designers were joined by those made by the pupils from **Mark Twain International School, European School from Bucharest** and **Save the Children Romania.**

During the Gala on December 9th, 2010, companies and businesspersons from Romania donated **274,490 euro.** The funds will provide the support necessary for the schooling of the 7,953 children identified in risk situations, included in the school integration/ reintegration programmes from the 43 socio-educational centres of Save the Children in 39 towns across the country. With sustained efforts and support from the sponsors, the children receive educational support, psychological counselling and material support.





Campaign to redirect 2% of the income tax

In the period April-May, Save the Children developed the campaign “**Turn 2% of the income tax into books for children**”. According to this legal provision, any taxpayer can offer direct support for the education of children from disadvantaged communities, by redirecting 2% of the income tax, without incurring any additional costs.

The amount collected (**166,075 euro**) was used to support the education of children at a risk of school drop-out. Thus, **2,447 children** were helped with supplies, school uniforms, clothes and food. Of them, 446 children were included in the Second Chance Programme, 1,075 children attended the School after School programme, and 926 children and their families benefited from social and legal counselling.

FINANCIAL REPORT 2010

Current no.	EXPLANATIONS	AMOUNT (EUR)
I.	REVENUES	4,218,162
1	European Social Fund under the Sectoral Operational Programme Human Resources Development 2007-2013 "Invest in People"	1,444,952
2	Governments of Norway, Principality of Liechtenstein and Iceland under the Financial Mechanism of the European Economic Area.	499,118
3	Innovation Norway	244,650
4	Phare Payments and Contracting Office	227,300
5	2009/2010 Festival of Christmas Trees	211,791
6	European Commission – Safer Internet	192,264
7	Save the Children Sweden	143,065
8	2% of the global income tax	165,382
9	U.N.H.C.R. - United Nations High Commissioner for Refugees	132,518
10	Banca Comerciala Romana	92,416
11	Kaufland	91,310
12	Global Fund to fight HIV/AIDS, TBC and malaria	89,490
13	GlaxoSmithKline	55,340
14	C.E.E. Trust	54,667
15	Save the Children International	54,459
16	Save the Children Italy	53,488
17	Intesa Sanpaolo Bank	50,012
18	Selgros collection boxes	46,651
19	BJORGVIN VIDEREGÆNDE SKOLE School-Bergen-Norway;	43,719
20	Fees, contributions from individuals	40,369
21	Save the Children Austria	27,337
22	SOROS Foundation	26,293
23	Save the Children UK	24,376
24	County Council and Mayoralty of Timisoara, Mures County Council, Mayoralty of Iasi, Mayoralty of Petrosani, Neamt County Council	12,827
25	Save the Children Netherlands	10,000
26	AVIVA	9,891
27	Save the Children Denmark	9,174
28	Henkel Romania / Petrila Educational Centre	8,473
29	Save the Children Norway	8,175
30	Alliance for England	7,251
31	Bricostore, Fidelio, H.Coanda Airport etc. collection boxes	6,852
32	Hypermarket CORA – Open Heart Month	4,906
33	Other donations, contributions and sponsorships from legal entities	85,978
34	Other financings	31,197
35	Bank interests	12,471
II	EXPENSES	3,566,520
A.	PROJECTS	3,241,997
1	Ensuring children's right to protection	1,926,982
2	Promoting and ensuring children's right to education	1,135,370
3.	Promoting and ensuring the observance of child rights	120,235
4.	Interventions in emergency situations	59,410
B.	ORGANISATIONAL DEVELOPMENT	75,037
C.	ADMINISTRATIVE EXPENSES	122,481
D.	FUND-RAISING AND COMMUNICATION	127,005

* In 2010, the organization obtained in-kind contributions, amounting to 84,951 EUR

2010 Revenues (euro)	4,218,162	of which:
* not-for-profit organisations from the country and abroad and international bodies	1,833,522	43%
* fees, contributions, donations, sponsorships	914,390	21%
* European structural funds	1,444,952	34%
* State institutions	12,827	1%
* bank interests	12,471	1%

2010 Expenses (euro)	3,566,520	of which:
* projects	3,241,997	91%
* organisational development	75,037	2%
* administrative expenses	122,481	3%
* fund-raising and communication	127,005	4%

Ensuring children's right to protection

1,926,982 euro

1. Protection of children against violence and economic exploitation	1,370,154
2. Protection of children on the Internet - Sigur:Info Project	188,750
3. Protection of children against HIV/AIDS, drugs, STDs and Tuberculosis	196,046
4. Reduction of infant mortality	3,768
5. Home-alone children	168,264

Promoting and ensuring children's right to education

1,135,370 euro

1. Preschool education for children from disadvantaged categories	184,504
2. Access to education for economically exploited children / „Second Chance” Programmes	714,986
3. Educational integration of refugee children and asylum-seekers	132,518
4. COREI - Development of social services	103,362

THE ACTIVITY OF SAVE THE CHILDREN is conducted at the GENERAL SECRETARIAT and in 13 subsidiaries:

TOTAL FUNDS =	4,218,162 euro,
of which:	
General Secretariat	3,699,835 (88 %)
Subsidiaries	518,327 (12 %)

Save the Children Romania financial accounts at 31st December 2010 were audited by KPMG Audit SRL.

Ever since 2004, **Andi Moisescu** has assisted Save the Children in organizing and conducting the Festival of Christmas Trees. In 2009, Andi became a member of Save the Children's Steering Committee.



SUPPORTERS

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

Strategic partner:



Main sponsors:



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Winners of the Christmas Tree auction:



Marius Ivan, Camelia Șucu, Anca Bucura.

Special thanks to: Autotalia, B&B Collection, BDG, Casa Isarescu, Centrul Medical Medsana, Cocor Store, Coty Cosmetics Romania, Cristalex, Dent Estet, DIFFstudios, FC Dinamo Bucuresti, I.D.Sarrieri, JW Marriott Bucharest Grand Hotel, Magnolia Spa, My House, Oxette Romania, Jewels & Watches, P&G Beauty, Paralela 45, Patron, Pernod Ricard Romania, Proximity, Puma, Republika Interactive, Restaurant Noblesse, Rhea Costa / Malvensky Charms, Romfilatelia, Roton, Vel Pitar, Vinaria Purcari, Vinexpert, Wagner arte frumoase și povești, Whirlpool Romania, Wunderman.

Supporters of Save the Children programmes:



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Individuals

Marius Ivan, **Anca Bucura**, **Cristian Radu**, Andreas Gravenhorst, Teodorescu, Lina Daniela, Racoviță Adina, Dugneanu Paul, Silvasan Felicia, Apostol Zoica, Grosu Liliana, Constantin Schipor, Cătălin Tolontan, Ștefan Gica, PFA Avocat Maria Necula a.s.o.

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the Children International, Save the Children Netherlands, Save the Children Norway, Save the Children Sweden, Save the Children UK, BJORGVIN VIDEREGÆNDE SKOLE School-Bergen-Norvegia, Soros, Trust for Civil Society in Central and Eastern Europe, UNHCR – United Nations High Commissioner for Refugees

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Adevărul Holding, National Agency against Human Trafficking, National Agency for Community Programmes in the field of education and professional training, Anti-AIDS Romanian Association Iași, Timișoara subsidiaries, „Dăruind vei dobânda și tu” Topoloveni Association, ABA-DEL-TIN Association - Suceava, Betania Association, National Association of Romanian Internet Service Providers, Ovidiu Rom Association, National Authority for Management and Regulation in Communications, Balonul Copiilor, **BCR**, BitDefender, Centre of Information and Research on Child Rights Moldova, Centre of Resources and Educational Assistance of the Municipality of Bucharest, Educația 2000 + Centre, Municipal Psycho-pedagogic Centre Bucharest, National Mental Health Centre, „Step by Step” Centre for Education and Professional Development, Roma Centre for Social Intervention and “Romani Criss” Studies, Sf. Dimitrie Social Centre, Children's Rights Alliance for England, Timotei Cipariu College, National Pupils' Council, National Romanian Council for Refugees - CNRR, Cosmote Romania, Probation Directorate within the Ministry of Justice, Public Health Directorates Bucharest, Iași, Brașov, Dâmbovița, Caraș-Severin, Vrancea, Timiș, Directorates General for Social Assistance and Child Protection district 1, 2, 3, 4, 5, 6 from Bucharest, Pneumolog Primary Doctor Spalatelu Liliana Bucharest, ECDL Romania, Faculty of Sociology and Social Assistance – University of Bucharest, National Federation of Parents' Associations – Pre-University Education, **Civil Society Development Foundation**, Free Trade Unions' Federation in Education, Focus – Romanian Centre for Missing and Sexually Exploited Children, Romanian Forum for Refugees and Migrants - ARCA, Image Factory Foundation, Solidaritate și Speranță Foundation Iași, **Global Campaign for Education**, IGP – Romanian Service to Fight IT Criminality, INHOPE, Innovation Norway, INSAFE, School Inspectorates district 2, 5 from Bucharest, County School Inspectorates Maramureș, Ilfov, county school inspectorates, directorates general of social assistance and child protection and general school from Constanța, Brașov, Reșița, Craiova, Tg Mureș, Petrița, Cluj-Napoca, Târgoviște, Timișoara, Iași, Focșani, Bistrița-Năsăud, Pitești, Călărași, Giurgiu, Slobozia, Alexandria, Ploiești, Tg Jiu, Slatina, Rm. Vâlcea, Drobeta Tr. Severin, Tulcea, Brăila, Galați, Buzău, Adjud, Miercurea Ciuc, Sf. Gheorghe, Alba Iulia, Sibiu, Suceava, Săveni (Botoșani), Bacău, Vaslui, Piatra Neamț, General Inspectorate of the Romanian

Police, School Inspectorate of the Municipality of Bucharest, Institute for Education Sciences, Intuitext, **Kaspersky Lab**, Leap, **Media Pro**, **Microsoft Romania**, Ministry of Administration and Interior, Ministry of Communication and Informational Society, **Ministry of Education, Research, Youth and Sports**, Ministry of Labour, Family and Social Protection – Child Protection General Directorate, Ministry of Health, Ministry of Justice, Romanian Immigration Office - ORI, Orange Romania, Organisation of Refugee Women in Romania - OFRR, Positive Media, Provobis, Realitatea TV, Rnd Software - Livigent, **Save the Children Denmark**, **Save**

the Children International, **Save the Children Italia Onlus**, **Save the Children Netherlands**, **Save the Children Norway**, **Save the Children Sweden**, **Save the Children UK**, SC Agenția OSC SRL, Jesuits Refugee Service in Romania - JRS, Sf. Ștefan Ecologic School Craiova, „Mihai Viteazu” General School Târgoviște, School. I „Sfinții Voievozi” Bucharest, Schools 23 and 141 Bucharest, **TVR I**, **UNHCR – the United Nations High Commissariat for Refugees**, **UNICEF**, UPC Romania, Vodafone Romania, **VOLUM – Federation of organisations supporting the development of volunteering in Romania**

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Sponsors: Pitești Cultural Centre, Așchiuță Children Theatre, Argeș County Museum, SC Nicoral SRL

Brașov

Partners: Directorate General of Social Assistance and Child Protection Brașov, Brașov School Inspectorate, Brașov Local Council through the Social Services Directorate, Regional Anti-Drug Centre for Prevention, Assessment and Counselling Brașov, National Agency against Trafficking in Persons - Brașov Regional Centre, Transilvania University from Brașov – Faculty of Law, Faculty of Sociology, RALU Book Stores, PROMO ONE Magazine, AIESEC, Raiffeisen BANK, Esprit Group, Premium Aerotech

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Sponsors: Mayorality of the Municipality of Mangalia

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Funders: Save the Children Austria, SC Touropa, Selgros Cash&Carry, individuals from Norway.

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Vaslui

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Sponsors: Trust for Civile Society in Central & Eastern Europe, Modena SRL, SC Onimatex SRL, SC Ciboco SRL.



Photo: Save the Children Romania

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