



Instead of helping some kids beat the odds,
why don't we just change the odds?

Geoffrey Canada
The Harlem Children's Zone

2007 Results
2008 Objectives

Asociația OVIDIU ROM

Fiecare copil în școală





Johannes Kruse

Did you know…?

It is illegal for children to beg on the streets…
It is illegal for children to be kept out of school to work in the market…
It is illegal for children between the age of 6 and 16 not to attend school…

...that all children have the right to receive an education that prepares them to be contributing members of society.
Law 272/2004, Art. 47

...that local public administration has responsibility to guarantee and promote the enforcement of children`s rights.
Law 272, Art. 102

...that all children must have 10 years of schooling starting from age 6.
Law 84/1995 updated by Law 268/2003

...that all suspected cases of abuse or neglect must be immediately reported by professional staff who interact directly with children (e.g., teachers).
Law 272, Art.91

...that local public authorities are required to involve the local community in identifying the needs of the community and local solutions for the social problems affecting children.
Law 272, Art. 103

...that public social assistance services are required to enforce children`s rights and counsel and inform families about their rights and obligations.
Law 272, Art. 10

...that the government is required to take action to ensure adequate social services in the school environment, including: food, school supplies, transportation and other services deemed necessary for the child's attendance at school.
Law 272, Art. 48, para. F

...that schools, supported by local authorities and the Police Department's population monitoring services are obligated to conduct an annual school census of children 6-7 years of age in their assigned geographical areas.
Pre-University Regulations Art. 10 (5)

Who enforces these laws?

Dear Friends, Investors, and Colleagues,

Ovidiu Rom's programs have helped keep over a thousand impoverished Romanian children in school over the past seven years. However, on a national level, the primary school drop-out rate more than doubled between 2001 and 2006 and the school abandonment rate for grades 5-8 tripled.

This situation has far-reaching implications.



medic4all Magazine

Leslie Hawke
at school 141, Bucharest

Our experience in the field has convinced us that raising the academic attainment and achievement levels of severely disadvantaged children requires nothing less than a major national initiative – one that engages a far wider spectrum of stakeholders than have previously been involved in this issue. In addition to cooperation and collaboration of central, county and local governments, it will require the active involvement of private citizens, the business sector, the independent sector, the church, and mass media.

Until now, most of the effort to improve school outcomes has been initiated by international development organizations and implemented by the government. But the challenge of educating Romania's poorest citizens cannot be met by a random sprinkling of disconnected, short-term projects – or even by large-scale programs undertaken by the Ministry of Education without the active participation of other government agencies and civil society.

The time has come to integrate best practices for raising the educational attainment of disadvantaged children into a coherent national initiative. We must address the interconnected education and social obstacles that keep Romania's poorest citizens from obtaining even a minimally acceptable education. This is an absolutely essential course of action for Romania's future.



Liliana Mursa

Maria Gheorghiu (left)
at teacher training, Alba

Ovidiu Rom is committed to (1) training local teams to systematically address the constellation of issues that result in early school abandonment, and (2) promoting *Fiecare Copil in Scoala* (Every Child in School) in the media and to the business sector. Although philosophically we believe education is the responsibility of the state, pragmatically we know that the investment and active involvement of the business sector and the general public will provide a stimulus and a system of checks and balances that can make a crucial difference in outcomes.

Our experience working with children from extremely impoverished families has led us to propose a series of measures to halt and reverse the downward trend in educational attainment. Several of these measures are listed in the following pages. For the full proposal, visit our website: www.ovid.ro/white_paper

We invite you to join us – by supporting our work through your time, financial contributions, related activities and complementary projects.

Sincerely,

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

2007 Accomplishments

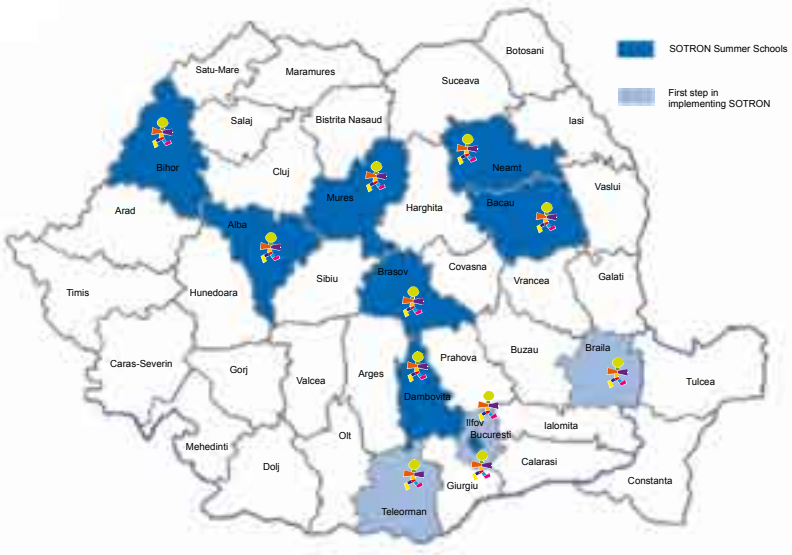
In 2007 Ovidiu Rom:

Offered direct services to 500 children and 300 families
Organized *Summer School Preparation Programs* in seven counties and Bucharest for 1700 children
Developed *Sotron* ("Hopscotch") educational package for *Summer School Preparation Programs* (teachers' tools to stimulate children's curiosity and appetite for learning)
Distributed, free of charge, over 9,000 *Sotron* student workbooks and 200 Sotron teacher's guides,
Actively involved 50 volunteers in the *Sotron* Programs
Developed model classrooms and resource centers in 10 schools
Awarded "Outstanding Teacher" recognition to three educators: Aurelian Ignat of Buhusi, Cipriana Anca of Rosia Montana, and Maria Chiriac of Bucharest
Generated 72 articles, 42 online news items, and 15 TV news spots regarding educational equity for impoverished children
Received public service awards from Avantaje/Avon, BBW, Beau Monde, and Pantene
Received recognition from USAID for Best Practices in Programs Addressing Roma Issues
Attracted two new *Fiecare Copil in Scoala* Major Investors (€25,000 +): Pepsi/Prigat and Toyota
Attracted three new *Fiecare Copil in Scoala* VIP Investors (€12,500): Carrefour, Heineken and Ernst & Young
Raised €400,000 for education programs for disadvantaged children at the 3rd Halloween Charity Ball @ the People's Palace
Obtained new grants for special projects:

Hewlett Packard: 10 laptops for Mobile IT program
IWA: €5000 for school Resource Center materials
Motorola: $7750 for Dambovita summer schools
UNICEF: $50,000 to train 250 teachers
United Way Romania: €20,000 to help 79 Bucharest children succeed in school
UNDP: $10,000 to integrate in school children from Vizuresti who beg in Bucharest



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Ovidiu Rom training projects and education programs

2008 Objectives

OvR's 2008 objectives reflect a transition from a primary focus on direct services to policy advocacy and teacher training. This year Ovidiu Rom will:

Train over 250 teachers to implement Sotron Summer School Preparation programs
Help prepare over 2000 children for success in primary school through Sotron Programs
Empower communities to develop local mechanisms to get every child in school
Engage the business sector in raising the educational attainment level in geographic areas where the companies operate
Promote the importance of universal early education for the nation's future
Involve the media in making education a national priority



Daniela Stoicescu

If we don't ensure that these children get an education we ensure that they spend their entire lives in poverty — and this means increasing social problems for Romania.

Leslie Hawke

The cost of doing nothing

The annual school cost per Romanian child is €486[1]
Keeping an adult in prison costs approximately €3600[2]

The New York Times

Sunday, November 21, 2004

Powerful Evidence that Early Childhood Education Reduces Adult Poverty and Crime

by David Kirp

In 1962, 58 children from public housing in a rundown neighborhood in Ypsilanti, Michigan, were randomly assigned to an experimental pre-school program, while 58 children, identical in virtually all respects, did not attend preschool.

The life stories of these children have been tracked ever since. As they progressed through school, the preschool children were less likely to be assigned to a special education class for the mentally retarded.

Their attitude toward school was better, and their parents were more enthusiastic about their youngsters' schooling. Their high-school grade-point average was higher, and by age 19, two-thirds had graduated from high school, compared with 45 percent of those who didn't attend preschool.

The impact of those preschool years still persists, 40 years later. By almost any measure -- education, income, crime, family stability -- the contrast with those children who did not attend the preschool program is striking. When they were 27, the preschool group scored higher on tests of literacy.



Johannes Kruse

Nearly twice as many have earned college degrees. More of them have jobs. They are more likely to own their home, own a car and have a savings account. They are less likely to have been on welfare and their income pushes them well above the poverty line. Compared with the control group, fewer have been arrested for serious crimes.

[1] Ministry of Education, Starea Invatamantului din Romania, 2007, p. 14.

[2] http://www.ziarulprahova.ro/articol~categorie-social~stire20596~%e2%80%9epentru-intretinerea-unui-detinut-statul-cheltuieste-lunar-circa-300~cauta-eduard-stasie~perioada-toata_arhiva.html accessed on January 30, 2008. (This number does not take into consideration the lost wages and social benefits that would have accrued had these men had a high school diploma and gotten a job in the mainstream economy.)

The cost to reverse the downward trend

Ovidiu Rom is working for a national strategy to raise the educational attainment of Romania's most disadvantaged children.

Measures for children at risk	Annual cost per child
Annual kindergarten & school recruitment drives	€ 3
National summer school preparation programs	€ 21
Compulsory UNIVERSAL kindergarten	€ 96
Free school materials, uniforms and hot lunches	€ 450
Teacher Training	€ 21
Enforcement of Current Education and Children's Rights Legislation	€200
Accountability of local administration for conducting annual school registration drives and 100% registration of kindergarten and primary school children	€ 0



Johannes Kruse

1. Annual kindergarten and school registration drives in poor neighborhoods

Cost per child: €3

Most severely disadvantaged children in Romania skip kindergarten entirely, enroll late in first grade (at age 8 or 9), do not attend school regularly, and drop out of school after four to eight grades. The most common deterrents to education are (a) lack of money for shoes, appropriate clothing, school materials, nourishment, and transportation, and (b) systemic indifference to the special needs of poor uneducated families with regard to school enrollment and attendance.

Ovidiu Rom has conducted door-to-door school registration drives in poor neighborhoods since 2001. In every case, it has resulted in the identification and registration of significant numbers of school age children, who were otherwise at risk of not registering or registering late.

2. National summer school preparation programs for all low-income children

Cost per child: €21

Summer school prep programs create awareness and raise the comfort level of parents, familiarize children with the school environment (thus reducing the gap between them and those who have attended pre-school) and attract children to school through pleasurable activities that stimulate creativity, curiosity, and a desire to learn. Six years of running summer programs in impoverished areas have demonstrated that they are extremely effective in attracting and acclimating children to school.

Ovidiu Rom's *Sotron Summer School Preparation Program* is a child-centered model that promotes school readiness by enhancing the social and cognitive development of children through educational, health, nutritional, and social services. With specially designed student workbooks and teachers' kits, local teams (NGOs and schools) are trained to implement the program.



Ancuta Cotrobas

3. Compulsory UNIVERSAL kindergarten from 5 years of age

Cost per child: €96

Early education reduces delinquency and school abandonment rates; it leads to increased chances for a better socio-economic future, and raises health levels. Children who attend kindergarten have both social and educational advantages over those who do not.

Every year Ovidiu Rom helps parents overcome obstacles to the registration of their children in kindergarten. Sometimes this involves assistance in obtaining identity documents. Other times it requires petitioning the local school inspector to add another class.

4. Free school materials, uniforms and hot lunches for children from low-income families

Cost per child: €450

Officially, primary education is free of charge, but schooling entails costs that can be prohibitive for families on the margin. The cost of materials, clothing, and transportation is the main reason that parents do not send their children to kindergarten and postpone enrolling them in primary school.

School materials: Students are supposed to receive all compulsory textbooks free of charge, but teachers can require students to purchase extra workbooks. Once a year the Ministry of Education provides primary students who qualify with a basic package of school supplies, but they often arrive long after school has started and they generally last only one semester. Parents are often embarrassed to admit to their child or the teacher that they can't afford things their child needs. It's easier to put off sending them to school, or not make them go. ***(€50)***

Clothing: Children have been known to come to our programs barefoot, without underwear, in pajamas, and even in their communion dresses. If we are serious about increasing attendance and performance, children living below the poverty line should be provided with appropriate clothing. ***(€100 for 2 uniforms, one coat, two pairs of sturdy shoes.)***

Nutrition: Most developed countries have free breakfast and lunch programs for children below the poverty line. Romania's 'Corn si Lapte' program which makes snacks available to all K-8th grade students is an important step in the right direction, but it does not go far enough in making up for the nutritional deficits of impoverished children – and it goes too far by not differentiating between children living below the poverty line and those whose families can afford to cover their children's dietary needs. Romania needs a nationally subsidized, but ***decentralized*** breakfast, lunch, and vitamin distribution program that is available to all – but free to only those who are living below the poverty line. ***(€300)***

Ovidiu Rom provides thousands of school kits, shoes and uniforms, hot lunches, and vitamins to impoverished children.



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Ancuta Cotrobas

5. Teacher Training & Incentives

Cost per child: €21

Most primary school teachers are not well-equipped to deal with a large influx of children who have not been prepared for school through kindergarten or by educational enrichment at home. Teachers need strategies, resources, and a mandate from their superiors. Pre-school and primary teachers are the front line in the war on school abandonment. Providing teachers with special training and more incentives linked to attendance and performance of their disadvantaged students, like those given to Olympiad coaches, would send the message that Romania is serious about educating its poorest students.

Each year, Ovidiu Rom trains hundreds of teachers, social workers and school mediators to work more effectively with poor children.

6. Enforcement of Education and Children's Rights Legislation

Cost per child: €200 (for a dedicated social worker and/or school mediator)

The legal framework for ensuring children attend school is in place and new legislation designed to increase children's access to education continues to be proposed. However, there is often a disconnection between the provisions of a law and its actual enforcement.

Ovidiu Rom recommends:
Issuance of ministerial order on the enforcement of Education Laws and Children's Rights legislation.
Establishment of county commissions through 'Hotarare de Guvern' initiated by the Ministry of Education and coordinated by Prefects.

7. Accountability of local administration for conducting annual school registration drives and 100% registration of kindergarten and primary school children.

Cost per child: 0 €

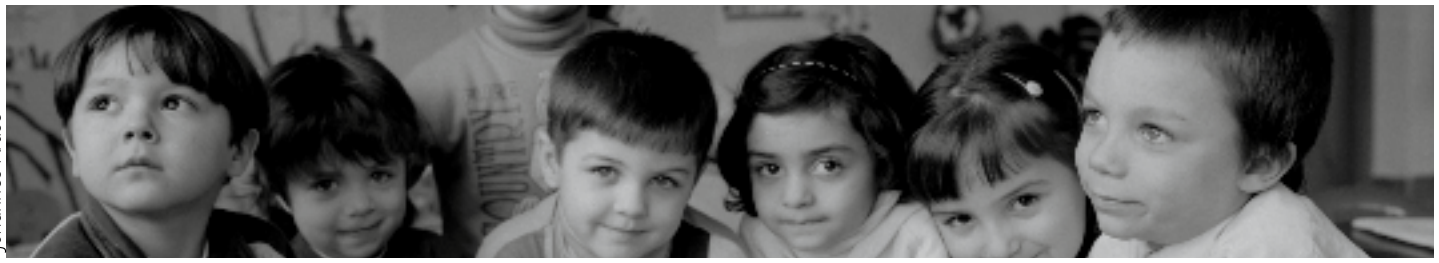
It is the responsibility of the local government to ensure that all children are registered for school. This is not something that should depend solely on parents' initiative and ability to cover school related costs. Structures and policies must ensure the inclusion of all children, even if parents do not have the knowledge or capacity to follow through the registration process on their own. Government has the ultimate responsibility to ensure children attend school and get the subsidies and support they require for a chance to succeed.

Ovidiu Rom recommends:
Empowerment of County Commission to hold local authorities responsible for making sure all children living in their jurisdiction are regularly attending school.

Total annual costs per child: €791

An investment in early education is the most profitable investment in education, as it has the highest individual and social benefits and the lowest opportunity costs.

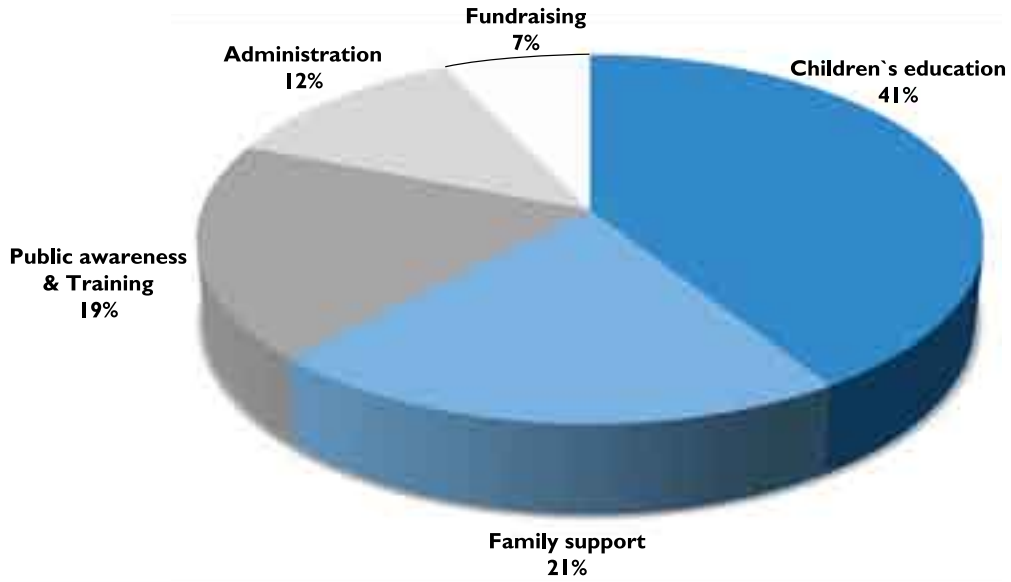
European Expert Network on Economics of Education



Johannes Kruse

2007 Expenses

CHILDREN'S EDUCATION	BACAU	BUCHAREST	OTHER LOCATIONS	TOTAL €
Salaries	25,616	48,868	6,450	80,934
School lunches	25,989	6,206	1,588	33,783
Educational materials	9,811	29,092	6,157	45,060
Scholarships	4,341	7,981	2,030	14,352
Summer schools & camps	3,341	5,049	200	8,590
TOTAL CHILDREN'S EDUCATION	**69,098**	**97,196**	**16,425**	**182,719**
FAMILY SUPPORT				
Salaries	15,811	25,864	0	41,675
Counseling, transportation, medicine, ID	15,422	17,744	400	33,566
Housing improvements	1,500	630	0	2,130
Social coupons, hygiene products	2,257	10,152	1,510	13,919
TOTAL FAMILY SUPPORT	**34,990**	**54,390**	**1,910**	**91,290**
PUBLIC AWARENESS				
Salaries	7,600	45,562	2,250	55,412
Public awareness	212	11,292	0	11,504
Training	2,280	2,916	0	5,196
Workshops	1,396	1,662	160	3,218
Implementation kit	2,492	1,767	2,400	6,659
TOTAL PUBLIC AWARENESS	**13,980**	**63,199**	**4,810**	**81,989**
ADMINISTRATION				
Salaries	7,760	13,177	1,500	22,437
Utilities, office supplies and equipment	9,805	13,706	801	24,312
Other	0	5,145	0	5,145
TOTAL ADMINISTRATION	**17,565**	**32,028**	**2,301**	**51,894**
FUNDRAISING	**0**	**30,764**	**0**	**30,764**
GRAND TOTAL €	**135,633**	**277,577**	**25,446**	**€ 438,656**





Johannes Kruse

2007 Income

Major Investors	144,000
Other HCB income, corporate donors & Individuals *	267,000
International Funding Agencies	47,800
Bacau City Council & 2% campaign	9,850
Total €	**468,650**

*see breakdown on page 12



Major Investors:

Athénée Palace Hilton Bucharest

citi

NOBEL ROMÂNIA

PRIGAT

ROMPETROL

TOYOTA

Unilever

Vodafone Romania Foundation

VIP Investors:

Carrefour

Colgate

Ernst & Young Quality In Everything We Do

Heineken Romania S.A.

sister

Regional Investor: Ilfov, Arges, Dambovita, Teleorman

Esența mișcării PETROM Membru OMV Grup

Regional Investor: Alba

GABRIEL

2007 Donors



Corporate Financial Contributions – over €1000

Plus in kind

ProTV	44,000	✋
Vodafone	35,000	✋
UNICEF*	35,000	
Toyota	30,000	
Nobel* (through Alex Fund)	28,000	✋
Pepsi/Prigat	27,000	✋
Citi	25,000	
Unilever*	25,000	✋
Rompetrol	25,000	✋
Gabriel Resources	24,000	
Hilton	23,750	
Petrom*	23,300	
Carrefour	22,800	✋
United Way Romania*	20,000	
Global Fund for Children	16,000	
Ernst&Young	15,000	
F Zanti Com	12,000	✋
USAID	12,000	✋
Colgate	10,000	✋
Heineken	10,000	✋
Hewlett Packard	10,000	
UNDP	7,500	
Bacau City **Council**	7,350	✋
Motorola	5,500	✋
Bayer	5,000	
Caisse d'Epargne	5,000	
Edipresse	5,000	
Forum Invest	5,000	
Hein*	5,000	
Maserati	5,000	✋
Orange	5,000	
Tomini Trading	5,000	
UPC	5,000	✋
Wolf Theiss	5,000	✋
Cagead Intermed SRL	4,650	
Jupiter Group	3,000	
2% Campaign	2,500	
American International School	2,500	✋
Astra Betting	2,500	
BAC Investment Bank	2,500	
Baneasa Development	2,500	
Biris Goran	2,500	
Class Living	2,500	
Equus Manor Country Club	2,500	✋
European Property Management	2,500	✋
Hotel Carol I - Dunavat	2,500	
New Town Residence	2,500	
Salans	2,500	✋
Seeds for Success	2,500	
Tiago Malls	2,500	
Quadra Invest	2,000	
Grim Consult	1,400	
M Associates	1,400	
DHL	1,000	

Individual Financial Contributions - over €1000

Dinu Patriciu	40,000
Mru Patel*	21,000
Adrian Sarbu	8,000
Patrick Cherone	3,250
Andrei Stoican	3,000
Obie Moore	2,625
Oliver & Fabiola Meister	2,500
Elena Apostol	1,800
Adina Voiculescu	1,100

*Committed in 2007, received in 2008

Individuals & In-kind (goods and services) donors:

Remus Achim, Albalact, Maria Apostol, Arctic, Avon, Balthazar, Bamboo, Barka by Amarjit, Ilie Boca, Petru Bogdan, Brands International, Cabral, Jon Brian, Brown Forman, Cade Chocolaterie, California Constanta, Camera Deputatilor, Canadian Embassy, Oana & Alin Caraman, Carol Parc Hotel, Carter Films, Casa Cochet, Clubul Vehiculelor de Epoca, Comtesse du Barry, Emmet Cooke, Count Kalnoky's Guesthouse, Count Mikes Estate, Lena Criveanu, Boyd Cryer, Alyssa Cwanger, Danone, Orlanda Deladi, Delicateria, Delta Nature Resort, Mihai Dumitrescu, E-dea Works, Elite Art Entertainment, Emag!c, Andreea & Andrei Filip, Flagship Association, Radu & Helene Florescu, Fratelli, Fulg de Nea, Robert Gamble, Grigore Ghyka, Andreea Guci, Serkan Gulenay, Halewood, Ethan Hawke, Heritage, Hewlett Packard, Dana Iancu, Dorin Ilie, Georgeta Ionescu, IRI, Bryan Jardine, Jerry's Pizza, Angelina Jolie, Junior Achievement, Graham Kerr, Christine Kostoff, KPMG, Johannes Kruse, Lagonissi Grand Resort, Leumi Bank, Loredana, Bogdan Maciuca, Madison Perfumery, Carmen Marin, David Martinez, McDonald's, Ray McNally, Alexandru Micu, Andreea Mihai, Razvan Mihai, Adriana Mintulescu, Diana & Alex Miron, Oana Mizil, Mju, Marie Rose Mociornita, Cristian Mungiu, Oana Munteanu, Radu Petre Nastase, Celia Neamtu, Barbara Nelson, Cristina Nicorici de Escala, Bogdan Olteanu, Omega Print, Florin Pantilimon, Anca Paun, Paula Perlea, Sylvia & Adrian Petre, Mihai Petre & Elwira Duda, Ionut Pogea, Dumitru Popa, Ema Popa Radu, Gabriela Popescu, Franck Poulard, Roxana Priceputu, Maria Radu, Rembrandt Hotel, Re:ply, Residence Hotel, Maria Roditis, Eleanor Roemer, RTC Foundation, Ioana Santa, Daniela Serban, Amarjit Sidhu, Signus, Snack Attack, Mima Sorocean, SOS, Stage Expert, Marina Sturdza, Supreme Chocolate, Madalina Surlin Ududoiu, Keren & Danu Temelie, Uma Thurman, Urban Café, Anca Vasilache, Georgios Vatistas, Gloria & Helmut Wachman, Wagner, Whiteland, Wizzair, World Class, Zabola, Zarea, Zoppas.

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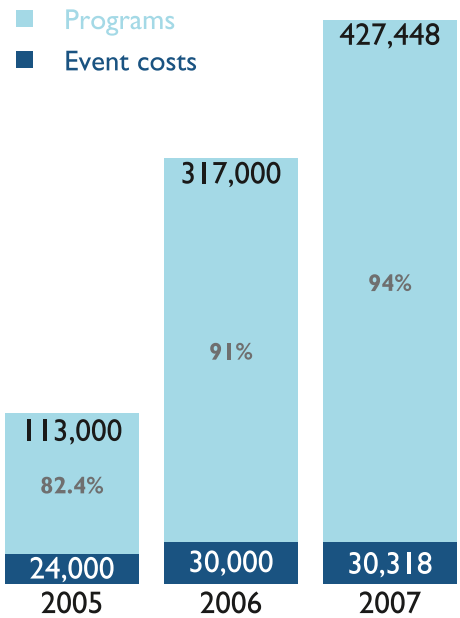
Mission:

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

The Halloween Charity Ball @ The People's Palace



Johannes Kruse



Distribution of proceeds from the Halloween Balls

The third annual Halloween Charity Ball raised funds to cover over 70 percent of Ovidiu Rom's 2008 program costs.

Organized under the patronage of the Chamber of Deputies, the event celebrated the 1920's through costumes, music, and menu. The *Fiecare Copil in Scoala* initiative was supported by nine Major Investors: Citi, Hilton, Nobel, Pepsi/Prigat, ProTV, Rompetrol, Toyota, Unilever, and Vodafone. Twenty-eight other Romanian and multi-national companies sponsored tables and made donations.

Marina Sturdza served as Event Chair and 70 volunteers helped organize the unforgettable evening for over 1000 guests. Cristian Mungiu, acclaimed director of the 2007 Palme D'Or winning film "Four Months, Three Weeks & Two Days", made a late surprise appearance, straight from the airport. For the third year Stage Expert, Sister Advertising Agency, and ProTV contributed the sound, lights and action.

This year's special honorees were three dedicated primary school teachers: Cipriana Anca of Rosia Montana, Maria Chiriac of Bucharest, and Aurelian Ignat of Buhusi. ProTV provided footage of the teachers in their classrooms. Moved by the documentary, Prime Minister and Mrs. Tariceanu donated a car so Cipriana would no longer have to walk the six kilometers to and from her school (and Rompetrol pledged to provide the gas). Nobel and Microsoft collaborated in the donation of fully loaded laptop computers for Maria and Aurelian.

Previous records for the live auction were surpassed by Dinu Patriciu's winning bid of €40,000 for Uma Thurman's handbag and by Mru Patel's €20,000 purchase of a gold chain donated by Angelina Jolie. Wolf Theiss's managing partner, Bryan Jardine, Acasa TV's Cabral, and the British School's Jon Brian presided as auctioneers.

Special thanks to the President of the Chamber of Deputies, Mr. Bogdan Olteanu, for hosting this annual event.

Loredana opened the After Party with a flamboyant performance in the 20's spirit. Maria Radu continued the show until the Fratelli DJ took over and kept the guests on the dance floor till the wee hours of the morning.

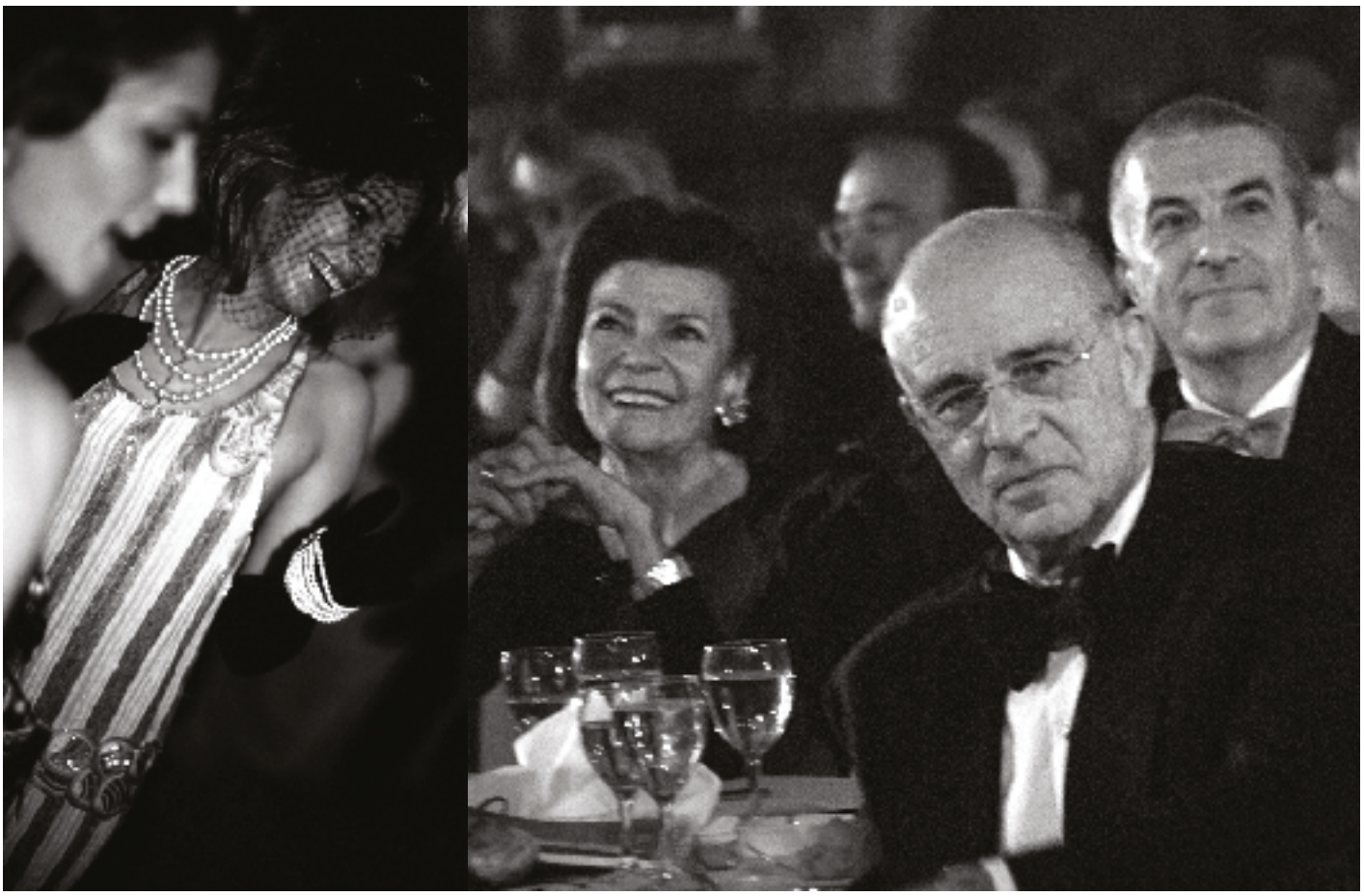


Johannes Kruse

4th Annual Halloween Charity Ball October 25, 2008

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

And think heroic!



Johannes Kruse (left) & Alyssa Cwanger (right)



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
  USD: RO79 INGB 0008 0081 5133 0717
  EURO: RO25 INGB 0008 0081 5133 4017
  GBP: RO29 INGB 0008 0081 5133 1617
- Check payable to "The Alex Fund", a 501(c)(3) US charity, and sent to:
  The Alex Fund
  924 West End Ave. # 25, New York, NY 10025
  212-865-7611 alex@alexfund.org
- Credit card www.alexfund.org "how to help" link

2% Info:

Name: Asociatia Ovidiu Rom
Fiscal code: 16 40 50 35
Account: RO33 INGB 0008 081 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

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Asociaţia OVIDIU ROM

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