Asociația Ovidiu Rom

Fiecare copil în școală
e responsabilitatea fiecăruia dintre noi

2008 Results
2009 Objectives

The future belongs to the nations that best educate their citizens.
President Barack Obama, March 9, 2009



Dana Popa/ www.anzenberger.com

Countries that educate more of their citizens tend to grow faster than similar countries that do not. Crucially, the income gains tend to come *after* the education gains… Educating more people and educating them better appears to be the best single bet that a society can make.

David Leonhardt, *New York Times Magazine,* January 27, 2009



Shea Roggio

There was once a shepherd standing by a river who saw a living creature float by. At first he thought it was a small animal but then he realized that it was a baby. Naturally he was horrified to see the poor helpless infant floating down the river. He jumped into the current and with some effort managed to rescue the baby and bring it back to shore. For a minute he was quite exhilarated. But a little while later he saw another baby in the river, and then another. He shouted for help. Soon lots of people were busy saving babies, but it seemed like the more people that helped, the more babies kept floating down the river.

Finally someone said, "Hey, maybe we should go upstream and find out who's throwing all these babies in the river."

Most social service charity is focused on "pulling babies out of the river". The mission of Ovidiu Rom is to **get to the source of the problems** that manifest themselves in the form of abandoned children, street kids, beggars, welfare recipients and convicts. That "source" is extreme poverty combined with lack of education and opportunity.



Dear Friends, Investors, and Colleagues,

The future development of Romania's economy and society in general, as well as the way it is perceived abroad, depend greatly on high educational attainment of the general population. School abandonment perpetuates multigenerational poverty, which perpetuates crime and social dysfunction. These in turn create negative stereotypes, both within Romania and abroad.

The "Scoala te face mare" campaign (see page 7) was prompted by the continuing decline in Romania's literacy rate and the increase in school abandonment. This is not a problem that the Ministry of Education can solve alone. Political parties must cooperate with each other, local authorities must make education of the poor a priority, and society must join in the effort to help impoverished parents enroll their children in formal education at an early age, when it really makes a difference.

"Scoala te face mare" has already involved a wide spectrum of individuals and organizations in different sectors – business, media, diplomacy, civil society, and government at both the local and central level. We are encouraged by the widespread interest the campaign has generated, especially in the media and among young adults, and we are committed to continuing the campaign for as long as it takes to turn the tide in Romania's school attainment rates!

We thank you for your contributions in 2008 and invite you to join us and other concerned citizens and organizations – by supporting "Scoala te face mare" – through your time, financial contributions, and your personal involvement in your local community's efforts to get EVERY CHILD IN SCHOOL.

Sincerely,

Leslie Hawke & Maria Gheorghiu,
Co-founders Asociatia Ovidiu Rom

2008 Results

In 2008, Ovidiu Rom focused on (1) preparing children without any pre-school experience to successfully integrate in school, (2) preparing primary school teachers to work with disadvantaged children, and (3) promoting policy recommendations to reverse Romania's downward trend in educational attainment.

- Offered direct services to 500 children and 300 families
- Organized Summer School "Preparation Programs" for 4400 children in ten counties and Bucharest and involved 50 volunteers
- Distributed 4,400 Sotron Student Workbooks and 1000 Sotron Teacher's Guides free of charge
- Created first teacher training course accreditated by "Comisia Nationala de Formare Profesionala" to prepare teachers to conduct summer programs with disadvanteged children
- Trained 500 teachers
- Developed a Regional Educational Center in partnership with local authorities and school in Potlogi
- Awarded "Outstanding Teacher" recognition to five teachers: Otilia Brebenel, Georgeta Dorobantu, Liliana Mursa, Georgeta Pavaluta and Luiza Stan
- Generated 40 articles, 62 online news items, and 19 TV news spots regarding educational equity for impoverished children
- Published policy paper: "Learning from America's Mistakes: A Proposal for Closing the Education Gap in Romania", which was positively received by authorities, including the Ministry of Education, the National Agency for Child Protection, and UNICEF



Svend Withfeld

"Most of the progress in Vizuresti comes not from taxpayers' money... but from the work of a charity, Ovidiu Rom, [which] has paid for and helped with IDs, teacher training, student workbooks and a special summer programme designed to prepare the poorest children and their often illiterate parents for school life."

The Economist, June 21, 2008

Getting Every Child in School

When a child's educational and life prospects improve, everyone benefits. High quality early childhood programs boost not only educational achievement, but also promote social inclusion and good citizenship within communities.

"Sotron Zero" – Preparing children who never attended kindergarten for first grade

Need: Prepare disadvantaged children, age 5-7, to successfully integrate in mainstream classrooms.

Premise: Early education helps prevent late enrollment and school abandonment. Many poor parents who might not be willing or able to send their 4 or 5 year olds to kindergarten on a daily basis can be persuaded to send them one morning a week.

Location: Three poor communities: Pangarati, Bucharest Sector 5; Potlogi and Vizuresti, Dambovita.

Methodology: create local education committee, recruit children door-to-door, conduct weekly kindergarten (Sotron curriculum), help parents enroll children for kindergarten and first grade, conduct monthly parent meetings and counseling, reinforce with two-week summer program, provide school kits.

Outcome: 100% of the communities' 5-7 year olds were registered to kindergarten or first grade.

Next Steps: Expand "Sotron Zero" to additional poor communities in partnership with local authorities and school teams.

"Bonzai" – Helping at-risk first graders succeed in school

Need: Track student attendance and test the efficacy of economic incentives (in form of food coupons).

Premise: Educational support, combined with economic incentives to parents (linked to school attendance), significantly raise enrollment, attendance, and achievement.

Locations: Pangarati, (Sector 5); Buhusi (Bacau). Both neighborhoods lack running water, public sewage facilities, regular trash removal, and paved streets – despite being located in municipalities where these services are widespread.

Methodology: Recruit children door-to-door, conduct after-school and holiday programs based on the Sotron curriculum, conduct monthly parent meetings and counseling, provide school kits, scholarships.

Outcome: Improved communication with teachers, more regular attendance, improved hygiene. The longer school day and school calendar help sustain gains.

Next Steps: Continue with the same group of children in the 2009-2010 school year.



2009 Objectives

OvR's 2009 goals reflect Ovidiu Rom's belief that every child can succeed in school and that the best way to achieve universal education is through a combination of educational, social and economic interventions.

- Air public service announcements on a broad range of Romanian TV channels
- Train teachers and master teacher trainers to implement Sotron Summer School Preparation programs
- Help prepare 1800 children for success in primary school through Sotron Summer Schools
- Work with communities to develop local mechanisms to get every child in school
- Engage the business sector in addressing early education in their CSR programs
- Conduct a series of focus groups with leaders in the diplomatic community, NGOs, goverment and business



Shea Roggio

"Education is the lifeblood of economic growth...
Education helps a society leverage every other investment it makes."

David Leonhardt, *New York Times Magazine*, January 27, 2009

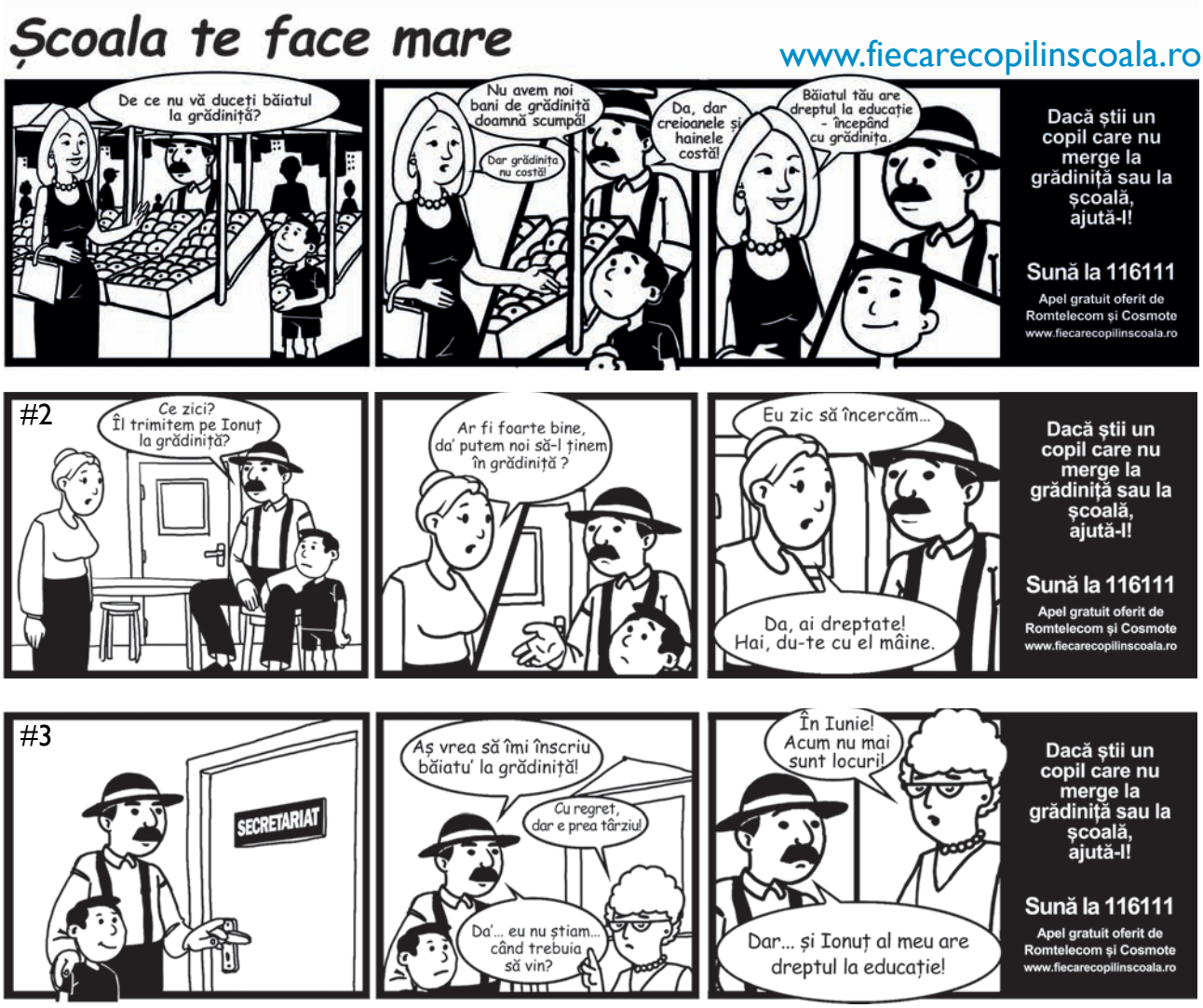
“Scoala te face mare”

Impoverished parents, having little formal education themselves, are often intimidated by the thought of dealing with school authorities and covering all the expenses they associate with school – clothes, shoes, notebooks, fees - and presents for the teacher. Consequently, Romania’s poorest children enter the education system much later than middle-class children, attend sub-standard schools, and almost always drop out before the mandatory ten years. Until now there has been no coordinated national effort to integrate these children into mainstream classrooms – and to provide the social support that will allow them to succeed there.

Ovidiu Rom invited ***Asociatia Telefonul Copilului*** to partner in this campaign to make citizens aware of their rights and responsibilities regarding education. The 116 111 hotline number, available free of charge through ***Romtelecom*** and ***Cosmote***, offers parents a way to request information and report problems they face in sending their children to school; it allows other concerned citizens to report cases of truancy; and it provides authorities with a detailed list of reported problems.

The public service announcements that started airing on television in June 2009 were directed pro-bono by Cristian Mungiu [Cannes winner for *4 Months, 3 Weeks, 2 Days*] and Radu Muntean [*The Paper Will Be Blue*]. This series of 30-second spots stars Andreea Marin Banica, Dana Deac, Cabral Ibacka, Damian Draghici and Dan Bittman. ***Saatchi & Saatchi*** developed the concept.

Another aspect of this campaign is a series of 10 “info-cartoons” developed by ***Ogilvy*** to be run in sequence in high circulation newspapers and magazines.

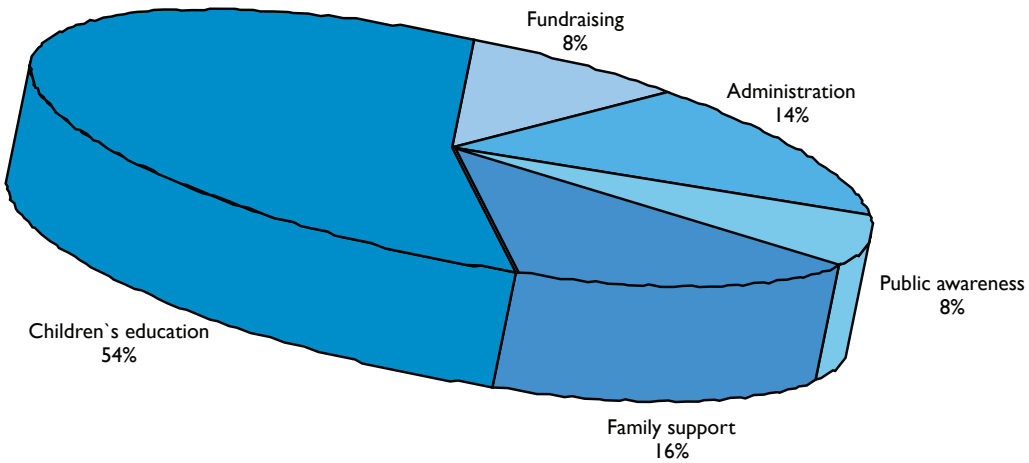




Shea Roggio

2008 Expenses

CHILDREN`S EDUCATION	BACAU	BUCHAREST	OTHER LOCATIONS	TOTAL €
Salaries	22,880	34,652	64,638	122,170
School lunches	26,233	5,041	329	31,603
Educational materials	4,706	2,683	7,634	15,023
Scholarships	7,231	10,127	4,658	22,016
Summer schools & camps	7,100	1,145	33,926	42,171
Training	0	4,969	4,083	9,052
Workshops	0	0	7,560	7,560
Implementation kit	0	0	17,297	17,297
TOTAL CHILDREN`S EDUCATION	**68,150**	**58,617**	**140,125**	**266,892**
FAMILY SUPPORT				
Salaries	20,794	15,474	0	36,268
Counseling, transportation, medicine, ID	13,556	11,871	5,316	30,743
Social coupons, hygiene products	2,875	6,830	4,775	14,480
TOTAL FAMILY SUPPORT	**37,225**	**34,175**	**10,091**	**81,491**
PUBLIC AWARENESS				
Salaries	0	36,451	0	36,451
Public awareness	0	5,388	0	5,388
TOTAL PUBLIC AWARENESS	**0**	**41,839**	**0**	**41,839**
ADMINISTRATION				
Salaries	9,463	30,159	0	39,622
Utilities, office supplies, equipment	7,519	16,447	467	24,433
Other	0	7,934	0	7,934
TOTAL ADMINISTRATION	**16,982**	**54,540**	**467**	**71,989**
FUNDRAISING	**0**	**39,479**	**0**	**39,479**
GRAND TOTAL €	**122,357**	**228,650**	**150,683**	**501,690**



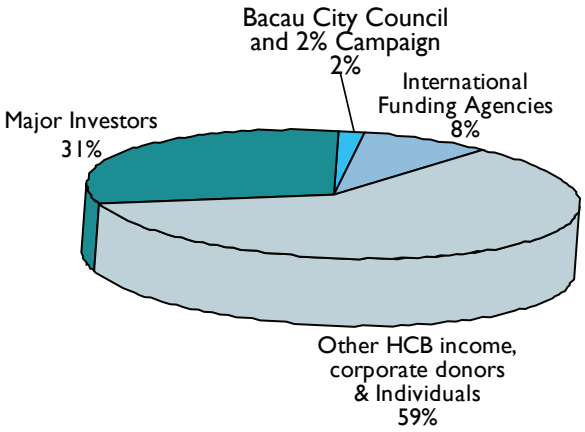


Shea Roggio

2008 Income

Major Investors	185,000
Other HCB income, corporate donors & Individuals*	360,215
International Funding Agencies	50,500
Bacau City Council and 2% Campaign	9,900
Grand TOTAL €	**605,615**

*see breakdown on page 12



Major Investors:

Athénée Palace Hilton Bucharest

PEPSI AMERICAS

ROMPETROL

PRO TV

Citi never sleeps℠ citi

NOBEL ROMÂNIA

Vodafone Romania Foundation

VIP Investors:

Carrefour

TOYOTA

CBRE CB RICHARD ELLIS

STAGE EXPERT

sister MORE TO GIVE

Raiffeisen BANK Reușim împreună.

AUTOITALIA GROUP

băneasa shopping city

ERNST & YOUNG Quality In Everything We Do

Regional Investor: Ilfov, Arges, Dambovita, Teleorman

The Essence of Motion PETROM Member of OMV Group

Regional Investor: Alba

GABRIEL Roșia Montană IN PARTNERSHIP

2008 Donors



Shea Roggio

Contributors over € 1,000		+ in kind
Alex Fund	45,000	✋
Pro TV	45,000	✋
Rompetrol	37,500	✋
Petrom	33,500	
Pepsi	30,000	✋
Vodafone Foundation	30,000	✋
Unilever	25,000	✋
Mru Patel	21,000	
Carrefour	20,500	✋
Raiffeisen Bank	20,000	✋
Global Fund for Children	19,000	
United Way Romania	18,500	
Citi	17,500	✋
Rosia Montana Gold Corp.	16,000	
CB Richard Ellis	15,000	
Ernst & Young	15,000	
Michael Schmidt	13,000	
UNICEF	13,000	✋
Tomini Trading	12,300	
Royal Netherlands Embassy	12,000	
Mike Holmes	10,700	
Baneasa Shopping City	10,000	✋
Hein Romania	10,000	
Ian Harrocks	6,000	
Mivan & NewTown residence	5,500	
Victoria Houghton	5,500	
2% Campaign	5,000	
Class Living	5,000	✋
DHL	5,000	
L.P. Ellinas Group of Comp.	5,000	
Orange	5,000	✋
Wolf Theiss	5,000	✋
Bacau City Council	4,900	✋
Cagead Intermed	4,850	
Salans	4,000	✋
Serban Patriciu	3,700	
Stefania Popp	3,000	✋
Agriculture Capital	2,750	
Atisreal Romania	2,750	
Biris Goran	2,750	✋
Edipresse	2,750	✋
Elmec Famous Brands	2,750	✋
Euro Mini Storage	2,750	✋
RBS	2,750	
Romatsa	2,750	
Saatchi & Saatchi	2,750	✋
Seeds for Success	2,750	
UPC	2,750	✋
Zanti Exclusive	2,750	
BAC Romania	2,000	✋
Ilie Nastase	1,100	
Grim Consult	1,000	✋
Lowe & Partners	1,000	
Zoppas Industries	1,000	
Contributions under €1,000	9,565	
Total €	**605,615**	

In kind contributions over € 10,000	
Hilton	20,000
Autoitalia	16,600
Toyota	13,000
Stage Expert	15,000
TOTAL in kind	**64,600**

Individual & "In-kind" donors:

Ad Expert, Admedia Shop, Adriana Cristea, AISB, Albalact, Alexandru Itcus, Amalia Nastase, Amarjit Sidhu, Andreea & Andrei Filip, Andreea Manole, Andrei Cristea, Andrei State, Andreia Delgado, Arctic, Arina Sturzoiu, Aurelian Stefan Boboc, Avon, Barbara Nelson, Barka Safron, Berlitz, Biborteni, Blue Air, Blue Heron, Bogdan Filip, Bogdan Maciuca, Bogdan Olteanu, Brown Forman, Bryan Jardine, Business Review, Cabral, Cade, California Constanta, CAP, Carmen Marin, Carol Parc Hotel, Casa Cochet, Catherine Ottaviano, Catalin Cojocaru, Chris Fontanesi, Ciprian Stancu, Class IT, Clayton Powell, Codrut Zbagan, Comtesse du Barry, Cosmin Ardeleanu, Cosmin Cocean, Count Kalnoky Estate, Cramele Halewood, Cristian Herta, Cristian Leonte, Cristian Orgonas, Cristina Popescu, Cuponix, Daiana Andreianu, Damian & Brothers, Dan Grigore, Dana Bulat, Dana Iancu, Daniela Kammrath, Delicateria, Demi Moore, Dirent Group, DJ Johnny de la Fratelli, Donna Barron, Duane Runciman, Ducu Darie, Edea Works, Eden Spa, Edit Vesser, Elena Apostol, Elena Mardare, Emmet Cooke, Ethan Hawke, Florentina Borozan, Food Network, Fundatia Pentru Copii Ronald McDonald, Funky Business, Gabriela Popescu, George Iacobescu, George P. Sfedu, Georgios Vatistas, Gerhard Gruber, Gett's, Grand Resort Lagonissi, Greg Ghyka, Gwyneth Paltrow, Haydn Deane & His Big Band, Heineken, Helene Florescu, Hochland, HP, Institutul Cultural Roman, Ioana Santa, Jake Le, Jerry's Pizza, Johannes Kruse, Josh & Jessica Hartnett, Jr Achievement, Julie Iacobescu, KFC, KPMG, Kunrar Ramachandran, La Fleur, Life Art Distribution, liveBooks, Livia Brenner, Lucia Romaniuc, Madison Perfumery, Mariella Burani, Mario Plaza, Markus Schmidt, Maserati, Matei Paun, Madalina Surlin Ududoiu, McDonald's, Medsana, Michelle Kelso, Mihai Ivascu, Milena Radenkovic, Miller's Residence, Mju, Monica Sandulescu, New Europe Media, New Grange Consulting, Next, Nimax Theatres, Nono Semen, Omega Print, Otter, Paneuro Trading, Patricia & Suzan Suliman, Paula Herlo, Peter Hamilton, Peter Hurley, Petru Berciu, Pizza Hut, Raluca Gheorghe, Re:ply, Rembrandt, Remus Achim, Residence, Romania Animal Rescue, Romeo Diaconescu, Roxana Dumitru, Roxana Priceputu, Ruxandra Paun, Smaranda Nemethi, Snack Attack, Stacy Quinney, Starbucks, Stefan Freytag, Steilmann, Stephan Pelger, Susan Walsh, Stefan Mureseanu, Telefonul Copilului, The Mews Boutique, Titu Nicolae Gheorghiof, Toi Toi & Dixi, Tom Wilson, Tymbark, USAID, Venchi, Venera Arapu, Victor Maier, Victoria 46, Vivid, Voichita Petrescu, Whiteland, World Class.

A big thank you to our anonymous donors and all volunteers!

Ovidiu Rom Board of Trustees:

Narcisa Cumpana, Alexandru cel Bun School
Maria Gheorghiu, Ovidiu Rom Association
Leslie Hawke, Alex Fund & Ovidiu Rom Association
Mihaela Masica, Buhusi City Hall
Sandra Pralong, UNDP

Advisory Board:

Bogdan Atanasiu, Dan International
Andrew Begg, Vivid
Daniel Daianu, SNSPA
Alexandra Gatej, Consultant
Anca Harasim, AmCham
Mike Holmes, Pepsi/Prigat
Shahmir Khaliq, Citi
Thomas Knobel, Nobel
Catalin Mardare, Romanian Senate
Roxana Marin, "George Cosbuc" High School
Oliver Meister, Media Pro
Saduokhas Meraliyev, Rompetrol
Mariela Neagu, Consultant
Friedrich Niemann, Athenee Palace Hilton
Liliana Preoteasa, Ministry of Education
Elena Serban, Vodafone
Camelia Sucu, Class Living
Alexandra Tinjala, Sister & Co.

Ovidiu Rom's Mission:

To promote self-sufficiency among Romania's poorest citizens.

The Halloween Charity Ball:



Amarjit Sidhu

Leslie Hawke and her masked thespian son Ethan 2005

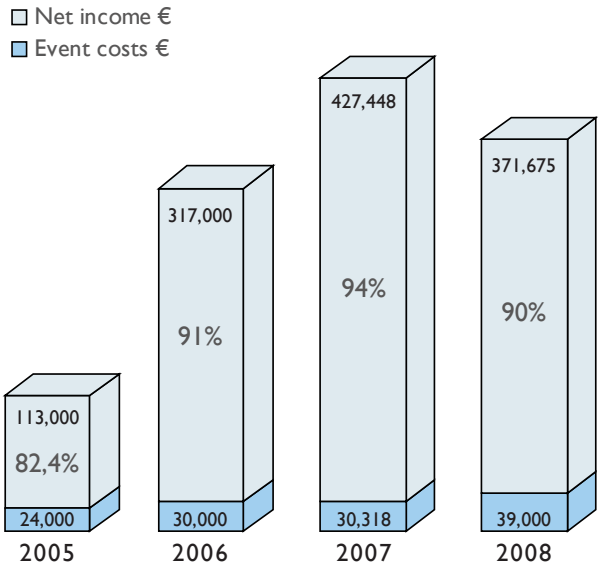
The 4th annual "***Halloween Charity Ball @ the People's Palace***" on October 25, 2008 raised funds to cover over 90 % of Ovidiu Rom's 2009 program costs. Organized under the patronage of the Chamberof Deputies, the event celebrated "Heroes". Seventy Romanian and multi-national companies supported the evening.

Two Local Heroes were honored for their many contributions to Bucharest Civil Society: **Alexandra Tinjala** and **Radu Florescu**. Seventy volunteers helped organize the evening for over 1000 guests. For the fourth year **Stage Expert**, **Sister** & Co., and **ProTV** donated the sound, lights and action. Wolf Theiss's managing partner, **Bryan Jardine**, Acasa TV's **Cabral**, and Valhalla's **Stacy Quinney** presided as auctioneers. Damian & Brothers opened the After Party, DJ Johnny de la Fratelli and Tom Wilson took over and kept the guests on the dance floor till the wee hours of the morning.



Amarjit Sidhu

Vanessa Redgrave: "I won't dance for less than €10,000" 2006





Alyssa Cwanger (left) & Emmet Cooke (right)

Loredana & daughter After Party 2007

The Halloween Charity Ball *Global Edition*

October 31, 2009



Amarjit Sidhu

"Local Hero" Alexandra Tinjala 2008

Dress globally

Give locally

The 5th Halloween Ball will be held on Halloween Night at the People's Palace. The newly appointed American Ambassador **Mark Gitenstein** will provide the keynote address, followed by dinner and dancing.

Book your table now:
www.halloween.ovid.ro



Amarjit Sidhu

"Local Hero" Radu Florescu with wife Helene 2007





Emmet Cooke

Damian & Brothers After Party 2008



Tadej Znidarcic

Donation details:

Contributions may be made by:

- Electronic transfer to "Asociatia Ovidiu Rom" account at ING Bank, Romania, swift: INGBROBU

  LEI: RO33 INGB 0008 0081 5133 8917
  RO54 INGB 0008 0081 5133 8927
  USD: RO25 INGB 0008 0081 5133 4017
  EURO: RO79 INGB 0008 0081 5133 0717
  GBP: RO29 INGB 0008 0081 5133 1617

- Check payable to "The Alex Fund", a 501(c)(3) US charity, mailed to:
  The Alex Fund
  211 W. 106th St., Suite 4A, NY,
  NY 10025
  212-865-7611 alex@alexfund.org

- Credit card visit www.alexfund.org "how to help" link

To donate 2% of your payroll taxes:

Name: Asociatia Ovidiu Rom
Fiscal code: 16 40 50 35
Account: RO33 INGB 0008 0081 5133 8917

Contact:

Bucharest: Str. Dr. Raureanu 4, Et. 3, 050048;
tel/fax 021/315.88.06
Bacau: Str. I.S. Sturdza 80, 600269;
tel/fax 0234/581.940

office@ovid.ro
www.ovid.ro

www.facebook.com: Fiecare Copil In Scoala

Asociația OVIDIU ROM

Fiecare copil în școală
e responsabilitatea fiecăruia dintre noi