

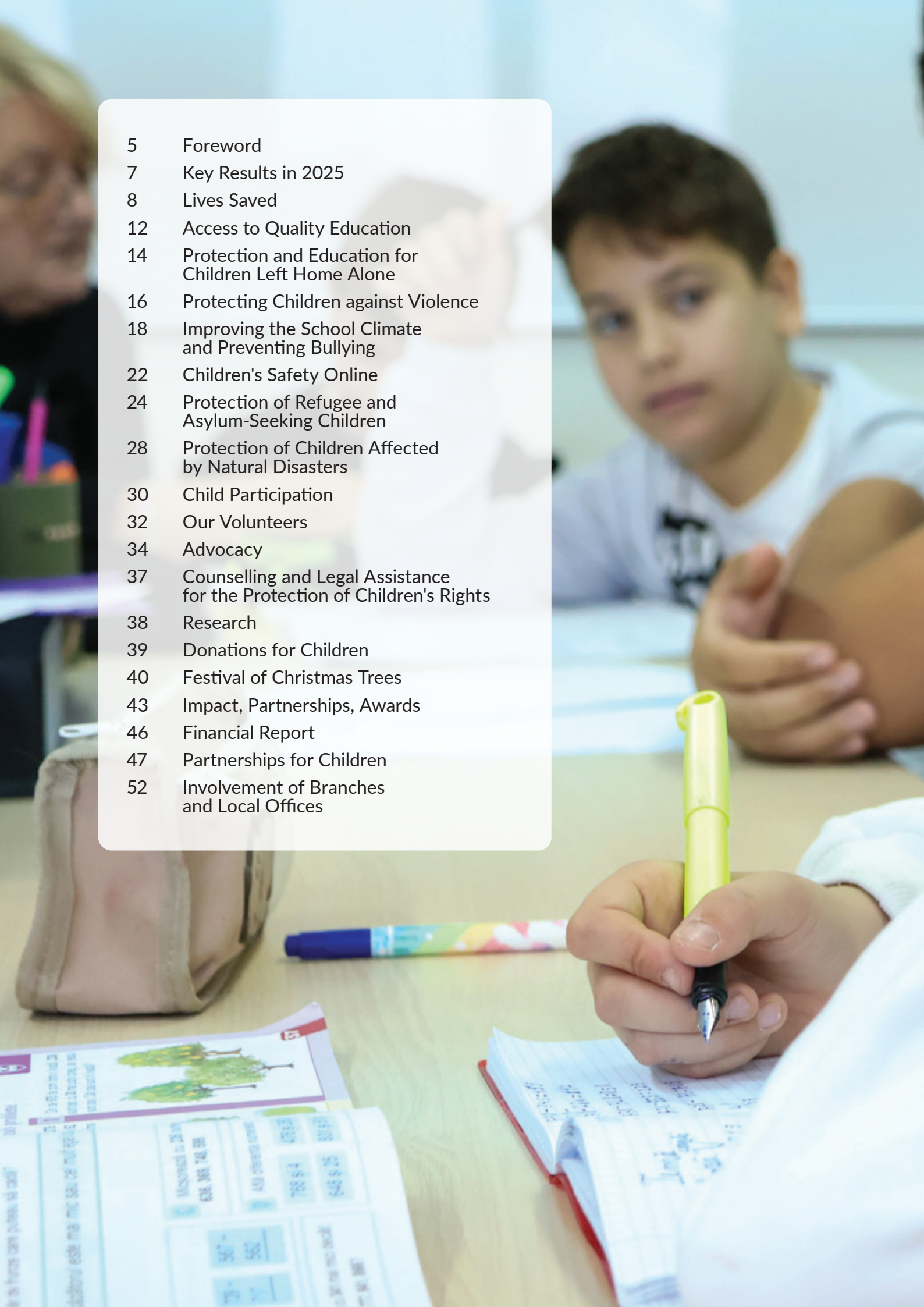


RESULTS FOR CHILDREN



Salvați Copiii
Save the Children Romania

Annual Report 2025



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VISION

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

MISSION

Save the Children's mission is to achieve significant progress in the way children are treated and to bring about immediate and lasting change in their lives.

VALUES

Accountability, Ambition,
Collaboration, Creativity, Integrity

The Values We Believe In

Accountability

We take full responsibility for the efficient use of resources, so that results are measurable, as well as responsibility towards supporters, partners and, above all, children.

Ambition

We demand high standards of performance from ourselves and from our colleagues, so that everything we do for children is constantly improved.

Collaboration

We respect one another, value the differences between us and work alongside partners in the national and global effort to bring positive change to children's lives.

Creativity

We are open to new ideas, embrace change and take carefully considered risks in order to develop viable solutions for children and together with children.

Integrity

We uphold the highest standards of personal honesty and conduct; we protect our reputation and always act in the best interests of the child.

Dear friends and supporters of the children's cause,

The 2025 Annual Report describes a landmark year for Save the Children Romania: the year in which Romania celebrated, for the first time, the National Year of the Child, an initiative for which we advocated with perseverance. It was also a year of clarity and courage, in which we spoke more plainly than ever about childhoods broken by poverty, violence or the silences behind screens.

In health, we continued to place life-saving equipment and tools in the hands of doctors: in 2025, we equipped 30 medical units in 17 counties and Bucharest with 96 pieces of equipment and completed the modernisation of Polizu Maternity Hospital. As a result, in 2025 more than 90,000 children and 10,000 mothers benefited from safer care. In rural communities, integrated services reached 10,000 beneficiaries, while INFOMama brought essential information closer to pregnant women and mothers.

We built equal opportunities in education for 15,000 children from vulnerable backgrounds, expanded anti-bullying programmes in almost 800 schools and achieved an advocacy victory: banning the use of celebrities in gambling advertising. We supported and encouraged children to be present in Geneva, before the UN Committee on the Rights of the Child, and in Brussels, at the European Parliament, so they could express directly their concerns and recommendations and help make children's rights a genuine priority. We continued to protect children in the digital environment through the esc_ABUZ reporting hotline, responding to 53,000 reports concerning child sexual abuse material, almost three times more than in the previous year. This is a serious warning signal about the risks faced by our children online. We stood by refugee children from Ukraine and by children medically evacuated from the Gaza Strip, offering them not only material support, but also emotional refuge.

And the Festival of Christmas Trees, now at its 25th anniversary edition, once again confirmed the power of solidarity, raising more than one million euros for vulnerable children.

Last year also brought us a painful loss. Liviu Drăgan, a member of the Board of Directors, passed away. We remain grateful for the way he supported our programmes with discretion and firmness, and for the trust he invested in the good done for children.

The achievements presented in this report are the result of our shared effort, together with donors, volunteers, partners and companies that chose to stand with children. Together, we showed again in 2025 that, when we join forces, every child receives a real chance at a better life.

Thank you for being part of this mission.

With thanks to the members of the Board: **Liviu Sfrija, Camelia Şucu, Meda Neagoe, Mihaela Lupu, Daniel Badea, Ioana Atasiei and Iulian Trandafir.**

Warm appreciation to the branch presidents: **Cornelia Pasăre, Ivona Viviana Brădescu-Bădulescu, Ioana Atasiei, Meda Neagoe** and to the coordinators of the local offices: **Daniela Zoe, Loredana Turiceanu, Carmen Clinci and Daniela Cazan.**



Mihai Gafencu
President

A blue ink signature of Mihai Gafencu, written in a cursive style.



Gabriela Alexandrescu
Executive President

A blue ink signature of Gabriela Alexandrescu, written in a cursive style.

Children Supported:

363.000

Lives Saved - 120.350

by equipping hospitals with medical devices and state-of-the-art equipment, as well as through information and support for mothers and pregnant women.

Education - 16.000

support for children and schools in disadvantaged communities, improvement of conditions for the start of the 2025-2026 school year, and information on the right to education.

Protection - 117.500

protection measures against violence, support for children whose parents have left to work in other countries and for refugee children, online safety, medical protection and information campaigns to prevent risks.

Information and Participation - 109.150

promoting children's rights both in real life and online, alongside initiatives that encourage children's active participation.

Specialists - 23.400

Parents - 103.750

Volunteers - 3.000

Income (Euro):

19.710.000





Key Results in 2025

Equipping 30 hospitals and completing the modernisation of Polizu Maternity Hospital. In 2025, Save the Children Romania equipped 30 hospitals in 17 counties and Bucharest with high-performance medical equipment and furniture, improving care for more than 90,000 children. The large-scale modernisation project at **Polizu Maternity Hospital** was completed, including the full renovation of three major departments: ICU, Operating Theatre and OG4, revision works for the operating room within the Centre of Excellence, and the refurbishment of the Blood Transfusion Centre.

Integrated socio-medical services in rural areas. In 2025, the programme aimed to support 10,000 people in 16 counties, including 4,000 pregnant women, 5,000 children and 1,000 mothers, through information services, health education and facilitated access to medical care. **The initiative to equip family medicine practices in rural areas** was extended to another 60 practices, while pregnant women also benefited from the **Baby Box**, an approach inspired by the Finnish model. The intervention was complemented by health education sessions for adolescent girls in vulnerable communities, through **the #WeWantHealthEducationInSchools campaign**. The **INFO-Mama** app was also launched, providing free essential socio-medical information for pregnant women and mothers with children up to the age of five.

Preventing violence and bullying. The Barnahus Centre, inspired by the Icelandic model, provides multidisciplinary intervention for child victims of abuse, facilitating their emotional recovery. At the same time, 2025 saw the launch of the **Anti-Bullying Resource Centre** and a significant expansion in the types of interventions and number of beneficiaries, with the involvement of children, parents and teachers from 796 schools in Bucharest and 26 counties. Together with Heist Industries, we launched the online campaign "No One Is Immune to Bullying. Talk to Alex", which creates a context for virtual game-like interactions simulating possible reactions of a child subjected to bullying.

The campaign "Let's Play Fair! No Celebrities in Gambling Advertising." In 2025, Save the Children Romania launched the campaign "Let's Play Fair! No Celebrities in Gambling Advertising", a national awareness-raising initiative drawing attention to the negative impact of gambling advertising on adolescents. An immediate and essential effect of this campaign was the decision of the National Audiovisual Council to ban the use of celebrities in gambling advertisements.

Education and protection for children from vulnerable backgrounds and for children whose parents have left to work abroad. 15,000 children and their families were supported through socio-educational programmes in Bucharest and 13 counties, while another 30,000 children benefited from improved educational services as a result of teacher training and the equipping of 35 schools. More than 5,000 children affected by their parents' economic migration, together with adults in their support networks, received psychosocial and educational counselling. At the same time, the campaign "Call Them Every Day! Connection Beyond Borders", carried out in partnership with the Border Police and the airports in Craiova, Cluj-Napoca, Suceava and Iasi, provided parents with information and counselling when leaving or arriving in Romania, including through Insight magazine (Tarom).

What's Next? - the pilot programme for vocational guidance and career counselling helped ensure access for more than 1,000 students in Bucharest to a quality counselling and career guidance process, by training 72 specialists (teachers and school counsellors) and developing a platform for students, parents and specialists: www.whatsnext.com.ro.



LIVES SAVED

EQUIPPING AND MODERNISING MEDICAL UNITS, MATERNITY HOSPITALS AND PAEDIATRIC DEPARTMENTS

Support for Children's Health

In 2025, Save the Children Romania supported the equipping of 30 medical units in 17 counties and Bucharest with 96 high-performance pieces of medical equipment and specialised furniture, contributing directly to improving the quality of medical care. The interventions targeted both infrastructure modernisation and the equipping of essential departments for the care of mothers and children. A major milestone of the year was the completion of the extensive modernisation project at Polizu Maternity Hospital, which included the renovation of the ICU, Operating Theatre and OG4 departments, as well as revision and refurbishment works for the operating room within the Centre of Excellence and the Blood Transfusion Centre. At the same time, two wards in the Paediatrics Department of Oltenita Municipal Hospital were renovated,

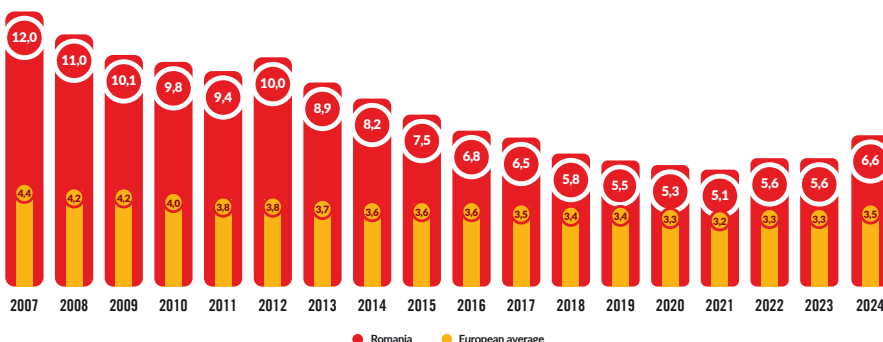
and the renovation and modernisation project for the Neonatal Intensive Care Unit within "Dr. Constantin Opris" Baia Mare County Emergency Hospital was supported.

Emotional Support for Mothers

Within Polizu Maternity Hospital, Save the Children Romania implemented a pilot programme of emotional support for mothers and expectant mothers during a period of intense vulnerability, marked by birth and the first days afterwards. More than 1,200 patients benefited from information sessions on breastfeeding and newborn care, as well as psychological and social counselling, both in support groups and in individual meetings.

Campaigns Supporting the Programme

The campaigns "**The First Embrace**", "**Lullaby for Polizu**" and "**Supporting the Hardest Beginnings**" were developed, bringing into the public space the issue of investment in maternal and child health and the need for quality medical services. In carrying out the campaigns to reduce infant mortality, we benefited from the support of **Amalia Nastase**, as Ambassador, as well as **Omid Ghannadi** and **Global Records**.



Between 2010 and 2024, more than 670,000 beneficiaries were supported through donated equipment, including approximately 526,000 newborns, more than 118,000 children aged 0-5, and 26,000 pregnant women.

The organisation supported 130 medical units nationwide by providing more than 2,000 modern pieces of medical equipment, as well as through infrastructure modernisation works. During this period, the infant mortality rate recorded a significant decrease, from 10 per 1,000 live births at the beginning of the programme to 6.6 per 1,000 in 2024 (INS data).

IMPACT

Through the modernisation of medical units, the provision of high-performance equipment and the implementation of emotional support programmes, more than **90,000 children** and **10,000 mothers** benefited from safer medical services, better adapted to their needs.

Of these, more than **5,000 patients** benefited from specialised gynaecological check-ups and surgical interventions in modern conditions, while more than **1,000 mothers** received emotional support and counselling. The quality of medical care increased significantly in the supported departments, including through a reduction in patient assessment time.

Medical units supported. Across the country:

Pitesti Paediatric Hospital • the Municipal Hospitals of Oltenita, Gherla and Roman • "Dr. Eugen Nicoara" Municipal Hospital in Reghin • Segarcea and Targu Bujor Town Hospitals • the County Emergency Hospitals in Resita, Targu Jiu, Miercurea Ciuc, Deva, Slobozia, Slatina and Satu Mare • "Dr. Constantin Opris" Baia Mare County Emergency Hospital • the County

Emergency Clinical Hospitals in Cluj-Napoca, Targu Mures and Piatra Neamt • "Cuza Voda" Maternity Hospital - Iasi Obstetrics and Gynaecology Clinical Hospital • "Elena Doamna" Obstetrics and Gynaecology Hospital in Iasi • Timisoara Municipal Emergency Clinical Hospital.

Units in Bucharest: "Din Prima Clipa" Paediatric Practice • INSMC - Paediatric Emergency Department • Polizu Maternity Hospital • "Marius Nasta" Institute of Pneumophysiology • Bucur Maternity Hospital - "Sfantul Ioan" Emergency Clinical Hospital • CF 2 Clinical Hospital • "Grigore Alexandrescu" Emergency Clinical Hospital for Children - ENT • "Nicolae Malaxa" Clinical Hospital • Bucharest University Emergency Hospital.

In the Republic of Moldova, the ENT Clinic of the Genetics and Cardiology Department within the Mother and Child Institute in Chisinau was equipped with 70 pieces of medical equipment and instruments, and the Mother and Child Centre in Tiraspol was provided with 248 pieces of medical equipment and medical furniture, supporting the health of 25,000 children.



Partners/supporters:

Ministry of Health, OMV Petrom Foundation, Lidl, OMV Petrom, Alpha Bank, Oriflame, Schenker, Libris.



Consultation at Dr. Luminita Dane's practice, in Vanatorii Mici commune, Giurgiu county, as part of the First Step towards Health programme.

INTEGRATED COMMUNITY SERVICES

Community services. In 2025, Save the Children Romania continued to develop integrated socio-medical services in vulnerable rural communities across 16 counties, in order to improve the health of pregnant women, mothers and children up to the age of five. The programme reached **10,000 beneficiaries**, including 4,000 pregnant women, 5,000 children and 1,000 mothers, and mobilised 100 doctors and nurses in information and health education sessions.

Equipment and supplies. The programme for equipping family medicine practices in rural areas was extended to a further 60 practices. Thus, by the end of the year, **160 medical practices in 35 counties** had been supported, with more than **2,000 essential pieces of equipment** provided, helping protect the health of 15,000 pregnant women and their babies. In parallel, **4,000 pregnant women** in 16 counties benefited from the **Baby Box** programme, while the **INFOMama** app, containing essential socio-medical information for pregnant women and mothers of young children, was launched in partnership with the Romanian Senate - Health Committee and the National Health Insurance House.

Education and advocacy. The **#WeWantHealthEducationInSchools** campaign continued in 2025, offering health education sessions to adolescent girls from vulnerable areas, with the support of **Andreea Raicu**, the campaign ambassador, **Adina Păun**, midwife, internationally certified IBCLC lactation consultant and pre- and postnatal educator, and local specialists. Four video tutorials for mothers were also launched, covering topics such as fever in babies, food diversification, anxiety and depression after birth, and early bonding with the child. The study "Barriers to Vaccination in Rural Areas" was launched in partnership with Babes-Bolyai University, with recommendations for increasing vaccination rates in rural Romania.

Impact:

Registration with family doctors increased from **50% to 97%**; the percentage of children vaccinated according to the mandatory schedule reached approximately **99%**; correct information on contraception and child care increased from **30% to 95%**; and the level of medical protection for pregnant women and children rose from **30% to 96%**.

Partners/supporters:

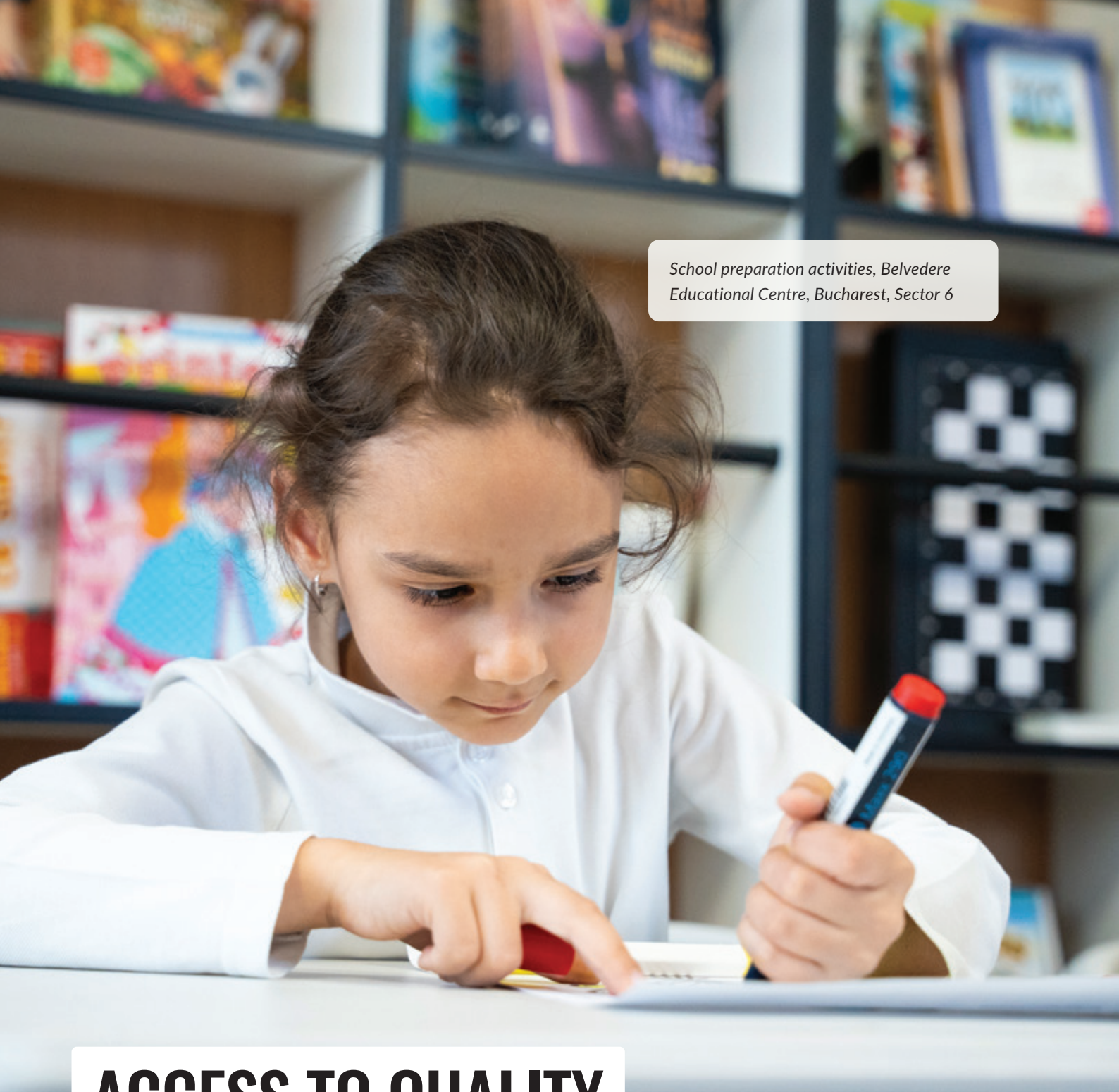
Ministry of Health, local authorities, National Health Insurance House, OMV Petrom Foundation, Cencora.

ORAL HEALTH

As part of the partnership with **DENT ESTET**, **84 children** in Bucharest benefited from preventive and treatment dental services, helping develop better dental hygiene habits and improving access to oral health services for children in Save the Children Romania's programmes.

LOOK TO THE FUTURE

The national ophthalmological assessment programme, carried out with the support of **Essilor**, included assessments in 2025 for **453 children** from four schools. Of these, **134 children** were identified with vision problems and referred to partner clinics. Where needed, children received the necessary eyeglasses free of charge.



School preparation activities, Belvedere Educational Centre, Bucharest, Sector 6

ACCESS TO QUALITY EDUCATION

Romania continues to face major vulnerabilities in education, reflected in the persistence of educational poverty. 33.8% of children are at risk of poverty or social exclusion, while among children whose parents have a low level of education the share rises to 75.8%. At the same time, 17.2% of children experience severe material or social depriva-

tion (EU average: 6.4%). A Save the Children Romania survey from April 2025 shows that 58% of the families in the organisation's programmes cannot cover the costs of participation in education without external support, with the proportion reaching 87% among those in subjective poverty and 70% among those with a low level of education.

In 2025, Save the Children Romania continued to implement programmes designed to reduce the risk of school dropout and support children's access to quality education. Throughout the year, 15,000 children benefited from direct services, while another 30,000 benefited from improved educational services or better learning conditions through interventions carried out in Bucharest and 13 counties. The 24 educational programmes took place in schools in Bucharest (four programmes), Alba Iulia (Rosia Montana), Brasov, Caras-Severin (Resita), Constanta (and Mangalia), Cluj (Tureni), Dambovita (Targoviste, Aninoasa), Dolj (Craiova, Breasta), Hunedoara (Petrila, Petrosani), Ialomita (Ion Roata), Iasi, Mures (Targu Mures, Santana de Mures), Timis (Timisoara, Checea) and Tulcea.

Direct services. The socio-educational programme included 15,000 children, of whom 300 attended Summer Kindergartens, 5,100 benefited from **"School after School"** activities, 150 were supported to attend the **"Second Chance"** programme, and 9,450 received educational and social support to continue their studies. 10,000 children benefited from improved educational services through the training of 300 specialists, while better learning conditions were created for 20,000 children by equipping schools. 8,100 parents received social vouchers, food, hygiene and sanitation products, and social assistance and counselling services. 800 children benefited from interactive workshops on Romanian art and history at the **National Museum of Art of Romania**.

Complementary activities. Through the CarteTeca project, carried out in partnership with Libris, 50 schools were declared winners and received 6,791 books for their school libraries. Within the **"What's Next?"** career guidance programme, funded by Banca Transilvania, 1,006 students from 18 schools in Bucharest took part in counselling sessions, 200 parents were involved in dedicated meetings, 72 professionals were trained, and the team developed a working methodology, two guides for school counsellors and the platform www.whatsnext.com.ro.

Schools equipped: six schools equipped with IT devices or school furniture in Ianca (Olt), Craiova (Dolj) and Lupeni (Hunedoara); 29 schools supported with educational materials and hygiene products in Brasov, Petrosani, Lupeni and Vulcan (Hunedoara), Resita (Caras-Severin), Tanganu and Gradistea (Ilfov), Pitesti, Craiova (Dolj), Corabia, Garcov and Ianca (Olt), Prundeni, Ionesti and Sirineasa (Valcea), Iasi, Pechea (Galati), Suceava and Mures. In the Republic of Moldova, Lucian Blaga High School in Tiraspol was equipped with a school minibus, IT devices and a book collection for the library.

Impact:

75% of the children participating in the programmes recorded good and very good school progress. In STEM subjects, the percentage of children with good and very good results increased from 37% to 63%, and in Romanian language from 30% to 76%.

Partners/supporters:

Ministry of Education, county school inspectorates, general directorates for social assistance and child protection, public social assistance services, Bucharest Municipal Centre for Educational Resources and Assistance, National Museum of Art of Romania, lower secondary schools, Banca Transilvania, Kaufland Romania, BCR, Pepco Romania, Catena Pharmacies, **UniCredit Bank**, Romanian Business Consult, Libris, PRO TV.



CHILDREN LEFT HOME ALONE

Since 2010, the protection and education programme for children whose parents have left to work abroad has aimed to reduce the negative effects of family separation, both through psychosocial and educational support and by strengthening the capacity of institutions in social assistance, education and justice.

Direct results. In 2025, **2,821 children and 2,249 parents or children's caregivers** benefited from activities organised in collaboration with general schools and educational centres in Arges, Caras-Severin, Dambovita, Dolj, Hunedoara, Iasi, Mures, Neamt, Olt, Suceava, Tulcea, Vaslui and Bucharest, as well as through local caravans in rural areas and small towns. The interventions included psychosocial counselling, educational support, recreational and socialisation activities for children, parenting education programmes, and social counselling and legal guidance services for caregivers.

Advocacy. Based on the recommendations formulated during the regional conferences and debates organised in 2023 and 2024, Save the Children Romania organised, on 25 April 2025, in partnership with the Ministry of Foreign Affairs and with the support of the General Secretariat of the Government, a roundtable at Victoria Palace. Institutional solutions for children affected by their parents' economic migration were discussed, and a proposal was formulated to create a working group under the authority of the General Secretariat of the Government.

In parallel, information caravans organised with the support of local teams and partner authorities reached 2,240 children, 1,830 parents or caregivers and 500 specialists, with a focus on rural communities and small towns.



Campaign. In July, the campaign **"Call Them Every Day! Connection Beyond Borders"** was launched, encouraging Romanian parents in the diaspora to maintain constant communication with their children left at home. The campaign included media promotion components (Digi24 and PRO TV), online promotion (Digi - digi24.ro, digisport.ro, digifm.ro, Facebook, Instagram, YouTube and Google), as well as promotion through the Cinema City network during the summer. Supporters of the campaign included Alina Sorescu, Diana Dumitrescu, Ioana Ginghina, Cristina Stanciulescu, Dana Rogoz, Ela Craciun, Cristian China Birta, Ioana Chicet-Macoveiciuc and Dan Cruceru.

Under the same message, with the support of the Department for Romanians Abroad, information campaigns were carried out in autumn and reached more than 1,400,000 Romanians living outside the country. Recommendations and advice for reducing the effects of family separation were also shared through Tarom's Insight magazine. In parallel, the **"Heart-to-Heart Talks"** campaign, supported by Pepco Romania, continued with the aim of encouraging emotional communication between parents and children.

In 2025, the organisation also carried out a European study on relationship patterns and support needs among Romanian parents working in Italy, Germany, Spain, the United Kingdom, France, Austria and Belgium. Save the Children Romania's interventions were also reflected in the report *Le EquiLibriste - La maternita in Italia 2025*, published by Save the Children Italy. Also during the year, a special screening of the film **"Clara"** took place in partnership with the National Library of Romania, and the organisation signed a partnership agreement with the Ministry of Foreign Affairs to promote, in Romania and in the diaspora, activities and campaigns aimed at Romanian parents working abroad.

Impact. More than three quarters of the children in the programme improved their emotional, social and independent living skills. Press releases and media appearances dedicated to the programme reached more than **7,800,000 people**, confirming public and institutional interest in the situation of children affected by economic migration.

Sponsors/funders:

Pepco Romania, Kaufland Romania, Department for Romanians Abroad, Emerson, DIGI Romania.

Supporters and institutional partners:

National Authority for the Protection of Children's Rights and Adoption, Ministry of Education and Research, Ministry of Foreign Affairs, Romanian Border Police, Bucharest Airports National Company, Craiova International Airport, "Avram Iancu" Cluj-Napoca International Airport, "Stefan cel Mare" Suceava International Airport, county school inspectorates, county centres for educational resources and assistance, general directorates for social assistance and child protection, public social assistance services, general schools.



PROTECTING CHILDREN AGAINST VIOLENCE

SUPPORT SERVICES FOR CHILDREN AND FAMILIES (ASSESSMENT, COUNSELLING, THERAPY)

A child's emotional health is essential for development, for the ability to learn and for the way they build relationships with others. For this reason, Save the Children Romania provides free assessment, counselling and psychotherapy services for children and parents, as well as parenting education programmes aimed at preventing violence, strengthening the parent-child relationship and building a balanced family climate.

Since 1999, 51,191 children and parents have benefited from psychotherapeutic interventions and parenting education in Save the Children Romania's counselling centres.

Intervention and protection. In 2025, in the **four counselling centres in Bucharest, Timisoara, Targu Mures and Iasi**, 259 children benefited from assessment and therapeutic intervention, while 294 parents were included in parenting education programmes to develop positive parenting skills. **2,618 counselling sessions were held for children** and **1,902 sessions for parents**. At the same time, information sessions on child development in a safe environment, positive discipline and mental health reached 1,343 children and 619 parents. In parallel, 471 teachers benefited from training, 178 trainee magistrates and students were guided during practical activities, and 508 students took part in information sessions on children's rights and combating abuse.

PROTECTION OF CHILD VICTIMS OF SEXUAL ABUSE

The Barnahus Centre in Bucharest is one of the organisation's essential specialised interventions for children who are victims or witnesses of violence. Following the Scandinavian model, the centre brings together, in a safe and child-friendly space, psychological assessment, social support and forensic interviewing services, reducing stress, repeated exposure to institutions and the risk of retraumatisation. Through collaboration among psychologists, police officers, prosecutors and social workers, the child receives protection and support in an integrated framework centred on their best interests.

In 2025, the Barnahus Centre provided multidisciplinary services for 25 children and adolescents who were victims of sexual abuse and other serious forms of violence, while their parents benefited from emotional support through **208 counselling sessions**. The stopabuz.ro platform recorded 11,000 visitors and published 27 information materials in Romanian and English, intended for children, parents and specialists.

Impact:

95% of the beneficiaries of the counselling centres are satisfied with the services.

Partners:

Ministry of Education, National Agency against Trafficking in Persons, "Al. Obregia" Psychiatric Hospital - Child and Adolescent Psychiatry Clinic, Bucharest Municipal Centre for Educational Assistance and Resources, DGASPC Sector 6, Sector 6 Police, Prosecutor's Office attached to the Bucharest Tribunal, Bucharest General Police Directorate, National Institute of Magistracy.



Psychological assessment session at the Barnahus Centre in Bucharest



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Save the Children Romania

IMPROVING THE SCHOOL CLIMATE AND PREVENTING BULLYING

In 2025, Save the Children Romania strengthened the network of educational institutions working to improve the school climate, providing direct support to **796 schools and kindergartens**. A landmark moment was the launch of the **Anti-Bullying Resource Centre** - a hub accessible both physically and online to children, parents and specialists seeking essential educational resources for a safe school environment.



Results:

| | | | | |
|--|--|---|---|--|
| <p>+58,000 PRESCHOOL CHILDREN</p> <p>involved in socio-emotional development programmes</p> | <p>11,321 SCHOOL CHILDREN</p> <p>involved in bullying prevention activities</p> | <p>248 SPECIALISTS</p> <p>trained and informed to improve the school climate</p> | <p>4,957 TEACHERS</p> <p>trained and informed using specific methodologies</p> | <p>+60,000 PARENTS</p> <p>informed about positive education methods</p> |
|--|--|---|---|--|

Let's Be Friends - No Bullying - the socio-emotional education programme dedicated to preschool children, involved more than 58,000 preschoolers and 4,265 teachers from 614 kindergartens, 277 of which were in their first year of using the value-based working methodology. Impact: a decrease in the frequency of conflicts between children (from 35% to 9%), a decrease in teasing and exclusion behaviours (from 21% to 6%), and a tendency for outbursts of anger to disappear (from 16% to 1.3%).

Schools without Bullying - the programme aimed at involving the entire school community, engaged 8,148 children and 1,133 parents in activities organised in 182 partner schools, mobilising a complex support ecosystem made up of 203 teachers, 54 specialists, 103 volunteers and student interns, and 329 **anti-bullying student ambassadors**. In 21 of the schools we implemented the **Safe Space** concept, a concrete response to students' need for a safe, friendly and inclusive space, equipped with educational resources and designed as a collaboration space for projects initiated by children. Safe Space is a scalable model for any educational institution wishing to improve the school climate by transforming the physical environment. The third edition of the National **"Schools without Bullying" Competition** mobilised 2,683 students organised in 290 creative teams, awarding the best initiatives to transform the school climate.

The Teenagers' Club, a programme that prevents isolation and social exclusion among young people, offered 68 adolescents from Bucharest, Iasi and Timis a safe space for connection. During weekly meetings, participants explored essential topics such as emotion management, resilience and career guidance, developing relationships of trust and the skills needed for a balanced transition to adulthood.

Safe Families - through the programme that gives parents and children the skills and tools needed to build stronger relationships together, we provided direct support to 364 parents and more than 430 children. Each beneficiary took part in a series of sessions aimed at promoting positive discipline and disseminating knowledge about children's rights, essential for building a safe family environment. In addition, 149 teachers and 65 specialists from the protection system benefited from training and acquired the skills needed to facilitate support groups in line with the methodology.



Advocacy and information campaigns. The year 2025 was marked by an expansion of the public component of the anti-bullying programmes. We used artificial intelligence to raise awareness of how bullying affects children's mental health through the award-winning campaign "**No One Is Immune to Bullying. Talk to Alex**", the first project based on an AI agent that simulated the experiences of children affected by bullying for 28,141 unique users, generating more than 14 million social media impressions.



The campaign "**Children Imitate What They See in Adults**" brought to the forefront the role of adults as models in preschool education, promoting relationships based on tolerance and respect. The initiative generated a massive digital impact, recording more than 16.7 million social media views and more than 2.2 million views of the dedicated clips. In addition, we organised three county-level events dedicated to specialists and local authorities.

Mental Health Week and Tolerance Week strengthened the message about the connection between safe relationships, mental health and violence prevention, with the proposed activities

accessed by more than 155,000 people. A key moment of the year was the launch of the **Anti-Bullying Resource Centre**, a platform that gives children, parents and specialists access to educational resources and counselling.

Materials and resources. In 2025, resources were developed and disseminated through the **farabullying.ro** and **safimprietenii.ro** platforms and in printed format through partner schools and at county and national events for the exchange of good practices. Three relevant research products were produced: **the Consultation on Teachers' Opinions about Bullying, the Report on Socio-emotional Education and Bullying in Kindergartens, and the Impact Assessment Study of the "Let's Be Friends - No Bullying" programme.**

Supporters and partners:

Save the Children Denmark, Save the Children Netherlands, The Mary Foundation, Ministry of Education, OMV Petrom Foundation, NN Insurance, county educational resource and assistance centres (CJRAE), school inspectorates, school safety directorates through school safety offices, Bucharest Educational Resource and Assistance Centre (CMBRAE), Buzau City Hall, NHOOD, HEIST Industries, Faculty of Educational Sciences - University of Bucharest, SNSPA, Inside Social, Egger.

Children from "Dumbrava Minunata" Kindergarten in Slobozia take part, together with their teacher, in an activity dedicated to the values of the "Let's Be Friends" programme. In this way, tolerance, respect, courage and care become key values for the whole community.





CHILDREN'S ONLINE SAFETY

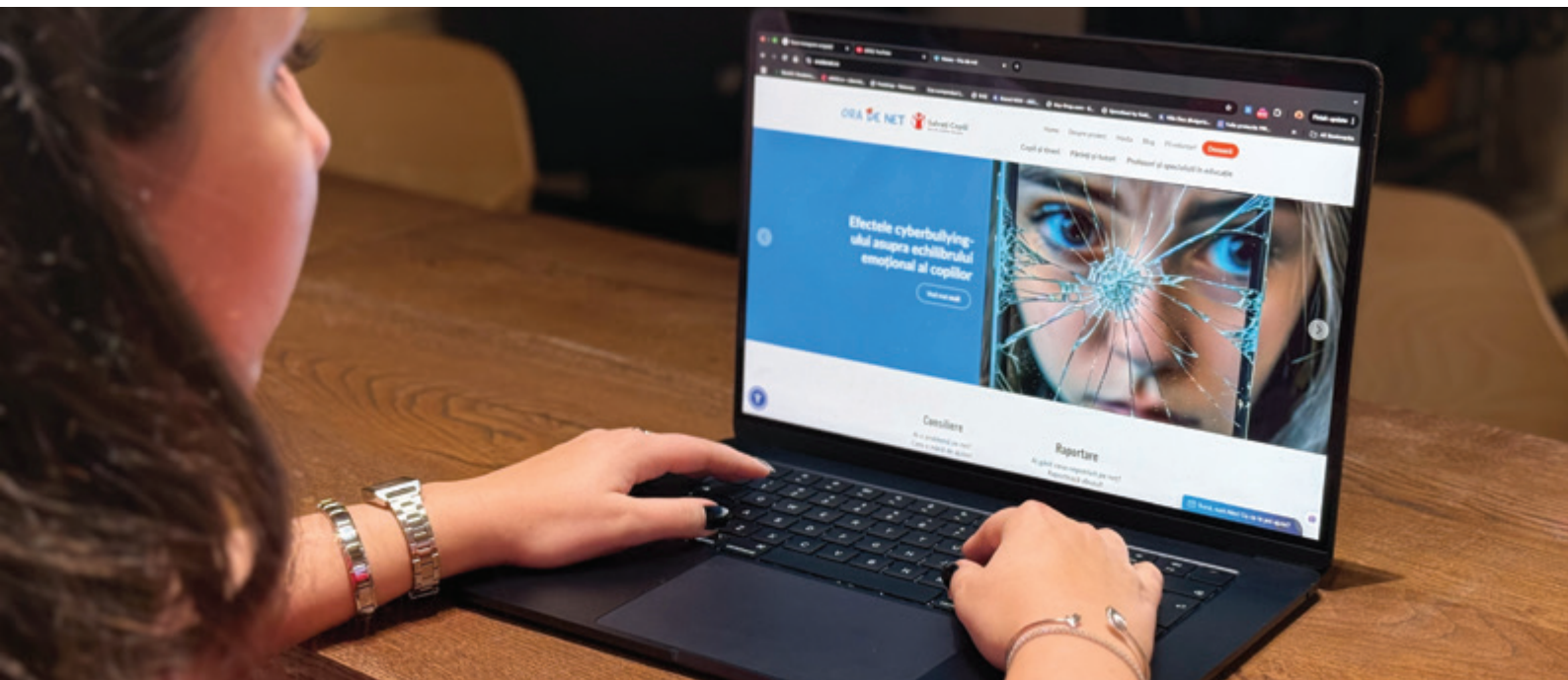
The Ora de Net programme remains one of Save the Children Romania's main interventions for protecting children in the digital environment, through an approach that combines education, research, reporting harmful content and direct counselling. In 2025, the focus was both on developing children's digital and emotional skills and on supporting teachers and parents in managing new online risks.

In 2025, 38,100 children and 20,250 adults (teachers, education specialists and parents) were involved in educational activities on the safe use of the internet.

In 2025, educational activities continued both in schools and online, while the peer education component was strengthened through workshops held in 19 counties, with the involvement of a community of approximately 500 young volunteers. Four national educational initiatives were disseminated, dedicated to cyberbullying, harmful content, digital responsibility and the protection of personal data.

On **Safer Internet Day**, Save the Children Romania brought to public attention **the study on the effects of cyberbullying on children's emotional balance**, in a dialogue that brought together authorities, experts and education professionals interested in protecting children in the digital environment. From left to right: Andrei Florescu, Deputy Commissioner, Directorate for Combating Organised Crime, Romanian Police; Liliana Ana Cristea, Prosecutor, DIICOT; Sorin Ion, State Secretary, Ministry of Education and Research; Gabriela Alexandrescu, Executive President, Save the Children Romania; Călin Zvanca-Cozan, Director of the Digital Services Directorate, ANCOM; Ciprian Grădinaru, Sociologist, Save the Children Romania; Andrei Cristea, Save the Children volunteer.





In parallel, the project "The Digital Wellbeing of Children in Romania", carried out in partnership with the Vodafone Foundation, proposed lessons and webinars adapted to the 9-12 and 13-16 age groups, focusing on digital exposure, artificial intelligence and the responsible use of technology.

The civil reporting hotline esc_ABUZ remained one of the programme's central components. In 2025, **more than 50,000 reports** were processed through the hotline, including **more than 90,000 individual links** to content harmful to children and young people. These are in addition to the more than 46,600 reports registered between 2016 and 2024. The campaign **"If Her Place Is Not in a Frame, Don't Share the Picture"** was developed to draw attention to the proliferation online of images depicting child sexual abuse. The campaign, supported by public figures and complemented by a photography exhibition, reached **more than 899,500 people**.

The Ora de Net counselling service provided direct support to children, adolescents, parents and teachers who encountered problems in the digital environment. In 2025, **2,300 requests** were received, the most frequent topics being media education, online identity, cyberbullying and technical difficulties.

The impact of Ora de Net activities was strengthened through research, training and educational innovation. The study on the effects of cyberbullying on children's emotional balance received wide public visibility, the course **"Useful, Creative and Safe Use of the Internet"** was reaccredited by the Ministry of Education for another five years, and two online courses, "A Real Teacher in a Virtual School" and "Adolescents' Identity Online", expanded access to training resources. Also in 2025, the **Digital Innovation Summer Camp** was organised, dedicated to online safety and the use of artificial intelligence in education, as well as the **Unplugged Hackathon**, after which adolescents created a **Screen-Free Holiday Guide** from their own perspective.



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Save the Children Romania

PROTECTION OF REFUGEE, RELOCATED AND ASYLUM-SEEKING CHILDREN

The conflict that began in Ukraine on 24 February 2022 continued to have a major impact on children. By 20 March 2025, **6,255,425 Ukrainian citizens** had transited Romania, **4,478** had applied for asylum, and temporary residence permits had been issued for **216,122** people. On 11 December 2025, **199,640 Ukrainian citizens** were registered on Romanian territory, approximately 34% of whom were children. They need protection, access to education, medical care, social and psychological support and opportunities for socialisation. Since 1995, Save the Children Romania has been implementing programmes for refugee and asylum-seeking children, and in 2025 it continued to respond both to the needs of refugee families from Ukraine and to those of children and parents from other conflict areas.

Fourteen-year-old adolescent girl from Ukraine taking part in a psychosocial counselling session.



Assistance for refugee children in asylum centres

In 2025, Romania registered **1,200 asylum applications** from outside Ukraine, the main countries of origin being Syria, Palestine, Iraq and Sudan. **361** of the applications concerned minors, including **35 unaccompanied minors**. In this context, Save the Children Romania intervened in the five Regional Centres for Procedures and Accommodation for Asylum Seekers in Bucharest, Galati, Radauti, Somcuta Mare and Timisoara, providing social assistance, material support for basic needs, counselling and information. Children benefited daily from educational activities, Romanian language courses, homework support, school recovery, recreational and cultural accommodation activities, including social cohesion activities carried out together with children from the host community. In total, educational and social services were provided for **746 beneficiaries**, including **371 children**, among them **26 unaccompanied minors**.

Response Programme for Refugee Children from Ukraine

From the onset of the crisis in 2022 until December 2025, Save the Children Romania provided services for **369,203 people (185,668 children and 183,533 adults)**.

In 2025, Save the Children Romania provided assistance for **9,034 people**, including **4,213 children** and **4,821 adults**, through material and financial support, translation, information counselling, psychosocial support and guidance for accessing education, health, employment and emotional counselling services. Activities were carried out in **five Accommodation and Procedures Centres for Asylum Seekers** (Bucharest, Galati, Radauti, Somcuta Mare and Timisoara), **two day centres** (Bucium Social Services Centre, Iasi; School No. 9 - Day Centre No. 1, Brasov), **six counselling centres** (Bucharest, Galati, Iasi, Suceava, Baia Mare and Sighetu Marmatiei), **two educational centres** (Early Education Centre, Iasi; School No. 31, Constanta) and **13 schools**, in order to support the medium- and long-term integration of refugee children and families: "Barbu Delavrancea" School, Bucharest; three educational units in Galati - School No. 13, Kindergarten No. 59 and Nanny Primary School and Kindergarten; School No. 1, Suceava; "Dr. Victor Babes" School, Baia Mare; six educational units in Iasi - "Ion Creanga" General School, "Elena Cuza" General School, "Gheorghe Asachi" Primary School, "Carol I" Primary School, "Veronica Micle" School and "Costache Negruzzi" National College; and School No. 20, Constanta.





Through the programme facilitating access to education, **1,080 children** were supported nationwide. Of these, **293 children** participated in an after-school programme carried out in **five schools and educational centres**, while **1,140 children** and **737 adults** benefited from Romanian and English language courses, essential for school and social integration.



Children from Ukraine benefiting from educational support and after-school activities at the Bucharest Counselling and Integrated Services Centre.

At the **Golescu Grant Day Centre**, **355 children** - **247 Ukrainian** and **108 Romanian** - were regularly involved in social cohesion activities. At the same time, **30 children** aged between six and eleven took part, Monday to Friday, in an integrated programme that included Romanian language courses, recreational and educational activities, homework support, lunch and transport to and from school. In parallel, 97 Ukrainian and Romanian parents benefited from information sessions, social and parental counselling, in order to support family involvement in the educational process and children's integration into the community.

In 2025, Save the Children Romania continued its efforts to strengthen internal capacity in the field of child protection, with a focus on developing and reinforcing **the Child Safeguarding** structure. On 21-22 May, the organisation held an intensive course dedicated to aligning organisational practices with international standards for protection and risk prevention. This effort supports more coherent, safer and better coordinated interventions for refugee children and families in vulnerable situations.



The photo exhibition “Stories of New Beginnings – 3 Years of Courage and Hope”—February 24, 2025, three years since the outbreak of the war in Ukraine.

Humanitarian intervention for children medically evacuated from the Gaza Strip.

In the context of medical evacuations undertaken by Romania through the European Union Civil Protection Mechanism, Save the Children Romania provided direct support to **25 families** of seriously ill Palestinian children from the Gaza Strip, a total of **95 people**, including **62 children**, among them **18 child patients**. Support included welcome packages, clothing, medicines, phones and tablets, translation and counselling services, accompaniment to hospitals for admissions and discharges, and support in accessing public services.

Partners/supporters:

The interventions supporting refugee children and adults from Ukraine were carried out with the support of grants and partnerships, including DEC - Save the Children UK, Humanitarian Fund - Save the Children International, Save the Children Italy, Save the Children Japan, Mastercard Center for Inclusive Growth, Pluxee, UP and Edenred.

Institutional partners:

General Inspectorate for Immigration, Department for Emergency Situations, UNHCR, National Authority for the Protection of Children's Rights and Adoption, County Directorates for Social Assistance and Child Protection, Bucharest General Directorate for Social Assistance, DGASPC Sector 6.



PROTECTION OF CHILDREN AFFECTED BY NATURAL DISASTERS

Save the Children Romania carries out rapid and coordinated interventions in emergency situations, in order to protect children and vulnerable families affected by natural disasters, accidents or other events with a major impact on communities. In 2025, the organisation provided direct support through psychosocial services, material assistance, counselling and measures to ensure educational continuity, in collaboration with authorities and local partners, in order to respond to immediate needs and support the recovery of affected communities.

Participation in the national SEISM 2025 exercise. Between 22 and 25 June 2025, Save the Children Romania took part in the national **SEISM 2025** exercise, organised under the coordination of the Department for Emergency Situations, to test response capacity in the event of a major earthquake. The organisation's team, made up of 10 specialists, helped set up a safe space for children in a disaster camp with a capacity of 2,400 people, offering psychosocial activities, psychological first aid and support for registering evacuated people, in collaboration with DGASMB and DGASPC.

Camps for children and mothers affected by conflict. At the request of the Department for Emergency Situations, Save the Children Romania organised two series of camps in Predeal for Ukrainian children and their mothers who had lost family members in the context of the war. In total, **193 people** benefited from these interventions, including **104 children** and **89 adults**. The camps aimed to support children's emotional and social wellbeing, strengthen resilience and provide a safe framework for recovery and support for mothers, through educational, recreational and socialisation activities.

Support for families affected by the Rahova explosion. Following the explosion that occurred on 17 October 2025 in an apartment block in the Rahova neighbourhood of Bucharest, Save the Children Romania immediately responded to the request of the Bucharest-Ilfov Inspectorate for Emergency Situations and intervened, between 17 and 31 October, at the information point organised at "Dimitrie Bolintineanu" Theoretical High School, under the coordination of DGASMB. The organisation's teams provided support for registering accommodation requests, access to medicines and other public services, counselling and psychological first aid, information on post-traumatic emotional reactions and referral to specialised services. Personal care packages were distributed to **70 people**, school supplies and tablets to **15 children**, as well as social vouchers for **150 families**, with a total value of **30,000 euros**.

Institutional partners:

Department for Emergency Situations, Bucharest-Ilfov Inspectorate for Emergency Situations, DGASMB, DGASPC, Police, Gendarmerie, local authorities and other partner organisations involved in the emergency response.



Following the explosion in Rahova, the Save the Children Romania team was present in the field to provide immediate support to children and families in need.

| Numar de inregistrare | Adresa | Tipul de activitate | Numarul de persoane | Observatii |
|-----------------------|--------|---------------------|---------------------|------------|
| 1 | | | | |
| 2 | | | | |
| 3 | | | | |
| 4 | | | | |
| 5 | | | | |
| 6 | | | | |
| 7 | | | | |
| 8 | | | | |
| 9 | | | | |
| 10 | | | | |

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CHILD PARTICIPATION

PROMOTING, APPLYING AND RESPECTING CHILDREN'S RIGHTS

Children have the right not only to be protected, but also to be heard, informed and genuinely involved in the decisions that influence their lives. For Save the Children Romania, participation is not an abstract principle, but an essential condition for better public policies and for services that are closer to children's real needs. In 2025, this mission gained additional relevance in the context of the **National Year of the Child**, declared through the efforts of Save the Children Romania and the National Authority for the Protection of Children's Rights and Adoption. Through this initiative, we sought to increase budgets by at least 10% annually for educational, medical and social assistance infrastructure, to train and periodically assess specialists in these fields, and to expand mental health services and develop the network of social services in vulnerable communities.

Children's Right to Information

The **"We Also Have Rights"** programme remained in 2025 one of the main tools through which children are informed about their rights and responsibilities, in line with the UN Convention on the Rights of the Child. Since the programme was launched, more than **two million children** have been informed, and in 2025 the programme reached **50,000 children** through peer education methods and non-formal activities addressing topics such as children's rights and responsibilities, discrimination, the emotional effects of exclusion, violence and bullying.



The traditional **National "Children's Rights" Contest**, initiated in 1990, brought together in 2025 600 students and teachers from 120 educational institutions, encouraging children to analyse the impact of climate change on their rights.

55 volunteers delivered **Health Education** sessions in 63 schools in Mures, Dambovită, Timis and Brasov for 2,205 children, and educational materials were also distributed to schools and institutional partners.

1,000 volunteers and teachers were involved and trained as facilitators, while activities were carried out in **300 schools** across the country, using educational tools adapted to children's ages and centred on free expression, reflection and genuine participation.

Children's Right to Opinion and Participation

In 2025, children's participation continued to be treated by Save the Children Romania not as a symbolic exercise, but as a real mechanism for consultation and for developing solutions. The 25th edition of the National Children's Forum, held in Bucharest from 26 to 30 May 2025, brought together **100 participants** from Bucharest and **14 counties**.

Together with the organisation's experts and volunteer facilitators, they analysed topics such as mental health, reproductive health, climate change and addictions. Children discussed the causes of the problems, formulated solutions and emphasised the need for more coherent public responses to the difficulties faced by adolescents and children.

The proposals resulting from the Forum were presented directly to representatives of the Ministry of Health, the

Ministry of Environment, the Presidential Administration, the General Secretariat of the Government, the National Authority for the Protection of Children's Rights and Adoption, and the National Agency for Drug and Addiction Policies and Coordination. Among the recommendations formulated by children were increasing the number of specialists in schools by ensuring one school counsellor for every 250 students and one school psychologist for every 500 students, developing detoxification and reintegration centres for minors, ensuring free access to menstrual hygiene products in schools, and reducing air pollution by 50% by 2030.

In parallel, the participation component was also supported through broader educational programmes. **The Global Campaign for Education**, carried out in Romania by Save the Children Romania with the support of the Ministry of Education, had the 2025 theme **"A Future under Pressure - Children Facing the Climate Crisis"**. School activities aimed to increase understanding of climate change, cultivate care for the environment and identify concrete measures that children can support individually and within the school community. Thus, children's participation was connected directly to issues of public interest and to a broader framework of civic education and social responsibility.

Supporters and partners:

Ministry of Education, ASSMB, school inspectorates and local structures interested in developing information and health education programmes.



National Children's Forum, 25th edition



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Save the Children Romania

OUR VOLUNTEERS

The Save the Children Romania **Child Advisory Group** is made up of 100 student volunteers who are constantly involved in consultation, representation and the formulation of recommendations relevant to the organisation's work and to dialogue with authorities. Through meetings, thematic workshops and participation in national and European events, the members of the group develop their communication, critical thinking and advocacy skills, while also contributing to the shaping of public messages and policy proposals that reflect children's perspectives.

In 2025, 50 children took part in consultations and workshops for drafting the Children's Alternative Report submitted to the UN Committee on the Rights of the Child, on topics such as violence against children, mental health, the budget allocated to children and education. Between 2 and 4 February, two volunteers presented these recommendations in Geneva before the Committee.

Children's participation also had a strong European dimension. One member of the Advisory Group took part in the European Parliament at the launch event of the report "**Child Poverty: The Cost Europe Cannot Afford**", where they moderated the discussion and highlighted the consequences of child poverty in Romania. On **International Children's Rights Day**, one member of the group spoke in the plenary session of the Romanian Senate, while five other members participated in Junior Senate.



Through the **EU Children's Participation Platform**, two children took part in the second General Assembly of the EU Platform for Child Participation, while two volunteers of the organisation, as members of the **Save the Children Europe Child Advisory Board**, moderated seminars at the European Parliament dedicated to children's rights online, grooming and child poverty.

Local and European involvement. Members of the Advisory Group were also involved in the European **Hot & Happening** project, taking part in training sessions and meetings with representatives of authorities on climate change and on the solutions children consider necessary in their communities. Following these activities, action plans were developed and presented to local authorities such as Bucharest City Hall, Targoviste Local Council and Buzau City Hall. In the final stage of the project, three children took part in a transnational meeting in Brussels, alongside children from other European countries, and participated in a roundtable with representatives of the European Commission and the European Parliament on children's involvement in environmental issues.

The role of volunteers in education and the community. Beyond the representation component, volunteers continued to support educational and information activities within the organisation's projects. They facilitated sessions on children's rights, health, participation, bullying prevention and online safety, and contributed to maintaining spaces for dialogue among children, school and community. In 2025, the organisation involved **3,000 volunteers overall**, and their contribution remained essential in national programmes as well as in local and European initiatives.





ADVOCACY

ADVOCACY PRIORITIES FOR CHILDREN'S RIGHTS

In 2025, advocacy work pursued both intervention on urgent legislative issues and the consolidation of a more coherent perspective on public policies for children. The organisation analysed the **2025 Government Programme**, identifying the components directly targeting children's rights and wellbeing and formulating thematic proposals for programmes and advocacy initiatives. In parallel, recommendations were developed on the new European legislative framework for preventing and combating child sexual abuse, both for the relevant European regulation and for the directive on combating sexual abuse, sexual exploitation and materials containing child abuse. The document was also translated into English in order to support European dialogue.

An important component of the year was the participation in **the 100th session of the UN Committee on the Rights of the Child** in Geneva, in the context of presenting the Alternative Report. The observations subsequently transmitted to the Romanian Government included some of the proposals formulated in the organisation's alternative report and supported directly during the session. In the same framework of institutional and European dialogue, the **Save the Children European Report on Child Poverty** was launched in Brussels, at the European Parliament, in collaboration with Vice-President of the European Parliament Victor Negrescu, in the presence of European Commissioner Roxana Mînzatu and other representatives of European institutions and civil society.

Roundtable - Reforming gambling legislation to protect children and adolescents, Romanian Parliament, 23 September 2025.





PROTECTING CHILDREN FROM GAMBLING

In June 2025, Save the Children Romania launched the campaign **"Let's Play Fair! No Celebrities in Gambling Advertising"**, a national initiative to raise awareness of the impact of gambling advertising on adolescents. The campaign addressed the relationship between aggressive gambling promotion and the normalisation of gambling among minors, and had an immediate and essential effect: **the decision of the National Audiovisual Council to ban the use of celebrities in gambling advertisements**. Thus, the organisation's advocacy produced in 2025 a concrete regulatory outcome with direct relevance for child protection.

PROTECTING CHILDREN FROM HARMFUL CONTENT AND ABUSE

In 2025, Save the Children Romania continued its advocacy and analysis interventions concerning the protection of children in relation to media content and forms of sexual violence. The organisation developed legislative recommendations regarding child sexual abuse and completed the **Guide for Hearing Child Victims of Sexual Abuse**, which is to be used by the Barnahus Centre in training sessions for police officers. The guide includes examples of good practice for organising hearings, with the aim of avoiding retraumatisation of victims and creating procedures better suited to the best interests of the child. At the same time, the online debate **"The Barnahus Center in Bucharest - A Model of Good Practice in Protecting Child Victims of Sexual Abuse and Violence"** was organised, with the participation of representatives of Save the Children Romania, Save the Children Norway, the National Authority for the Protection of Children's Rights and Adoption, and the National Institute of Magistracy.

Also in 2025, the organisation carried out a campaign to protect children from inappropriate television content, requesting that the entertainment show "Insula iubirii" be moved out of the prime time slot with high exposure among minors. The intervention focused on children's exposure to potentially harmful television content and on the responsibility of broadcasters and regulatory authorities to protect children's emotional wellbeing.

In parallel, the organisation also developed analyses on child trafficking, the policies and legislative measures needed to combat bullying, the improvement of the legislative framework on sexuality education, and the risks children face through the use of social networks and major communication platforms.



OPEN LETTERS AND PUBLIC DIALOGUE

In the electoral context, Save the Children Romania sent **an open letter to the presidential candidates**, accompanied by a set of questions and case studies on the most serious problems facing children in Romania. The initiative was accompanied by a press release centred on the idea that children's voices, although they do not vote, must matter in defining the public agenda. Through these interventions, the organisation aimed not only to raise public awareness, but also to place children's rights at the centre of political and institutional debate.



Roundtable on the situation of children whose parents have left to work abroad, Government of Romania, 25 April 2025.

EUROPEAN ADVOCACY AND PUBLIC POLICY ANALYSES

Advocacy work in 2025 also included participation in European and regional initiatives relevant to the reform of child protection systems. In Brussels, representatives of the organisation took part in the roundtable **"Strengthening Child Protection and Care Reform in Moldova through EU Accession"**, where Save the Children Romania brought into dis-

ussion Romania's experience before and after accession to the European Union and the support provided by the organisation to strengthen child protection in the Republic of Moldova. At the same time, relevant data about the organisation for 2025 were entered into Save the Children International's **Monitoring and Accountability Framework (MAF)** platform in areas such as governance, risk, human resources, safeguarding, policies, cybersecurity and mitigation measures. In addition to public campaigns, in 2025 the organisation produced an extensive series of analysis and position papers: on **child trafficking in Romania; bullying**, including the debate on the "red button"; **activities proposed within the 2025 National Year of the Child**; the negative impact of eliminating the VAT exemption for deliveries to hospitals made by NGOs; the opportunity to create a **Children's Council** and a **Children's Government**; children's right to sexuality education; participatory mechanisms for monitoring respect for children's rights; the changes needed in the education system and in legislation concerning minors who are perpetrators or victims of crimes; and the revision of gambling legislation. These documents supported the organisation's public and institutional interventions on multiple topics that concretely define the children's rights agenda.



COUNSELLING AND LEGAL ASSISTANCE FOR THE PROTECTION OF CHILDREN'S RIGHTS

In 2025, Save the Children Romania provided **social and legal counselling services for 1,048 beneficiaries, including 409 children and 639 adults**. Of these, **64 people** benefited directly from legal guidance and counselling. The interventions mainly concerned support for obtaining allowances and other tax facilities, accessing social benefits, obtaining protection orders, contacting competent authorities in specific situations, obtaining child support, accessing public legal aid, obtaining identity documents and temporarily delegating parental authority. The service also addressed divorce cases up to the point of filing the court action, reporting forms of child abuse to the police or DGASPC, and resolving disputes arising in schools between parents, students and school staff.

The social component of the service remained equally important. **585 parents** benefited from social counselling and were informed about the rights available to their families and the steps needed to obtain them, while **345 children** benefited indirectly from various rights and benefits as a result of counselling provided to their parents. Through this type of intervention, the organisation continued to connect legal assistance with the effective protection of the child, recognising that, in many situations, access to rights depends on the family's ability to understand and correctly use existing administrative and legal mechanisms.



RESEARCH

In 2025, Save the Children Romania continued to use research as an essential tool for understanding the realities experienced by children and for grounding interventions and recommendations addressed to authorities. Analyses, studies and consultations were carried out on diverse but convergent topics: **the trans-generational transmission of disadvantage in vulnerable families; the situation of Ukrainian-origin families in Romania; the needs of refugee children and adolescents; the context of the beginning of the 2025-2026 school year; child poverty in Europe; and children's exposure to inappropriate audiovisual content.** The same line of work included **the study on the effects of cyberbullying on children's emotional balance, research on the hidden costs of education, and the survey on how children and adolescents divide their time among school, recreational activities and socialising.** The organisation also consulted children on climate change and launched the results of a **student consultation on feedback given to teachers.**

Within the "What's Next" project, Save the Children Romania carried out a **consultation on the experiences and needs of students and parents regarding counselling and career guidance.** The organisation also conducted a European study on **relationship patterns and support needs among Romanian parents who have left to work abroad while their children remained in Romania.** These studies contributed to a more nuanced understanding of vulnerabilities and provided a solid basis for formulating applied recommendations in the fields of education, participation, protection and child wellbeing.

In the same year, thematic research directly connected to the organisation's health and protection programmes was also developed, such as **the impact study on equipping rural family doctors' practices and research on barriers to vaccination in rural communities.** In the area of violence prevention and school climate improvement, the organisation produced three research outputs dedicated to anti-bullying programmes: **"Teachers' Opinions on the Phenomenon of Bullying", "Diagnosis of Socio-Emotional Education and the Phenomenon of Bullying in Kindergartens in Romania" and "Impact Assessment Study of the Let's Be Friends - No Bullying Programme".** Through these efforts, research functioned both as a mirror of children's situation and as support for the public, educational and legislative interventions developed by Save the Children Romania.

DONATIONS FOR CHILDREN

In 2025, Save the Children Romania continued to strengthen its support base among companies and individuals, in a context in which the financial sustainability of programmes for children remains essential. The organisation obtained **total income of 19,710,000 euros**, a **5%** increase compared with the income level approved at the General Assembly. Of this amount, support from the private sector and individual donors continued to have a decisive share.



In 2025, 270 companies supported the organisation's work, contributing **8,820,610 euros**. The most important supporters included **OMV Petrom through its Foundation, Pepco, BCR, Kaufland, ProTV, Cencora, Catena, Banca Transilvania and Schenker**. Their support made it possible to continue essential health, education, protection and humanitarian intervention programmes.

In addition, **69,057 individuals** offered support through the organisation's recurring and one-off fundraising mechanisms (Direct Debit, SMS, online donations, PayPal and the redirection of 3.5% of income tax), with a total value of **2,440,318 euros**. The amounts obtained from companies and individuals together represented 57% of the organisation's total income, confirming the decisive role of private solidarity in supporting programmes for children.

The organisation's volunteers were also actively involved in the fundraising campaigns carried out in 2025, including marathons and half-marathons, the **Bucharest International Air Show, Baby Boom**, and major festivals such as **Neversea Kapital** and **Untold**, where they raised funds to equip maternity hospitals and promoted the organisation's causes. They also supported the campaign for redirecting **3.5%** of income tax in branches, work points and at the level of the General Secretariat.



FESTIVAL OF CHRISTMAS TREES

At its 25th edition, the Festival of Christmas Trees once again confirmed the power of solidarity around an essential cause: restoring equal access to education for children made vulnerable by poverty. Organised in partnership with the **National Museum of Art of Romania**, the event raised more than **one million euros**, from the auction of the trees, raffle ticket sales and sponsorships. The 24 creations auctioned during the gala evening will provide socio-educational support for more than 15,000 children.

The artists who created unique trees for this edition are:

Doina Levintza • Omid Ghannadi, Alex Iancio & Robert Nagy • Adela Pârvu, with the support of Tubadzin Romania • Diana Nicolaie & Ela Crăciun • Anda Ambrosini - Bloom. Echo & UNTOLD Creative Team • Laura Hîncu & El Jardin • Mihai Popescu & Twins Studio • Dhaniel Nora & Purple Flowers • Smiley & HaHaHa Production • Amalia Năstase & Endorphin Lab • Nicu Bocancea & Floraria Iris • Simona & Gabriel Gherasim - Gallantique Boutique • Andreea Mogoșanu, Moogu & Jovsky Studio, by Adrian Perjovschi • Summer Well Creative Lab & Kaustik • Gheorghe Lisița • Oana Manoliu, Mariana Chisar, Dan Manoliu - TVR • Vlad Nanca, with the support of UniCredit Bank • Oana Pop - Atelier Aria, with the support of Wienerberger • Alexandra Putineanu & Cojo, with the support of Universal Music Romania • Florin Magda, Jecza Foundation & Jecza Gallery • Damiana Păun - Vorbeste Lumea, ProTV • Cristina Golban, with the support of Beauty Connection • Ana & Maria Mohonea - Architectural Christmas. They were joined by Save the Children Romania, with the support of Stefania Mircea.



From left to right: Amalia Nastase, Florentina Costea, Andreea Raicu, Omid Ghannadi, Gabriela Alexandrescu, members of the Organising Committee of the Festival of Christmas Trees, and Marius Panca, host.

The 2025 anniversary edition brought together artists, designers, companies and supporters who transformed the gala into a space of public generosity and social responsibility. The evening was hosted by **Andreea Raicu** and **Marius Pancu**, with the support of **Omid Ghannadi**, while the creators of the unique Christmas trees included well-known names from design, architecture, visual arts, television and music.

The trees specially created by recognised designers and artists were auctioned for amounts ranging from 8,000 to 220,000 euros, showing that involvement in social causes was understood, in 2025 as well, as an investment in the future. The highest bid was for **"the cosmic tree of life"**, created by **Vlad Nanca with the support of UniCredit Bank and acquired through the joint effort of Catena, UniCredit Bank, E-INFRA Group, TEILOR and the Valvis Foundation for 220,000 euros**. Two other emblematic creations were **"The Angel"**, created by **Doina Levintza and bought by Catena for 100,000 euros**, and **"Compassion"**, created by **Omid Ghannadi, Alex Iancio and Robert Nagy and acquired through the joint contribution of Pepco Romania, Catena, Ana Hotels and Mastercard for 70,000 euros**.

PARTNERS OF THE 2025 EDITION:

Diamond Sponsors: Catena • Mastercard • UniCredit Bank • BCR • KULTHO Forever Diamonds.

Platinum Sponsors: Smart Soft Power • Garanti BBVA • Banca Transilvania • Romanian Business Consult • Renovatio Trading • KRUK Romania • Universal Music Romania • MAPEI Romania • CLASS IN.

Gold Sponsors: Clifford Chance Badea • Pepco Romania • OSCAR Downstream • HELLIMED.

Silver Sponsors: Rompetrol • Giscad • Maresi • Ferandalex • Sea Office • SMG Electronica • Wienerberger • NEXT • Boutique Cadeaux • NETOPIA • Gisco Med • CIT ONE • Porsche Finance Group.

Special thanks: DENT ESTET • Christian Tour • The Elements - Luxury Boutique Spa • Davino • Optimize Body Center • BDG • Wild Olive • my Geisha • BEAUTIK • Beauty Connection • Destiny Park • Obsentum • UNDA Open Possibilities • Elexus • DAAR • Anima Wings • TIFF • GETT'S Hair Studio • Purple Flowers • Amoo Klinik • Ivatherm Romania • Lensa • Shakti Centre • CARESTA • Lisa & Co. • Summer Well • FREY-WILLE • Contemporaria • LOFT • Elena Perseil • Leonidas • Hotel EPOQUE • Matca • Crama Serve • Hotel IAKI Mamaia • Miraj Bucharest • Central Depository • The Home • Indira • JIDVEI • BCR • Jovsky Studio • Universal Music Romania • Chanand.

Buyers of the 2025 trees: Catena, BCR, Pepco Romania, UniCredit Bank, Romanian Business Consult, TEILOR, Garanti BBVA, Mastercard, KRUK Romania, Smart Soft Power, E-INFRA Group, Valvis Foundation, Fildas, Ana Hotels and Allianz Tiriac.

Organising Committee: Florentina Costea, Andreea Nicoleta Deliu-Paşol, Omid Ghannadi, Cristian Hordilă, Amalia Năstase, Dhaniel Nora, Andreea Raicu, Ionuț Stanimir, Ioana Chereji, Gabriela Alexandrescu.



SPONSORS OF THE 2025 FESTIVAL OF CHRISTMAS TREES

DIAMOND SPONSORS



PLATINUM SPONSORS



SMART SOFT POWER



UNIVERSAL MUSIC ROMANIA



GOLD SPONSORS



SILVER SPONSORS



IMPACT, COLLABORATIONS, AWARDS

Online Impact

In 2025, Save the Children Romania consolidated its position as one of the most visible non-governmental organisations in Romania. Its strong digital presence, supported by large audiences, constant exposure and relevant interactions, kept the organisation in first place in public visibility rankings.

Content published on social media channels generated **59.7 million views**, supporting the organisation's strong digital presence. Save the Children Romania's Facebook page has more than **863,000 followers**, and the Instagram account has **25,344 followers**.

In 2025, the salvaticopiii.ro website recorded **93,474 users** and **105,422 visits**, indicating returning users and sustained interest in the content published.

Between **1 January 2025** and **30 December 2025**, Save the Children Romania recorded **8,288 articles**, including appearances with high and very high prominence, with a **Share of Voice of 33%**. These data confirm the organisation's role as a major public actor in debates on children's health, education, protection and participation.

General Secretariat Partners

Presidential Administration; Romanian Senate - Health Committee; Ministry of Health; Ministry of Education; Ministry of Labour, Family, Youth and Social Solidarity; National Authority for the Protection of Children's Rights and Adoption (ANPDCA); Ministry of Foreign Affairs; General Inspectorate for Immigration; Department for Emergency Situations; Romanian Border Police; National Anti-Drug Agency; National Agency against Trafficking in Persons; General Inspectorate of the Romanian Police; National Administration of Penitentiaries; Directorate for Investigating Organised Crime and Terrorism; Bucharest General Police Directorate; Prosecutor's Office attached to the Bucharest Tribunal; ASSMB; Bucharest Airports National Company; the airports in Craiova, Cluj-Napoca, Timisoara and Suceava; Bucharest Municipal Centre for Educational Resources and Assistance (CMBRAE); "Stefan cel Mare" University of Suceava; Buzau and Brosteni-Vrancea City Halls; county centres for educational resources and assistance; county school inspectorates; general directorates for social assistance and child protection.



Awards



PUBLIC RECOGNITION

In 2025, Save the Children Romania won **seven awards at the Civil Society Gala**, confirming both the consistency of the organisation's programmes and its ability to turn social interventions into publicly recognised models. In the "**Defence of Individual/Collective Rights**" section, the organisation received **First Prize, the Social Impact Award** and the **Grand Prize of the Gala** for the project "**Protecting Children against Gambling Addiction**", as well as **Second Prize** for the **#WeWantHealthEducationInSchools** campaign and **Third Prize** for the **Barnahus Centre**.

In the "**Social Campaigns**" section, Save the Children Romania received **Second Prize** for "**The Baby Box - an Equitable Start in Life for All Newborns**" and the **Special "Hope Away from Home"** Award for the project "**Support for Childcare to Facilitate Labour Market Integration for Families from Ukraine**".

Within the same sphere of public recognition, at **the 2025 Dezvoltam Romania Sustenabil Gala Awards**, the organisation received the **Sustainability Relay**, offered by Mastercard, for the same project dedicated to families from Ukraine.

At the **Romanian Healthcare Awards 2025**, Save the Children Romania was awarded in the "**Medical Innovation of the Year**" category for the project "**INFOMama, the First Mobile App Providing Medical and Social Information for Pregnant Women and Mothers with Children up to One Year Old in Romania**", and in the "**Quality of Medical Services and Patient Safety**" category for the project "**Lullaby for Polizu**".

At **Community Index 2025**, several projects developed or supported by Save the Children Romania were awarded: "**Let's Be Friends - No Bullying**" received **Gold Recognition** in the **Raising Awareness & Advocacy** category; **What's Next** received **Gold Recognition** in the **Student Education** category; the **Festival of Christmas Trees** received **Bronze Recognition** in the **Opportunities for Vulnerable Groups** category; the **Baby Box** received **Gold Recognition** in the **Health and Wellbeing** category; and the "**Heart-to-Heart Talks**" campaign received "**The One To Watch**" distinction in the **Mental and Emotional Balance** category.



In 2025, **Gabriela Alexandrescu**, Executive President of Save the Children Romania, received from Capital magazine, within the **"Top 100 Successful Women in Romania"**, the **Award for Three Decades of Continuous Struggle for Children's Rights**, in the **Civil Society** category.

In 2025, Save the Children Romania's campaigns, developed together with partner agencies, were recognised with a remarkable number of national and international awards. The campaign **"The Smallest Room"**, created together with Golin, received important distinctions at **SABRE EMEA, COMMA Awards, Golden Drum, European Excellence Awards and EPICA Awards**, including awards for public interest communication, creative use of media and effectiveness in low-budget campaigns.

The **PAID HUGS** campaign, also created together with Golin, was awarded **Silver** at **Webstock** for **Best Influencer Campaign** and **Best Experiential Campaign**, as well as **Silver** at the **Romanian PR Award** in the **"Small Budget, Big Creativity"** category. The **HUNGER GAMES** campaign received several awards at **SABRE EMEA**, including **Best Social Cause Campaign, Best Influencer Communication, Best Strategic Communication** and **Best Creative Communication**, as well as the **Grand Prix - Campaign of the Year** at the **COMMA Awards**.

The **LET'S PLAY FAIR** campaign won **five awards** at the **Romanian PR Award**: **Gold** in the **NGO** category, **Gold** in **Sport & Entertainment**, **Gold** in **"Small Budget, Big Creativity"**, and two **Silver** awards in **Media Relations & Influencer Relations** and **Public Affairs, Advocacy, Lobby**. The campaign was also awarded in **Top ADC*RO**.

The campaign **"Alex, the World's First Bullied AI"**, created by **Save the Children Romania & Heist Industries**, was rewarded at the **Webstock Awards** with **Gold** for **Best Creative Idea**, **Silver** in **Special Projects** and two **Bronze** awards in the **Best Digital Innovation** and **Best Social Good Campaign** categories, as well as **Silver** at **Internetics** in the **Social Campaigns** category.



FINANCIAL REPORT 2025

**SAVE THE CHILDREN ROMANIA'S
ACTIVITY TAKES PLACE AT THE
GENERAL SECRETARIAT AND IN
THE BRANCHES
TOTAL INCOME
19,710,000 Euro**



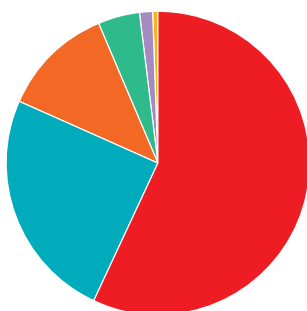
**BRANCHES
2,692,983 EURO
(14%)**

The financial statements of Save the Children Romania as at 31 December 2025 are verified by the Censors' Committee appointed by the organisation's General Assembly and externally audited by **KPMG**.

| TOTAL INCOME - EUR | 19,710,000 | % |
|---|------------|-----|
| 1. Corporate sponsorships | 8,820,610 | 45% |
| 2. Save the Children International | 2,351,679 | 12% |
| 3. Contributions, donations and sponsorships from individuals | 2,440,318 | 12% |
| 4. European funds | 4,859,272 | 25% |
| 5. State institutions | 340,796 | 2% |
| 6. VAT reimbursement according to MFO 2438/2023 | 554,215 | 2% |
| 7. Bank interest | 245,573 | 1% |
| 8. Other income | 97,537 | 1% |

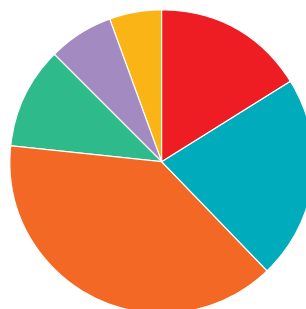
| EXPENDITURE - EUR | 18,209,398 | |
|--|-------------------|------------|
| A. PROGRAMMES: | 17,205,780 | 95% |
| 1. Protection of refugee children - Ukraine response | 2,971,873 | |
| 2. Promoting and ensuring children's right to education | 3,949,787 | |
| • Access to education for children from disadvantaged backgrounds | 3,851,487 | |
| • Preschool education for children from disadvantaged categories | 98,300 | |
| 3. Child health and nutrition, health education | 7,059,868 | |
| • Equipping and modernising medical units | 3,303,337 | |
| • Improving maternal and child health | 3,756,531 | |
| 4. Ensuring children's right to protection | 1,956,620 | |
| • Protection of children whose parents have left abroad | 967,550 | |
| • Online child protection - Sigur.Info Programme | 369,828 | |
| • Protection of children against violence | 619,242 | |
| 5. Promoting and respecting children's rights, improving the school climate and preventing bullying | 1,267,632 | |
| B. Administration and organisation | 452,570 | 2% |
| C. Fundraising and communication | 355,152 | 2% |
| D. Contributions to international programmes | 195,896 | 1% |

**INCOME
19,710,000 EUR**



- Corporate and individual sponsorships
- European funds
- Save the Children International
- State institutions
- Bank interest
- Other income

**EXPENDITURE
18,209,398 EUR**



- Protection of refugee children - Ukraine response
- Promoting and ensuring children's right to education
- Child health and nutrition, health education
- Ensuring children's right to protection
- Promoting and respecting children's rights, improving the school climate and preventing bullying
- Administration and organisation
- Fundraising and communication
- Contributions to international programmes

PARTNERSHIPS FOR CHILDREN

We thank all our partners, who support Save the Children Romania's causes and understand the importance of mobilisation and joint effort so that children in Romania can have a better future. We trust and continue to rely on your support. There is still much to be done for children.



OMV Petrom Foundation – The partnership with OMV Petrom Foundation includes the modernisation of 160 family medicine practices in rural areas, the provision of medical equipment to 60 neonatology departments, and 15,000 Baby Boxes for pregnant women and newborns from disadvantaged backgrounds. It also includes the training of 3,614 specialists and the provision of educational materials needed to run the "Let's Be Friends" bullying prevention programme in 549 kindergartens, with approximately 60,000 children and their parents reached so far.



Pepco Romania – A core partner of programmes dedicated to protecting children whose parents have left to work in other countries and to preventing school dropout among disadvantaged children since 2019, Pepco Romania has contributed to improving protection, emotional wellbeing and school dropout prevention for these children. Thus, more than 5,400 children and adults (caregivers or parents) from Arges, Caras-Severin, Dambovita, Hunedoara, Iasi, Mures, Suceava and Vaslui counties benefited from psychological, educational, social support, socialisation and leisure activities.



Kaufland Romania – A long-standing partner that has significantly supported the organisation's education and protection programmes. Since the beginning of the partnership, more than 4,700 socio-economically vulnerable children and children whose parents are working abroad have been directly supported through socio-educational services, psycho-emotional support and material assistance. With the help of Kaufland Romania we also supported families affected by the explosion in the Rahova neighbourhood of Bucharest with social vouchers for the purchase of basic necessities, providing concrete support in an emergency context. Kaufland Romania also supports the programme to reduce infant mortality.



Catena – Catena remains one of the most important and constant supporters of educational programmes for vulnerable children, through sponsorship of the Festival of Christmas Trees and beyond. Each year, more than 1,300 children and their families are supported through integrated education services, material support and socio-psychological assistance, so that they can continue their studies.



Cencora – Cencora contributes to improving maternal and child health in 16 disadvantaged rural communities through integrated socio-medical services at local level, for mothers, pregnant women and children up to the age of five.



Banca Transilvania – supports access to education for children from vulnerable communities by providing school supplies, material support and socio-educational services, and has been involved in creating playgrounds for children in partner lower secondary schools. In the 2025-2026 school year, it supports the implementation of the second stage of the vocational guidance and career counselling project "What's Next 2.0", carried out in partnership with the *Bucharest Municipal Centre for Educational Resources and Assistance (CMBRAE)* and the *County Centres for Educational Resources and Assistance in Cluj, Iasi and Mures*.



Schenker – supports the national programme to reduce infant mortality by supporting the renovation and modernisation of Polizu Maternity Hospital in Bucharest, helping ensure modern conditions in which doctors can provide high-standard care and mothers and newborns can benefit from the best medical services.



Banca Comercială Română – is one of the oldest and most constant partners, supporting children's education through sponsorship of the Festival of Christmas Trees, the right to life for prematurely born children and other initiatives of the organisation. More than 1,200 children from vulnerable groups are supported each year in accessing education. BCR also supported the renovation and modernisation project at Polizu Maternity Hospital.



PRO TV – has been involved in supporting access to quality education for children with special educational needs by training teachers and providing direct support to children from vulnerable families.



ALPHA BANK

Alpha Bank Romania – supports the programme to reduce infant mortality through its involvement in the renovation and modernisation project at Polizu Maternity Hospital in Bucharest. It has also joined the protection and education programme for children whose parents have left to work abroad.



center for
inclusive growth

Mastercard Center for Inclusive Growth – With the support of Mastercard and partners Up Romania, Pluxee and Edenred, within the Ukraine Response programme a day centre was supported that provided essential assistance to single mothers from Ukraine and vulnerable families in host communities. Through the services made available, the centre contributed to creating a safe environment for children and facilitating the social and economic integration of parents.



Libris – For 12 years, more than one million Libris readers have chosen to join the programme to reduce infant mortality, and together we have transformed donations into high-performance medical equipment for hospitals in Bucharest, Alba, Mures, Brasov, Cluj, Constanta, Salaj and Iasi. Libris and Save the Children Romania also run the CarteTeca project, through which 328 schools have been equipped with more than 36,000 books.



Romanian Business Consult – constantly supports access to education for children from disadvantaged communities. Its involvement in sponsoring the Festival of Christmas Trees ensures remedial school preparation services, school supplies and psychosocial counselling services for children and their families.



UniCredit Bank – supports the education of children from socio-economically vulnerable backgrounds through sponsorship of the Festival of Christmas Trees, thereby facilitating the provision of socio-educational services, psycho-emotional support and material assistance, according to needs.



LIDL – After long-standing support for educational programmes, Lidl became involved in the extensive renovation and modernisation project at Polizu Maternity Hospital in Bucharest, while also supporting the psycho-emotional counselling and newborn care information programme for expectant mothers receiving medical care at Polizu Maternity Hospital.



OMV Petrom – supports the national programme to reduce infant mortality by supporting efforts to equip and modernise maternity hospitals and paediatric departments. In 2025, it thus contributed to supporting the renovation of the ICU and Operating Theatre at Polizu Maternity Hospital.



Bamesa Oțel – supports the programme for the protection of children whose parents have left to work in other countries in Arges county, contributing to the provision of the necessary psychosocial and educational support through dedicated activities, including recreational and socialisation activities for children, parenting education programmes, and social counselling and legal guidance services for caregivers.



NEPI Rockcastle – Since 2021, NEPI Rockcastle has supported the online child safety education programme by carrying out national awareness campaigns, online and offline events, and thematic courses dedicated to adolescents.



Zewa România – supports Save the Children Romania's efforts to ensure better health conditions and services for children, supporting the renovation of sanitary facilities and two wards within the Paediatrics Department of Oltenita Municipal Hospital, Calarasi county.



Essilor Romania – supports the project to identify students with vision problems and refer them to specialists, as well as providing financial support for the purchase of necessary eyeglasses for children from socio-economically vulnerable families.



Vodafone Romania Foundation. – In 2025, Vodafone Foundation and Save the Children Romania jointly launched the initiative "The Digital Wellbeing of Children in Romania", through which children are supported in understanding their digital identity and developing critical thinking in their interaction with online influences.



Salvați Copiii
Save the Children Romania



Endava – supported educational activities in communities carried out within the Ora de Net programme, in the context of the Mobile School. Using interactive boards, children learned about online safety, combating cyberbullying, emotion management and the protection of personal data. Teachers also adapted these materials and integrated them into their lessons, thus facilitating applied learning and awareness of digital risks among students.



DIGI – A constant supporter of Save the Children Romania's campaigns, DIGI currently supports the campaign "Call Them Every Day! Connection Beyond Borders", dedicated to children whose parents have left to work in other countries, helping maintain a close connection between parents who have left and children who remain at home and, implicitly, supporting their emotional wellbeing. DIGI also supports awareness of the importance of maintaining the parent-child relationship in the context of economic migration.



The Leading Dental Centers of Romania

DENT ESTET – The collaboration with DENT ESTET has resulted in preventive dental services and free consultations at clinics in Bucharest and Timisoara. More than 1,900 children from vulnerable groups have been helped in this way in recent years.



MNAR – For five years, the National Museum of Art of Romania has supported the organisation's educational programmes by hosting and co-organising the Festival of Christmas Trees in the historic spaces of the Royal Palace. It also supports the education and cultural-artistic development of children from Save the Children Romania's programmes and partner schools through interactive workshops, exhibitions and guided visits on topics of interest to them. More than 2,300 children and their accompanying adults have benefited from this partnership.

With responsible partners by our side, we have confidence in the future.



SPONSORS - GENERAL SECRETARIAT

Sponsors contributing more than EUR 100,000

Banca Comerciala Romana; Banca Transilvania; Catena; Cencora; DB Schenker; OMV Petrom Foundation; Kaufland Romania; Pepco Romania; Pro TV.

Sponsors contributing between EUR 100,000 and EUR 10,000

Alpha Bank; Association for Development and Quality of Life; Bamesa Otel; B&B Collection; Create Direct; Edenred; EDPR; EFT Power; E-Infra; Emerson; Energy Distribution Services; Essilor Romania; Teilor Foundation; Valvis Foundation; Vodafone Romania Foundation; Garanti Bank; HCL Technologies; Helinick; Hellimed; Libris; Mastercard; Merck Sharp & Dohme Romania S.R.L.; Mindit Services; NN Pensii Societate de Administrare; Patria Bank; Pluxee Romania; Renovatio Trading; Romanian Business Consult; SNGN Romgaz; UniCredit Bank; UP Romania.

Sponsors contributing between EUR 10,000 and EUR 3,000

ABB Neopuls; Alfa Vega; Amicom Consulting and Strategy; Ana Hotels; Archiweb Design; Association of Construction Students in Bucharest; Boutique Cadeaux; B.D.G. Import; Bebetei

Investments Group; CIT ONE; Clifford Chance Badea; Conpet; Constanta South Container Terminal; Cosagel Rom; Cristimar Ella Import Export; Dante International; Deli Group Professional Services; EFT Furnizare; Egger Romania; Ernst & Young; Exim Bank; Giscad; Gisco Med; Glass Clever; Global 1 AI; GLS General Logistics Systems; Graffiti Plus; KRUK Romania; Interactions Marketing; Intersnack Romania; Ixy Retail; KMG Rompetrol Services Center; Mapei Romania; Maresi Romania; Michelin Romania; Netopia Financial Services; Nhood Services; NN Life Insurance; Oscar Downstream; Oul de Tinca; Parfumerie Douglas; Patria Credit; Porsche Insurance Broker; Raiffeisen Bank; Robert Bosch; Romcolor 2000; Sea Office; SMG Electronica; Softspace; Solvit Networks; Stefanini Romania; Tecnology Com; Terra Romania Construction Equipment; United Petfood; Universal Music Romania; Untold Production; WAM Romania.

Sponsors in products and services

Cibin; Digi Romania; Dr. Oetker RO; IKEA Romania; Ruris Impex; Kookoo Grocery

Funders

European Commission - Internet Safety; European Commission/ICF SA - Children's Participation Platform; European Commission/Save the Children Italy - Inclusive Children's Participation Networks; Department for Romanians Abroad; OneSight EssilorLuxottica Foundation; Google Benevity; Ministry of Investments and European Projects through the Inclusion and Social Dignity Programme 2021-2027; Ministry of Investments and European Projects through the Health Programme (SPER); Mobile School vzw; Save the Children Europe; Save the Children International; Save the Children Italy; Save the Children Japan; Save the Children United Kingdom; Save the Children Netherlands; EU, Directorate-General for Justice and Consumers/Oxfam - Imagining the Climate - Just Future.



We thank all sponsors who chose to support Save the Children Romania's programmes in 2025!



INVOLVEMENT OF BRANCHES AND LOCAL OFFICES



Doj

50 primary and lower secondary school children whose parents have left to work in other countries received psycho-socio-educational support. Their parents/caregivers also received psychosocial support, while another 112 children from vulnerable backgrounds benefited from integrated socio-educational services. 151 children aged 0-5, mothers and pregnant women received individualised support, and 311 mothers/pregnant women took part in information sessions aimed at improving health.

Hunedoara

More than 450 children and 120 parents benefited from psycho-socio-educational support. Children received a hot meal every day, took part in educational-recreational and non-formal activities, and received school supplies. Parents benefited from social and psychological assistance and material support. During the 2025 Summer Camp, children took part in activities designed to stimulate their interest in learning and increase social cohesion.



Iași

Activities were carried out to increase the resilience of educational communities in Iasi and Ungheni, Republic of Moldova, in the face of disasters, by creating a culture of prevention and correct response in emergency situations. Art workshops also continued for children hospitalised in the paediatric oncology department of "Sf. Maria" Hospital in Iasi, with the project launched in 2024 confirming the profound impact of integrating creative methods into the multidisciplinary therapeutic approach.

Also, in collaboration with the authorities of the Republic of Moldova, a project was implemented to strengthen cross-border cooperation and prepare interventions aimed at improving child care systems, in line with European Union guidelines and national reform priorities.

Mureș

6,150 children and 586 parents/legal representatives benefited from the services offered through the branch's programmes. 845 children and 134 parents accessed the online psychological support service made available through the "Askteen" project. More than 2,000 adolescents were informed about the risks of substance/drug use and emotional health, while 4,300 students received information on children's rights. 120 children took part in non-formal cultural and educational activities, which continued, in a new format, the Childhood Festival.





Timiș

3,286 children and parents from western Romania benefited from support through the programmes run by the Timis branch. 1,856 children took part in emotional development activities, 274 children aged 0-5 benefited from free medical consultations, and 212 mothers and young expectant mothers benefited from counselling and accompaniment to medical appointments.

Within a new project launched in partnership with DGASPC Timis, services were provided to prevent family separation for 147 children from vulnerable backgrounds: psychological support, socio-emotional development activities, recreational and socialisation activities. At the same time, 102 parents benefited from social counselling and support in accessing social services and benefits, as well as counselling for labour market integration or reintegration.

Brașov

1,500 students took part in information sessions on online safety and children's rights, while 198 young mothers from rural communities received support and useful information for the proper care of young children up to the age of five, and 498 pregnant women received the Baby Box. 187 parents benefited from information sessions on reproductive health and health education.



Cluj

50 children benefited from educational and social services within the Day Centre for children from vulnerable groups, through School after School and Summer Kindergarten activities carried out at Tureni Secondary School. Children also received material support - food, school supplies and medical support, according to needs - while parents received information and counselling services, as well as material support.

Constanța

Within the Day Centre for children from vulnerable groups, 60 children benefited from integrated socio-educational services. 108 parents took part in training sessions on preventing violence against children and strengthening relationships among parents, children and school, while volunteers facilitated information sessions in schools on topics of interest to children. Social cohesion events were organised with the participation of more than 100 refugee children from Ukraine.



Dâmbovița

7,776 students were informed about children's rights, 122 mothers and pregnant women benefited from counselling and accompaniment to medical appointments, and 284 Baby Boxes were provided. In addition, 235 children whose parents have left to work abroad or who come from vulnerable families received educational, material and psychological support. The activities were supported by 174 volunteers.





SUPPORTERS OF SAVE THE CHILDREN ROMANIA BRANCHES AND LOCAL OFFICES

Dolj

Partners: Dolj County School Inspectorate, DGASPC Dolj, Dolj Public Social Assistance Service, Community Police, Dolj County Police Inspectorate, Malu Mare City Hall, Breasta City Hall, Predesti City Hall, "Alexandru Macedonski" Secondary School Craiova, Auto Transport Technological High School Craiova, "Sfantul Mina" Special Secondary School, Charles Laugier High School, "Decebal" Secondary School Craiova, educational units in Dolj and Olt counties.

Funders: Rettet das Kind.

Sponsors: TERRAFARM, CEZ Vanzare.

Hunedoara

Funders/Partners: Hunedoara County Agency for Payments and Social Inspection, Hunedoara County Police Inspectorate, DGASPC Hunedoara, ITM Deva, Petrila Social Assistance Directorate, Petrila Town Police, Constantin Brancusi Technical College Petrila and its structures, I.D. Sirbu Secondary School Petrila and its structures, Mihai Eminescu National College Petrosani, Carmen Sylva National College of Informatics Petrosani, Dragomir Hurmuzescu Energy Technical College Deva, Sintamaria Orlea Secondary School.

Sponsors: VGP, Petrila City Hall/DAS Petrila, Zona D Petrosani, Damian COM IMPEX, INSEMEX Petrosani Free Trade Union.

Iași

Main partners: Cristian ABC, Coseli, Borgwarner, Sweet Blanca, Farmacia Ardealul, Help Flux, Farmacia Adriana, Fortis, Misavan Trading, Adaconi, Sevenode, Quatro Group Distribution, Panifcom, Patisgal, Misavan, Allmetech, Doterra Healing Hands, Moldova Center, BMW APAN Motors Iasi, Prima Car, Fabrica De Print, ESET Romania.

Media partners: Europa FM, Iasi TV Life, Radio Hit, TVR Iasi, Iasul Nostru.

Mureș

Funders/Partners: Mures County Council, Targu Mures Social Assistance Directorate, Targu Mures City Hall,

Mures County School Inspectorate, Mures County Police Inspectorate, DGASPC Mures, National Agency against Trafficking in Persons - Targu Mures Regional Centre, National Anti-Drug Agency - Mures Drug Prevention, Evaluation and Counselling Centre, Nades City Hall, Mica City Hall, Mures County Library.

Sponsors: Darina store network, EN-RG-ETIC, Teconnex Europe Cluj, Salute Vestra Cluj, Karmedofta, Euro Gas Systems.

Timiș

Partners: DGASPC Timis, Timis County School Inspectorate, "Louis Turcanu" Emergency Clinical Hospital for Children, Timisoara, National Agency against Trafficking in Persons - ANITP Timisoara, "Theodor Bucurescu" Secondary School No. 1 Sannicolau Mare, PP Kindergarten No. 29 Timisoara, PP Kindergarten No. 32 Timisoara, PP Kindergarten No. 33 Timisoara, Mosnita Noua nursery, Timis county, Lady Bird Kindergarten Timisoara, Secondary School No. 1 Timisoara, Secondary School No. 2 Timisoara, "Sfanta Maria" Secondary School No. 7 Timisoara, Secondary School No. 12 Timisoara, Secondary School No. 18 Timisoara, Secondary School No. 19 Timisoara, Secondary School No. 24 Timisoara, Secondary School No. 27 Timisoara, "Nikolaus Lenau" Theoretical High School Timisoara, "Cristofor Nako" Theoretical High School Sannicolau Mare, "Jean Louis Calderon" Theoretical High School Timisoara, "David Voniga" Theoretical High School Giroc, "Ion Vidu" Art High School Timisoara, "Carmen Sylva" National Pedagogical College, "After-school Children's Centre in Mosnita Noua commune" social service, Smart Kidsclub after-school, Timisoara, family medicine and paediatric practices, Checea City Hall, Tormac City Hall, Nitchidorf City Hall, Mosnita Noua City Hall, Sacalaz City Hall.

Sponsors: Linde Gaz Romania, Aptiv Technology Services & Solutions, Mondial S.A., Enigma Trading 2000, Ronald McDonald Children's Foundation, RCW Romania, Flexik Automation, Club Lions Diamond Timisoara Association, Sherwin-Williams Balkan, Egeria TM, DAR Dräxlmaier Automotive, Vice Evolutions, Graphic Space, „ David Voniga High School” Parents' Association, Cognizant Technology Solutions Romania, The Community Foundation – MOL Romania, Rudolf Walther Foundation, Bega Turism.

Braşov

Partners: Brasov County School Inspectorate, DGASPC Brasov, Brasov Social Assistance Directorate, Brasov County Police Inspectorate, Prefect's Institution - Brasov County, Brasov County Centre for Educational Resources and Assistance, Brasov Drug Prevention, Evaluation and Counselling Centre, National Agency against Trafficking in Persons - Brasov Regional Centre, "Nicolae Orghidan" Secondary School No. 9 Brasov, Association of Educators in Romania, Zuralo Association, Aici pentru Tine Brasov Association, Aspire Teachers, the city halls of Sacele, Tarlungeni and Budila.

Sponsors:

Gymboland AFI Brasov playground, Cartofisserie AFI Brasov, SuperScoala Platform, CIBIN S.R.L. Sacele.

Constanţa

Partners: Constanta General Directorate for Social Assistance and Child Protection, Constanta County School Inspectorate, Constanta General Directorate for Social Assistance, Constanta Prefect's Institution, Constanta County Centre for Educational Resources and Assistance, Constanta City Hall, Gheorghe Duca Technological High School Constanta, Cobadin High School, Grigore Moisil Secondary School No. 2 Navodari, George Enescu Secondary School No. 1 Navodari, educational units in Constanta municipality.

Damboviţa

Partners: Dambovita County School Inspectorate, Targoviste Social Assistance Directorate, DGASPC Dambovita, Dambovita County Police Inspectorate, Dambovita Prefect's Institution, CJRAE Dambovita.








President: Mihai Gafencu

Executive President: Gabriela Alexandrescu

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RO15RNCB0071011434790005 (lei),
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The photographs included in the report were taken by: Cristina Adam, Bogdan Dincă, Andrei Dumitru, Claudiu Popescu, The Brothers M, Sabina Ghiormescu, Anca Arambaşa, Alexandru Damian, Mihai Vinersar.

For 35 years, Save the Children Romania has built social programmes, public policies and solid practices for the benefit of children in Romania. The expertise and complexity of projects at national level make the organisation an essential social institution, whose role is to mediate between society and public authority in the best interests of the child. Over three decades of activity, Save the Children Romania has actively intervened in society, identifying concrete solutions to protect and support vulnerable children and, at the same time, advocating for viable collaboration with decision-making authorities to ensure the best interests of the child.

Save the Children Romania has assumed the role of vigilant oversight of public authorities, so that they implement lasting public policies able to correct the causes that make children vulnerable. At the same time, the organisation has succeeded in creating active networks of solidarity by encouraging the social responsibility of companies and of society at large.

As a member of Save the Children, the world's largest independent organisation promoting children's rights, which includes 30 members and currently runs programmes in 100 countries, our VISION is a world that respects every child's right to survival, education, protection and participation. We assume the MISSION of achieving significant progress in the way children are treated and of bringing about immediate and lasting change in their lives. In 35 years of activity, more than 4,522,000 children have been involved in the programmes and campaigns of Save the Children Romania.