

Asociația OVIDIU RO

ANNUAL REPORT
2019-2020

The building blocks of an educated society are:

- Well-trained & highly motivated teachers
- Picture books in the hands of children
- Well-equipped classrooms
- Parents embracing their children's learning
- Local authorities committed to educating all the community's children
- Citizens believing in the importance of early education in transforming lives



Asociația OvidiuRo

Since 2004, OvidiuRo has focused on improving access to quality education for all children living in disadvantaged communities:

67,000 children have benefited from educational support services;
9,000 teachers have participated in programs to increase their teaching skills;
225,000 quality children's books have been given to children to read at home;
125,000 vulnerable children have been included in early education programs throughout Romania as a result of the *Fiecare Copil în Grădiniță* law, which has been updated in 2020 and will grant, starting January 2021, easier access to the program for all disadvantaged families that take their children to school on a regular basis, and double the value of the food coupon. Also, the local authorities will organize information campaigns on the importance of early education.



Dear friends and fellow believers in the power of education to transform lives and societies,

The challenges that resulted from the sudden school closings across Romania in early 2020 led OvidiuRo to quickly pivot from in-person teacher training and large group activities to online training, the printing and distribution of many more children's books, and the transformation of our signature large-scale annual Summer Programs into a greater number of smaller-scale Covid-19 safe activities. Through our national preschool teacher's network, we distributed both high-quality age-appropriate books and 'care packages' to poor rural communities where internet access and computers were sorely limited.

With our funders' support, OvidiuRo was able to supply 25,000 picture books that would kindle children's curiosity and increase their vocabulary, even though they were missing out on the advantages of daily classroom activities. And we strengthened and extended the network of teachers who participated in training programs and continued to connect with students and their families even when schoolroom doors were closed. Together with you, we are shaping future generations. Thank you!

Maria Gheorghiu & Patricia Puşchilă



Every family deserves a helping hand in times of crisis

800 disadvantaged families received assistance from OvidiuRo

Many poor families have been hard hit by the Covid-19 pandemic. Without stable work, many parents suddenly found themselves without any source of income and thus unable to provide the bare necessities of daily life. With the help of companies and individuals, OvidiuRo provided meal vouchers, cleaning products and educational materials, as well as basic food supplies.
Our teachers' network proved, once again, to be very reliable and connected to the community: they selected the poorest families having small children, enrolled those families in our initiative and then made sure the family packages were safely delivered to their homes. Teachers also organized reading sessions for the children, using the books offered by OvidiuRo.



Every Child Deserves a Story

25,000 picture books reached children in their homes & kindergartens

Fiecare Copil Merită o Poveste (Every Child Deserves a Story), is a multifaceted initiative that expands young children's vocabularies and improves their language skills. It has put picture books in the hands of disadvantaged children ***in every single county in Romania***. This program:

(1) Gives each child their 'First Book' to write their name in and share with their families;
(2) Equips teachers with quality educational materials and classrooms with 'Kinder-Libraries';
(3) Provides language development training to preschool teachers, principals, and librarians;
(4) Supports the development of the 'National Early Literacy Network', a community of motivated preschool teachers who share best practices.

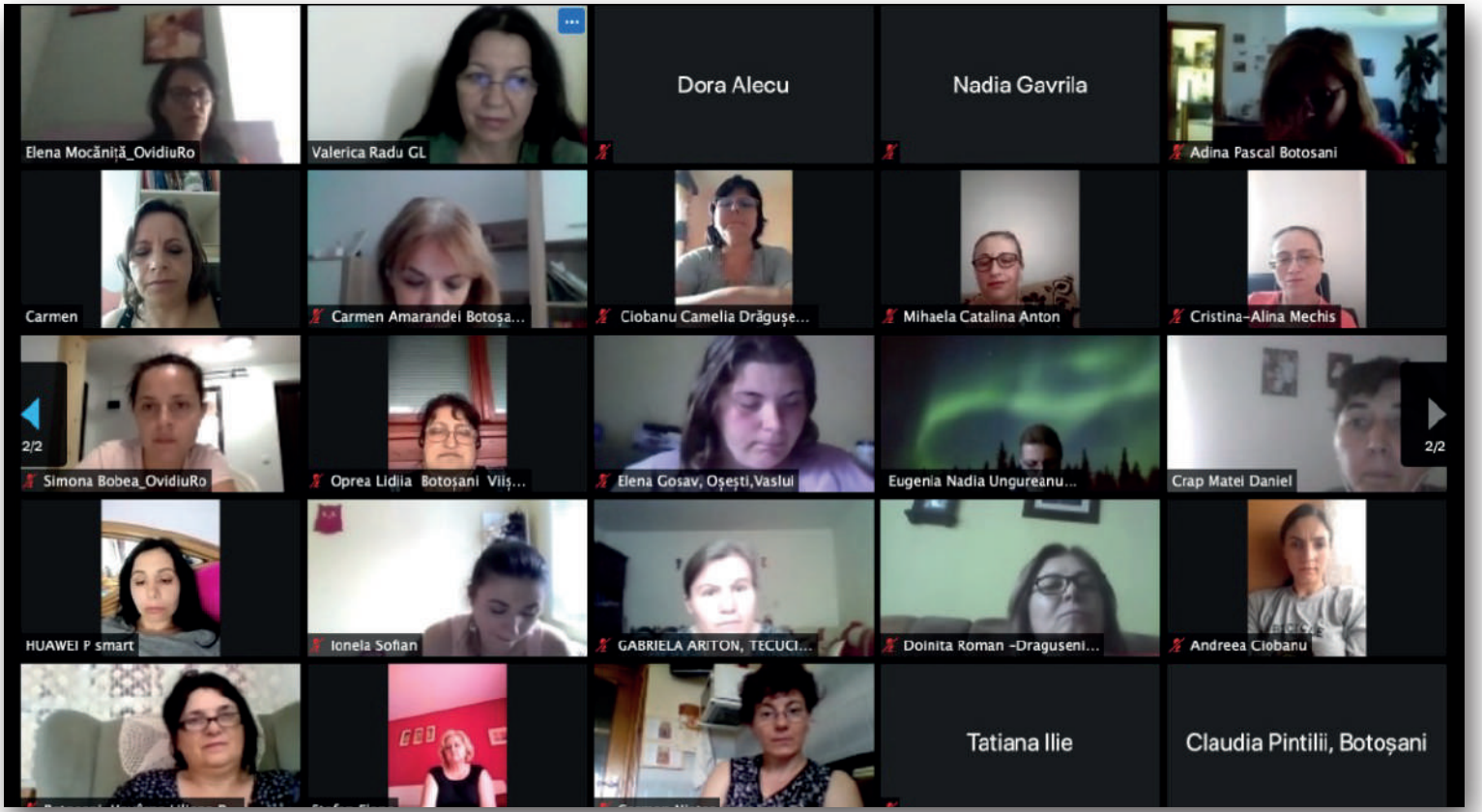


Every child deserves a competent, engaged teacher

2000 teachers participated in OvidiuRo online training sessions

Because "Continuous Improvement" is one of OvidiuRo's basic training tenets, we always stress the importance of frequent communication. The pandemic led us to adapting all our projects to comply with the new and frequently changing national health protocols. Thus, OvidiuRo's training sessions moved online in May and attracted 2000 teachers, librarians, social workers and even priests, who subsequently became "reading ambassadors" in poor communities.

Topics covered in the training included: techniques for reading aloud to children and fundamentals of literacy acquisition, remedial activities for children with learning gaps, STEAM (Science, Technology, Engineering, Arts, Math) activities, basic Montessori principles, and activities inspired by the performing arts, to develop children's creativity, imagination and critical thinking.



Every class deserves a library

111 Reading corners set up in disadvantaged kindergartens

Kinder-Libraries (*GrădiBiblioteci*), are ready-made reading corners consisting of a child-friendly bookcase, and a selection of high-quality, age-appropriate, and curriculum-related books.

Books, carefully selected by early education specialists, were distributed and read to the little ones by their teachers.

In the new situation, generated by the COVID-19 pandemic, when sharing books was not an option anymore, the reading corners offered by OvidiuRo were an important tool used by teachers.



Every child deserves a mind-expanding summer

1200 children and 550 teachers participated in the Summer Programs

We could not let the summer of 2020 pass without OvidiuRo's legendary Summer Programs! Yes, we followed the rules of social distancing: we extended the period of workshops, so that we worked with fewer children at once; we distributed protective masks and disinfectant gel to children and teachers. And yes, the children enjoyed every moment of discovering how beautiful the books are, how many new ideas are in an activity book, how big the world is and how far they can broaden their horizons!



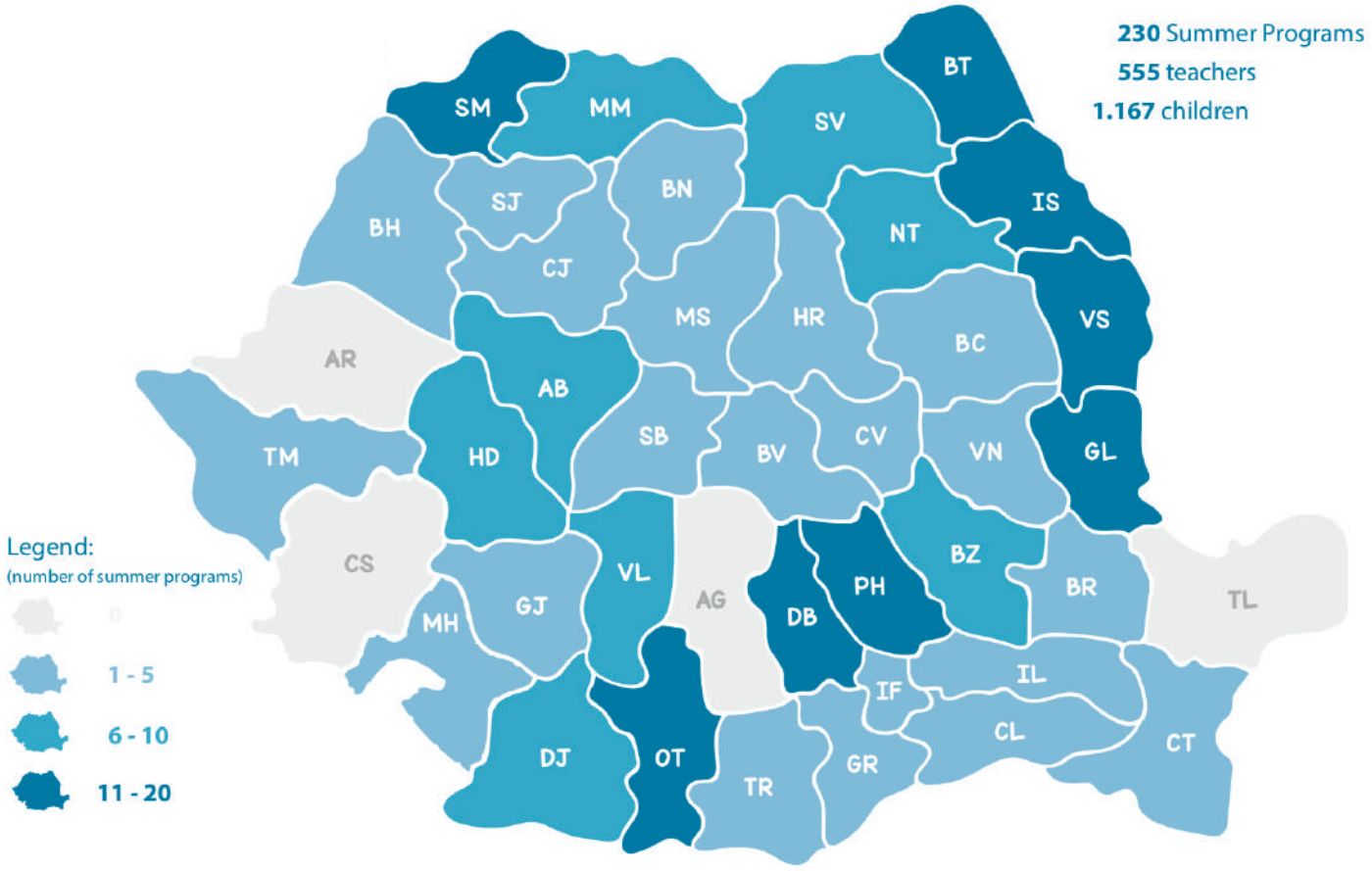
Every child deserves a mind-expanding summer

37 counties in the Summer Programs

One of our objectives is to empower teachers to get involved in their communities and to enroll them in our continuous learning curriculum. The national call for the Summer Program was a good opportunity for us to extend our network of dedicated teacher volunteers. Children participated with joy in the Summer Program, from summer solstice to the autumn equinox.

"While organizing the Summer Program, I was privileged to see children giddy with excitement when holding a book for the first time."

Lucia Oboroc, Preschool teacher in Botoșani County



Every child deserves a fair start

Two books in a bag

"Two books in a bag"offers parents in disadvantaged communities picture books to take home and read aloud with their children.

The pilot project, designed to educate parents about the benefits of reading together with their children, started in 2019 by offering books to 300 families. The feedback received was so impressive that we decided to continue with another 10,000 bags with books for children, aged 1-2 years. Teacher volunteers, social workers, librarians and priests offered to take books closer to the children and to open their minds toward the beauty of each book.



Every child deserves to experiment

Stories under a magnifying glass (Povești sub Lupă)

Povești sub Lupă is a project designed both to build an infrastructure for literacy & science in poor rural communities and to ignite children's curiosity to discover the world around them and their love for nature. Started in 2018, its popularity among teachers and children led us and our partner extend the project to 2019 and 2020. In addition to offering a rich kindergarten experience for the children, the project engaged teachers in dedicated trainings and provided age-appropriate educational materials to be used in activities with children.

Both children and teachers were engaged in a wide range of science-related activities and experiments during the Hopscotch Summer Program (*Ateliere de Vară Șotron*), from June to September.

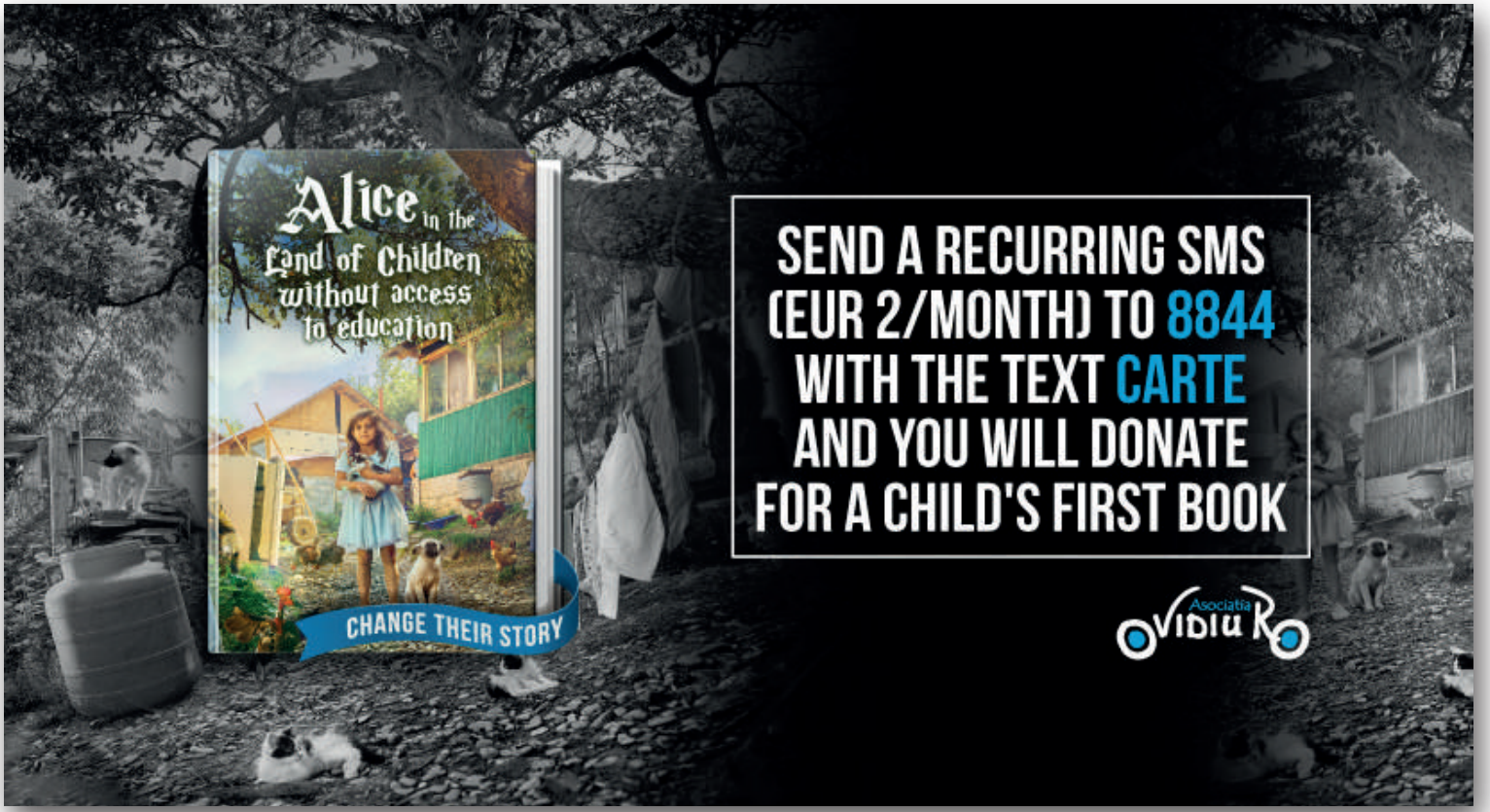


Every child deserves an advocate

Two public awareness drives stressed the importance of preschool

September 2019 – April 2020: OvidiuRo re-launched last year's recurrent SMS donation campaign to provide storybooks to disadvantaged children. The "Fortunately" 30-second spot aired over 3000 times on 24 TV stations. Zenith România, Chainsaw Europe, and AdStream România contributed pro-bono to our campaign.

OvidiuRo's "Change their story!" campaign was launched as part of Cristian Mungiu's American Independent Film Festival in September, featuring the unmistakable voice of Irina Margareta Nistor. It addressed the importance of early education for all Romania's children, highlighting the special needs of children coming from disadvantaged families, and the daunting obstacles they often face. With many public figures signing on as OvidiuRo ambassadors, the campaign was a major success. Conducted online, it sent children's voices to over a million users of social platforms.



Every success deserves replication

Plans for 2021

We are determined to follow our vision, to facilitate access to quality early education for all children living in disadvantaged communities. Now, maybe more than ever before, a concentrated and united effort made by all responsible players in the education of children: parents, teachers, authorities and OvidiuRo is needed.

Our resilience will help us looking for the most efficient ways to reach as many children as possible, offering more books and educational materials, while designing and delivering meaningful literacy training programs. Our signature projects, like the Summer Program, Two Books in a Bag and Every Child Deserves a Story, will be adapted to the new reality generated by the COVID-19 pandemic.



Every donor deserves to know what we did with the money

EXPENDITURES			Actual	Estimated	Projected
			2019	2020	2021
Program expenses	Children's programs	Educational material for children	333,983	110,000	250,000
		Read-Aloud Caravans and summer programs	25,591	60,000	85,000
		Food coupons	1,046	8,500	8,000
		KinderLibraries - Reading corners	61,181	70,000	100,000
		Health Education Program	26,814	80,000	50,000
	Teacher training	Field salaries (training, monitoring)	101,499	96,000	100,000
		Attendee transport & meeting expenses	82,280	4,500	10,000
		Staff transport, accommodation, meals	21,631	7,500	10,000
		Auto (gas, insurance, repairs, rental)	33,693	30,000	30,000
	Grants	Start-up and extenuating circumstance grants	21,019	6,000	10,000
Support services	Public Awareness	Materials, production & distribution	10,436	6,500	10,000
		PR & fundraising salaries	52,403	55,000	55,000
	General admin	Consumables, utilities, telecommunications	13,077	8,500	10,000
		Office space rental	14,217	14,500	14,500
		Equipment	0	4,000	5,000
		Administration salaries	43,424	50,000	50,000
			€ 842,294	**€ 611,000**	**€ 797,500**



Every donor deserves our gratitude

INCOME 2019 - € 693,879

Major Investors	Amount
Alex Fund	13,238
Asociatia pentru Valori in Educatie	55,069
BBraun	14,653
Dedeman	100,094
Fildas / Catena	62,916
GlaxoSmithKline	112,962
Raiffeisen Bank	61,163
Romstal Imex	48,101
UiPath Foundation	65,418
Yardi Call Center	20,019
TOTAL	**€ 553,631**

Individuals	Amount
Corina Kaiser & Victor Nechifor	875
Roxana Morea	506
Adrian Bogdan Morut	1,770
Konrad Niemann & Hannelore Spiendler	1,097
Traian Sava	1,822
Nora Serrousi	3,202
Kristina Maria Simonfi	3,268
Gabriela-Ileana Tudorica-Iacobuta	502
Stefan Alexandru Voinea	717
2% Campaign	5,479
SMS	21,398
Contributions under € 500	5,631
TOTAL	**€ 46,268**

Companies	Amount	in kind
Agri Padana	1,047	
Asociatia Creative Human Development	948	
Asociatia Normal Life Marginea	3,230	
Autoklass Center	6,794	✓✓✓
B&B Collection	10,466	
BullGuard Software	2,093	
Coca Cola HBC Finance	2,386	
Eutron Invest	841	
ISRA Center Marketing	2,036	
Kaufland	5,710	
Mobra Film	2,931	
NNDKP	4,186	
NN Insurance Eurasia	9,886	
PPG Romania	9,887	
Prodplast	9,838	✓✓✓
Stilplast	1,152	
Team Logistic Specialist	10,466	
Touring Europabus	1,047	
Trident Pharma	8,373	
Contributions under € 500	662	
TOTAL	**€ 93,980**	

Each of us can help

Bank transfer:
Asociatia OvidiuRo
Raiffeisen Bank Romania
swift: RZBRROBU
LEI: RO54 RZBR 0000 0600 0714 0076
USD: RO64 RZBR 0000 0600 0714 0090
EURO: RO86 RZBR 0000 0600 0714 0082

Monthly recurrent donation:
Contact: arina.ciuncan@ovid.ro
0787 309 914

Direct 3.5% of income tax or 20% of profit tax to:
Asociatia OvidiuRo
Fiscal code: 16 40 50 35

Online donations:
www.ovid.ro/en/donate/

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Donate 2 €/month for a child's first book! **SMS *CARTE* to 8844!**



Major Investors 2019 - 2020

CATENA
Implicarea face diferența. Kaufland
UiPath Foundation
DEDEMAN
Raiffeisen BANK
romstal
AUTOKLASS Official home of Mercedes-Benz
YARDI
gsk
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The Alex fund
KeepCalling
Athénée Palace Hilton BUCHAREST