

# Annual Report of Fulfilled Dreams 2014



Vodafone Romania Foundation is present in every county of Romania, developing high-impact projects and identifying solutions for the problems of people in need. In 2014, we invested 2.300.000 euro in tens of disadvantaged communities throughout Romania.

# Contents

## Annual Report of Fulfilled Dreams 2014

01	The story goes on	4
02	Message from our Honorary President	5
03	Who we are	7
04	Board of Administration Members	11
05	The Vodafone Foundation in 2014	12
06	Mobile for Good	18
07	Health Projects	50
08	Volunteer Projects	78
09	Projects for Education	102
10	Social services for families and the elderly	130
11	Social integration for people with special needs	158
12	List of projects financed by Vodafone Romania Foundation	182
13	Awards in 2014	186

# The story goes on



The Vodafone Romania Foundation was built on a dream: bringing happiness to as many people as possible.

We wanted to be able to comfort those who were in pain, restore hope to families overwhelmed by hardship, give smiles to children who were never taught how to smile.

For 16 years we have followed our dream, eyes wide open, with a sense of determination and responsibility towards the people around us. Every year we strive to make our dream, and with it, the dreams of children, adults and elderly, come true.

We have strong allies on our side: tens of non-governmental organisations and a team of 600 dedicated volunteers. With their help, in 2014 we were able to reach hundreds of communities and touch tens of thousands of lives. We also have a powerful resource at our disposal: mobile technology, which has proven to be the solution to many of the problems we have dealt with.

The story goes on.

**Vodafone Romania Foundation**

# Message from our Honorary President

We are oftentimes under the impression that dreams only come true in movies with happy endings from the olden days of glamorous and enchanting Hollywood. However, what compelled me to once again happily commit to fulfilling the hopes of those who put their faith in the Vodafone Romania Foundation, was that even though it started off as a hypothetical scenario, it became a philanthropic reality. A reality in which more children enjoyed the Christmas presents they had asked Santa for, the movies they saw at the cinema or the shows bustling with life and colour the little ones got to witness at the Radio Hall, including the June 1st festivity, even though it was pushed back a little, having fallen on the same day as the Pentecost. Then come the patients, of all generations, who get better sooner thanks to the European-standard equipment in key hospitals, or the ideas applicable through Mobile for Good, an almost science fiction-like concept, but also owing to doctors extremely dedicated to their patients, doing their absolute best to cure them as quickly as possible.

Among other things, there is also the so very precious blood that actually saves lives, and little hearts keep on beating by virtue of the generosity of donors willing to change someone's fate with a simple, yet vital gesture. None of this would have been possible, though, without the renovation of the transfusion centres. And the professional volunteers, dutifully chosen through competitions resembling those for scholarships abroad, who each year come up with even more interesting and exciting projects... It is inspiring to discover how carefully and professionally they keep up their promises, even beyond the established timeframe...

If you want to learn more about all of these things, go to the Foundation's website and watch a heartening movie about destinies, which would deserve to be made into at least one TV-series episode and shown in schools, to encourage the little ones to do great things themselves in the future.

**Irina-Margareta Nistor**  
**Vodafone Romania Foundation**







03

## Who we are

The Vodafone Romania Foundation is an independent legal entity, distinct from the commercial operations of the Vodafone Company.

Vodafone Romania Foundation is a nongovernmental organisation with charitable status, actively involved in supporting underprivileged communities throughout all of Romania.

Having been active in our country for 16 years, the Vodafone Romania Foundation diligently pursues the mission it took on since its inception: mobilizing change within the community and improving the lives of people in need.

By means of projects financed and implemented in partnership with other organisations, Vodafone Romania Foundation comes to the aid of the sick, the poor and those with special needs, supports education for children and young people, encourages volunteer work and social involvement, helps the elderly and cares for underprivileged families.

Since its inception and up to the present, the Vodafone Romania Foundation has invested over 17 million euros in supporting communities across the country. With the joined forces of 600 nongovernmental organisations, the Foundation has developed 768 projects benefiting over 600.000 Romanians in critical circumstances and has built 182 social homes.

### **PEOPLE, TECHNOLOGY, SOCIAL IMPACT**

In recent years, the Vodafone Romania Foundation has put emphasis on projects promoting mobile technology innovations aimed towards bettering the lives of underprivileged or sick people. Through Mobile for Good, the Foundation's main financing programme, mobile technology applied to the needs of people

# Our mission: improving the lives of people in Romania, mobilising change in underprivileged communities across the country.

and communities has proven its extraordinary potential.

The telemedicine solutions and computing systems developed within our projects and the mobile apps designed have enabled us to:

- save lives and prevent serious health threats;
- get senior patients from remote villages out of isolation and bring quality medical care into their homes;
- make life easier for several disabled people and their caretakers;
- support parents by helping their children;
- bring a significant contribution to the modernisation of medical services in Romania

Next to mobile technology, people remain our projects' most important resource. Many of the smiles brought to children's faces and the dreams

we helped come true are due to Vodafone volunteers. Moreover, none of this would have been possible without the involvement, vision and energy of the people from our NGO partners, whether we're talking about dedicated doctors, gifted teachers, talented project managers or other warm-hearted individuals who work directly with those in need.

## **VODAFONE ROMANIA FOUNDATION FINANCING SOURCES**

The Vodafone Romania Foundation is financed by the Vodafone Romania Company, based on an annual budget, as well as through donations from the Vodafone Group Foundation.

Vodafone employees also contribute to the





Foundation's budget, by donating a fixed monthly amount from their own salary through the payroll giving system and/or redirecting 2% of their annual income tax.

## **TRANSPARENT FINANCING FOR NGOS**

We get involved in communities from all of Romania mainly through the projects we finance, and we are active partners to the nongovernmental organisations we choose to support.

We have traditional partners, organisations we have been working with for a long time and with which we have forged a trustful relationship. These strategic partnerships allow us to provide long term support to many communities in Romania.

Meanwhile, every year we select new projects and partners through our public financing rounds. In 2014, the Vodafone Romania Foundation launched 4 financing rounds and carried out 78 projects amounting to a total of over 2 million euros.

The selection procedure for partners and projects is

transparent and all details pertaining to the annual financing rounds – rules, criteria, jury and the list of chosen projects – are shared publicly and are available on the Vodafone Romania Foundation website and social media pages.

## **OUR PROJECTS**

The projects we finance for communities across Romania are projects that:

- Use mobile technology towards solving pressing medical and social issues
- Consider health a priority, contribute to the modernisation of the health system and facilitate access to quality medical services for all beneficiaries
- Stimulate social involvement and volunteer work
- Encourage education and ensure access to education for children and young people
- Support families and the elderly by fighting poverty and family abandonment
- Provide equal opportunities for people with special needs
- Offer assistance in case of emergency and natural disasters

## The Vodafone Romania Foundation Board of Administration



**Irina-Margareta  
Nistor**

Honorary President of the  
Vodafone Romania Foundation



**Condelina Kilkidis**

Board Member of the  
Vodafone Romania Foundation



**Florina Tănase**

Legal and External Affairs  
Director at Vodafone  
Romania and Board Member  
of the Vodafone Romania  
Foundation



**Markus Lause**

Enterprise Business Unit  
Director for Vodafone  
Romania and Board Member  
of the Vodafone Romania  
Foundation



**Angela Galeța**

Managing Director of the  
Vodafone Romania Foundation  
and Board Member of the Voda-  
fone Romania Foundation



**Ana Alexe**

Customer Operations  
Director at Vodafone  
Romania and Board Member  
of the Vodafone Romania  
Foundation

All of the Board members are acting pro bono. They make decisions regarding the annual strategy, objectives and areas of investment, they select the projects to be financed and make sure the Foundation reaches its goals and fulfils its mission.

# 05 The Vodafone Romania Foundation in 2014



## January

### Mobile for Good

The Vodafone Romania Foundation launched a new „Mobile for Good” financing round, through which it selected 7 projects that used mobile technology to help people, finding solutions to issues in the health and education departments. The total value of the investment amounted to 680.000 euros.

## February

### Vodafone Instant Network

One of the five spots available within the international volunteer project „Vodafone Instant Network” was taken up by a Romanian volunteer: Alexandru Toader, SOC On-boarding Specialist Vodafone Shared Services Romania SRL.



## March

### Young Talents

The Vodafone Romania and Princess Margarita of Romania Foundations launched the 2014 edition of the “Young Talents” programme, through which 32 young artists received scholarships worth up to 2.000 euros, and benefited from mentorship programmes and opportunities to promote their talents.



## April

### Regional health conference in Cluj-Napoca

Vodafone Romania Foundation representatives spoke at a regional conference about the impact of two medical projects set-up by the Foundation in Cluj-Napoca. The two projects target new-borns and children as beneficiaries: “Peditel”, the first emergency line for paediatric advice, and “Otoscreen”, by means of which four maternities in the country were outfitted with high-performance equipment for auditory screening in new-borns. Vodafone Romania Foundation invested 72.000 euros in the two projects, implemented through the initiative of two doctors from Cluj.

**May**

### **Investment in sustainability**

The Vodafone Romania Foundation launched the "Investment in sustainability" programme worth 300.000 euros, a programme dedicated exclusively to nongovernmental organisations that have been financed by the Vodafone Romania Foundation for more than three years. NGO partners were invited to take part in a consultancy and training programme, led by the Association for Community Relations. The selected organisations received financial support for their own institutional development, as well as "matching" type financing of up to 80.000 lei for funds received from individual donors or from the business sector.



**June**

### **International Children's Day**

On International Children's Day, the Vodafone Romania Foundation provided a unique experience for children at the Hercules Day Care Centre in Costești: a behind-the-scenes journey through the world of cinema, where Irina Margareta Nistor, film critic and Honorary President of the Foundation, walked them through the making of the 1939 "Wizard of Oz" film.

**July**

### **Conference - Mediafax Talks about Technology for Social Change**

The Vodafone Romania Foundation and Mediafax organised the "Mediafax Talks about Technology for Social Change" conference in Bucharest, which discussed how mobile technology can generate social changes. The Vodafone Romania Foundation and its Mobile for Good partners presented projects developed across the country, that use mobile technology applications to solve pressing social issues. The event brought together representatives from nongovernmental organisations, public and private institutions, doctors, patient organisations, Romanian-based companies and mass-media.



## August

### Fund for Good Deeds Second Edition

The Vodafone Romania Foundation launched the 2nd edition of the "Fund for Good Deeds" financing round, through which NGOs from Romania could request financing for projects pertaining to the fields of education, health and social services. The total value of the financing programme amounted to 350.000 euros. This financing round was intended for NGOs who were not already Vodafone Romania Foundation partners. From the 143 received applications, the jury chose 10 projects to be implemented in 2014-2015, in Bucharest, Braşov, Sibiu and Alba-Iulia.



## September

### Professional Volunteer 5th Edition

The "Professional Volunteer" programme developed by the Vodafone Group Foundation, known worldwide as "World of Difference", reached its fifth Romanian edition. The programme put forth nine "professional volunteer" positions, enabling individuals who wished to work closely with an NGO of their choosing to fulfil their dream and help children, young people with disabilities, underprivileged families or seniors in need. The "Good Deed Leave" volunteers have to take from their own jobs and other administrative expenses are borne by the Vodafone Romania Foundation for a period of nine months. 130 applications were submitted for the 2014 "Professional Volunteer" edition.

## September

### First Hospice center in Bucharest

Hospice Casa Speranței inaugurated the first palliative care integrated services centre in Bucharest. The Vodafone Romania Foundation, the centre's founding sponsor, invested 600.000 euros in this project. The new Hospice provides free-of-charge services for children and adults suffering from incurable diseases. The centre will be able to cater to approximately 2.000 patients a year, offering: home care, outpatient consultations, accommodation in the clinical ward, social services and psycho-emotional counselling.



## October

### 16 Years of Good Deeds

The Vodafone Romania Foundation celebrated 16 years of helping people and underprivileged communities in Romania, at the "16 years of good deeds" Gala. There to support us were our partners, members of the Board of Administration, company representatives and public figures. At the Gala, Vodafone Romania presented 13 partner organisations and key people with awards for their role in the



## October

### Royal Charity Concert

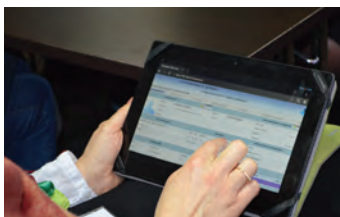
The Vodafone Romania Foundation and its partner, the Princess Margarita of Romania Foundation organised the annual Royal Charity Concert in honour of HM King Mihai of Romania at the Romanian Athenaeum, attended by Royal Family. Currently at its seventh edition, every year the event raises funds for the young artists' scholarship programme "Young Talents", developed by the Princess Margarita of Romania with the support of the Vodafone Romania Foundation.



## November

### Volunteering in a wheelchair

The Vodafone Romania and Motivation Foundations organised a unique sporting event: people with and without disabilities, athletes and Vodafone volunteers accepted the challenge to play basketball in a wheelchair.



## December

### Mobile for Good

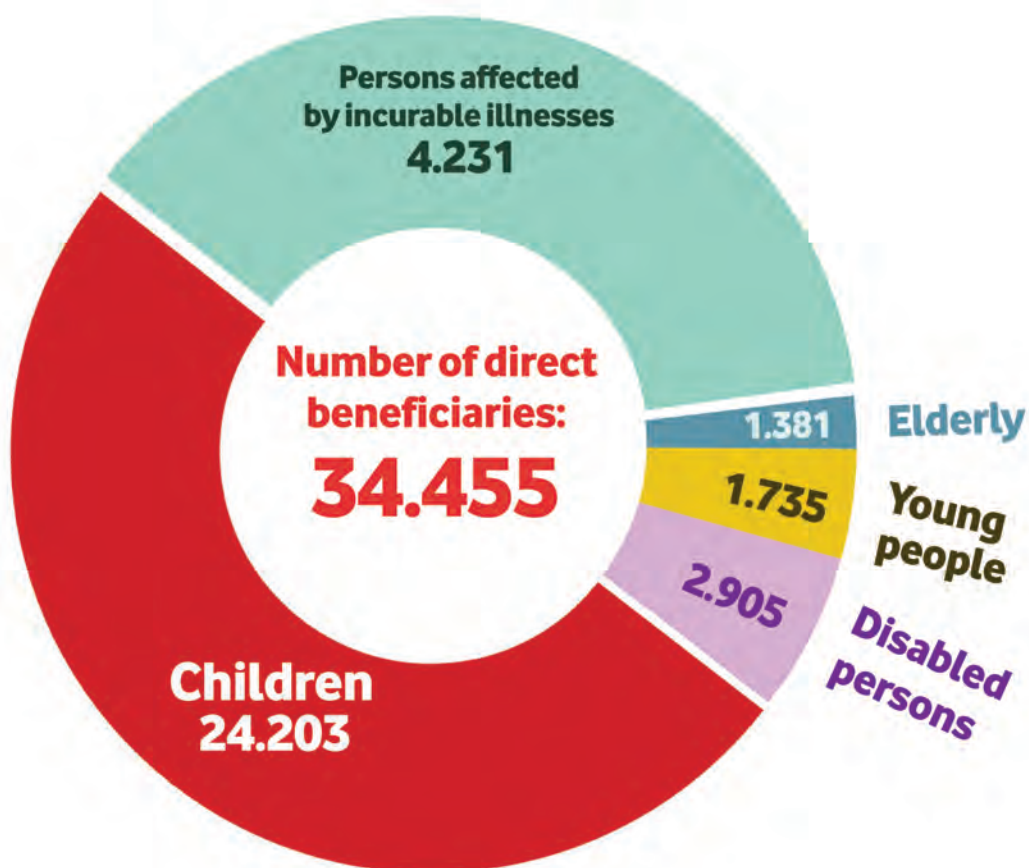
The Vodafone Romania Foundation launched another "Mobile for Good" financing round. From the 71 received applications, 7 new projects were selected to be implemented in 2015.

## December

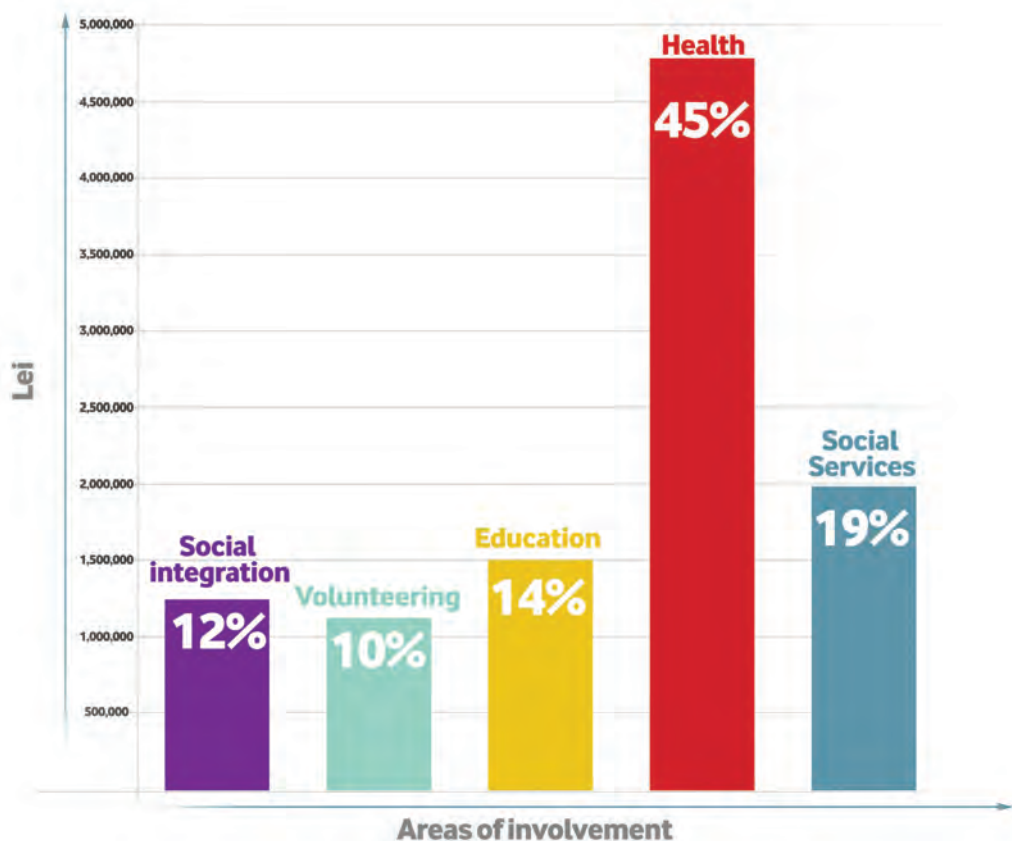
### Letters to Santa Claus 5th Edition

The 5th edition of the "Letters to Santa Claus" project was wrapped-up with an event organised by the Vodafone Romania Foundation and Bucharest Radio Hall. The show was attended by Santa Claus, Vodafone volunteers and over 500 children, of which 274 were Vodafone project beneficiaries, who wrote letters to Santa and got the gifts they wished for. Santa's happy helpers were Vodafone employees, who participate in this project every year, bringing joy to children and making their wishes come true in the name of Santa Claus.





Children, young adults, seniors, people with special needs, children or adults with incurable diseases: all in all, 34.455 individuals were helped in 2014 through the projects we supported throughout Romania.



The projects developed by the Vodafone Romania Foundation provide solutions to pressing issues pertaining to health, education, social engagement and integration.



06

# Mobile For Good

The international programme Mobile for Good is built on the conviction that mobile technology can address and remedy pressing social and medical issues that affect millions of people around the globe.

A Vodafone Group initiative, Mobile for Good is currently conducted in 28 countries, improving lives and generating social change in local communities on every

continent. Whether we are talking about a mobile money transfer system that helps thousands of mothers in Africa work through specific medical conditions, portable mobile networks aiding communication in natural disaster areas or mobile devices specially adapted to protect women from domestic violence, mobile technology has proven able to save human lives, or make them significantly better.

In Romania, the Mobile for Good programme was launched in 2012 by the Vodafone Romania Foundation with the support of the Vodafone Group Foundation. It is the most large-scale programme in the country that uses mobile technology and its innovations towards improving the quality of life for people in need and mobilizing change in communities across the



entire country. In Romania, Mobile for Good kicked off with a 500.000 euro investment, which benefited three categories of people in need: seniors requiring medical homecare, people diagnosed with type I or II diabetes and young people with intellectual disabilities. Circa 800 people received help through Mobile for Good during its first year of activity.

In 2013, two other projects received financing through Mobile for Good and the number of beneficiaries doubled. The total value of the funding provided through Mobile for Good in the second year amounted to 580.000 euros.

In January 2014, the Vodafone Romania Foundation selected 7 new projects through Mobile for Good (financing in amount of

680.000 euros) and continued to develop and sponsor projects already in progress, thus bringing the number of beneficiaries to 16.735: isolated elderly patients with no access to medical care, athletes with intellectual disabilities, people suffering from diabetes, parents in need of emergency medical counsel, adults and children diagnosed with cancer, new-borns in intensive care.

# Technology for the health of disabled athletes



## Healthy athletes

**Partner:** Special Olympics Romania Foundation

**Location:** national

**Launch year:** 2012

**Beneficiaries:** 861 people with intellectual disabilities and their families (2012 – 2014)

**Website:** [www.specialolympics.ro](http://www.specialolympics.ro)



We have designed a new digital monitoring system, which helps athletes with intellectual disabilities follow medical recommendations they receive before competitions and thus keep their health conditions under control.

Every year, The Special Olympics Foundation, with the support of Vodafone Romania Foundation, a series of sports competitions dedicated to people with intellectual disabilities from the entire country. Around 3.000 athletes take part in the annual Special Olympics competitions, whose main purpose is to further the social integration and recognition of people with intellectual disabilities.

Prior to these events, athletes receive free consultations and recommendations from medical specialists. Serious conditions are oftentimes discovered for the first time during these evaluations. However, the athletes' monitoring system was deficient, since the medical recommendations were written on pieces of paper or transmitted verbally, and were

often lost or forgotten. Hence, athletes never got follow-up investigations and treatment, and at the next competition, the evaluation was repeated, usually with the same recommendations.

**The Mobile for Good solution: a new monitoring and medical recommendation management system for athletes**

With the help of mobile technology, we managed to enhance the health monitoring system for athletes with intellectual disabilities, thus furthering the solution to many of the identified health problems.

The Vodafone Romania Foundation provided Special Olympics volunteers with Vodafone tablets and a mobile app, used to record athletes' health information. Based on the data introduced, the app generates electronic medical records, which used to be easily misplaced. Athletes are notified via SMS regarding the medical recommendations they need to follow.

For Special Olympics, the new

recommendation-management system also constitutes a convenient way to keep in touch with the athletes following the sporting events and support them by tracking their progress and offering counsel as needed.

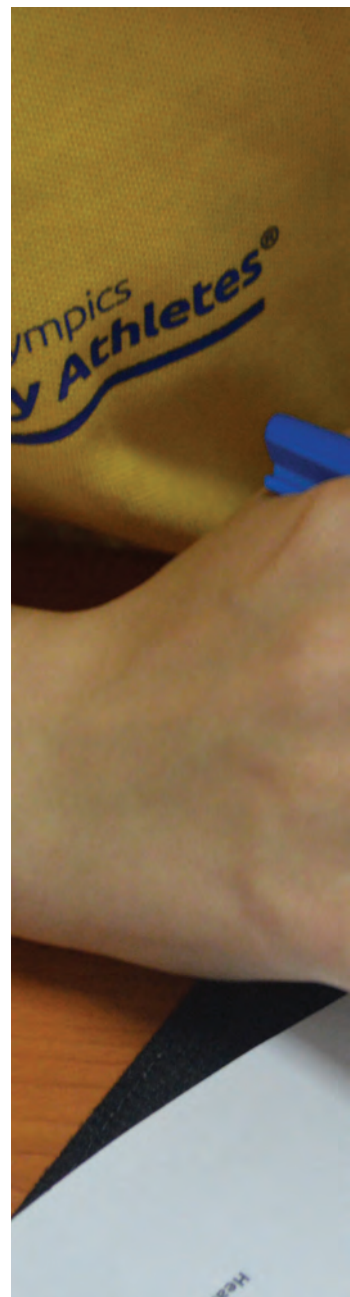
Once the new monitoring system was implemented, the number of disabled people that followed through with the recommended investigations and treatment increased, thus improving their state of health. The SMS-notification system also facilitated communication with the families.

In 2014, 417 athletes received multiple recommendations during the Special Olympics pre-competition evaluations. 292 volunteers helped with the check-ups, making the process much more efficient.

Many of the identified issues were treated and other serious conditions were prevented by virtue of treatments prescribed for blood pressure issues, body mass index and bone density discrepancies, blood sugar level control, vision impairments requiring glasses, or dental treatments (ten athletes in Brăila underwent

dental procedures under general anaesthesia). An example of a difficult case was that of 38-year-old Iulian D. During the medical evaluation in March 2014, a tumour-like formation was discovered in his gum region.

The Special Olympics Foundation notified the family, who scheduled a surgical procedure for Iulian at the Bucharest University Dental Hospital. The mass was removed and after a four-day hospitalization, Iulian made a full recovery. The monitoring and SMS-notification system, which enabled us to keep in touch with the family and offer support and additional information, are what led to the successful result in Iulian's case.





# Technology keeping diabetes under control



## Controlin

**Partner:** React Association

**Location:** national

**Launch year:** 2012

**Beneficiaries:** 536 people diagnosed with type I or II diabetes (2012-2014); 7,740 people benefited from medical tests in the Controlin Caravan in 2014

**Website:** [www.controlin.ro](http://www.controlin.ro)



By applying mobile technology to the needs of diabetic patients, we have implemented a state-of-the-art blood glucose monitoring system and set-up a call-centre for emergencies.

In Romania, over 700.000 people are diagnosed with type I or II diabetes and approximately one million people are at risk of developing this chronic condition, which reduces the sufferers' lifespan by up to 20 years. We have 297 doctors specialised in diabetes mellitus and other metabolic diseases, which means that a diabetologist treats over 2.400 patients (statistics provided by the Ministry of Health and CNAS).

Leading an unhealthy lifestyle, the small number of specialists relative to the thousands of affected people and the inherent waiting time are all factors that negatively affect the diabetics' state of health. For them, monitoring and keeping their blood glucose levels within normal values is vital. Daily blood glucose checks and commitment to a

healthy diet and physical activity contribute to an increased life expectancy and improvement in overall health.

### **The Mobile for Good solution: kit to monitor glucose levels and an emergency call centre**

All of the patients participating in the Controlin project – selected by a committee of specialists based on their registration on the project's website - received the free Controlin kit, which contains: top of the line glucometer with embedded Bluetooth, which patients use to monitor their daily blood glucose levels, one-year supply of consumables and a smartphone with access to a mobile app that stores inputted blood glucose levels.

The Controlin app collects blood sugar levels as measured by the glucometer, transmits the data automatically to the main server using the smartphone and interprets the results instantly. Patients can also input blood glucose levels manually from any device, on [www.controlin.ro](http://www.controlin.ro).

Patients have access to the online database where they can view, download and print charts of their blood glucose levels and other indicators over a certain period of time. Through the same database, patients can learn more about diabetes, how certain foods affect the course of the disease or the importance of physical activity in the life of a diabetic.

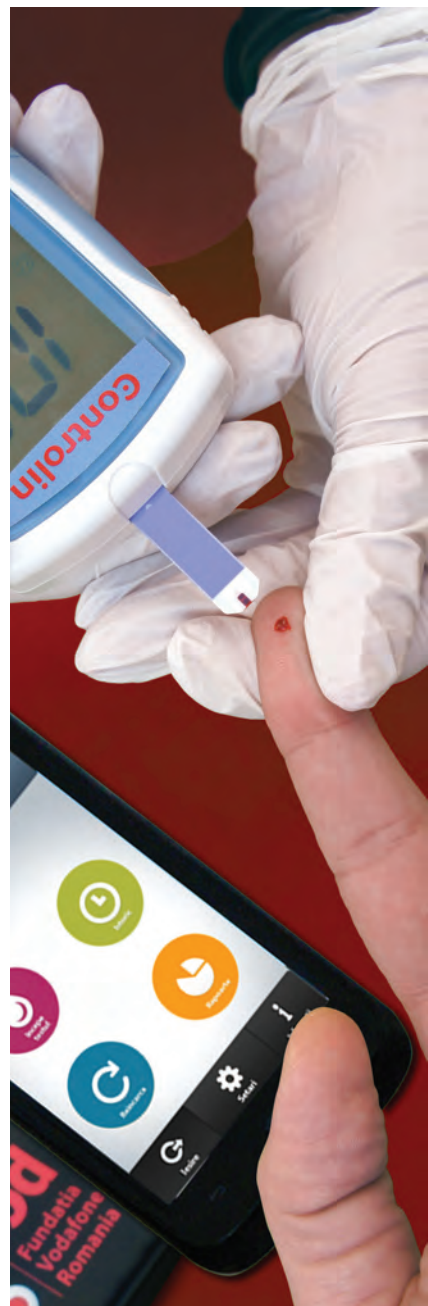
Diabetes specialists can access patients' data in the Controlin programme using a username and password, only with the patient's consent. In emergency cases, when blood sugar levels drop too low or escalate too high, the patients enrolled in the project are immediately contacted by Controlin Call Centre operators to offer them assistance.

### **The Controlin Caravan – Technology-powered mobile health service**

In 2014, the Controlin project reached a new stage, aiming to provide people from isolated communities with access to specific medical tests and accurate diagnosis of diabetes. Therefore, in June, the React Association along with the

Vodafone Romania Foundation launched the Controlin Caravan, by means of which 7.740 people from several areas of the country got: free blood glucose measurement, cholesterol, blood pressure, haemoglobin and EKG testing. The people who were diagnosed with diabetes were included in the blood glucose-monitoring programme and received a Controlin kit to last them a year.

The Caravan's specialised vehicle, outfitted with cutting-edge medical equipment, visited tens of villages, isolated communities and small towns in Teleorman, Prahova, Giurgiu, Călăraşi, Argeş, Dâmboviţa and Ilt counties. The route was set according to the level of access to specialised medical services (distance from the nearest hospital, the presence of a family physician in the community) and diabetes prevalence in the respective area. Through a telemedicine solution provided by the Vodafone Romania Foundation, various medical information could be instantly transmitted to diabetologists and cardiologists in Bucharest.







# Home alone with my mobile phone

**Partner:** Caritas Alba Iulia – Medical and Social Assistance

**Location:** Alba, Covasna, Hunedoara, Satu-Mare, Mureș, Iași and Harghita counties

**Launch year:** 2012

**Beneficiaries:** 526 seniors in homecare and 380 caregivers

**Website:** [www.caritas-ab.ro](http://www.caritas-ab.ro)

We gave seniors mobile phones fitted with a panic button, for them to be able to easily reach an assistant from Caritas Alba Iulia – Medical and Social Assistance Association any time they need help.

We all know it is not easy being a senior citizen in Romania. Besides the inherent age-specific problems – disease, loneliness, feeling socially obsolete – there are also problems particular to our society and the current times. Today, most seniors do not have family by their side and children or grandchildren who could take care of them very often live cities or even countries away. For seniors struggling with disease and loneliness who do not have anyone to call in case of emergency, in some cases the panic button can, in some cases, make the difference between life and death.

**The Mobile for Good solution: mobile phones equipped with a panic button that alerts social workers**

The solution we have implemented in seven counties

across the country provides seniors in Caritas Alba Iulia – Medical and Social Assistance homecare with mobile phones equipped with a panic button, visible letters and simplified menu, which can be used easily in emergency situations.

In turn, Caritas social workers received Vodafone Smart II phones, through which they are notified when elderly beneficiaries use the panic button and can intervene promptly. Moreover, the phones come with a free app that allows them to schedule home visits with their elderly patients, note and keep a detailed visitation log: time, place, name, medical conditions and services provided to the patients.

Seniors included in the programme feel safe and less isolated when they know that they can get in touch with their caregiver with just a press of a button. For them, it is also important that they were able to stay in a familiar environment, in their own homes, whilst receiving protection and quality medical care.

## Technology for patients with cardiovascular conditions



### Home supervision for patients with cardiovascular conditions

**Partner:** Caritas Alba Iulia – Medical and Social Assistance Association

**Location:** Alba, Harghita, Mureș, Covasna and Iași counties

**Launch year:** 2014

**Beneficiaries:** 1.097 patients in homecare

**Website:** [www.caritas-ab.ro](http://www.caritas-ab.ro)



### Home health-status monitoring for patients with cardiovascular conditions

A series of unsettling figures were the incentive for the Caritas Alba Iulia – Medical and Social Assistance Association initiative to aid patients with cardiovascular conditions in isolated areas of the country. According to the data communicated by the National Centre of Public Health Statistics and Information, heart disease is the most prevalent condition affecting people in Romania.

Heart conditions are even harder to manage for people in rural areas: over 60% of Romanians living outside the city don't have access to specialised medical services, according to the research conducted by our partners in 2010 on a sample of 1.200 households in Harghita, Covasna and Mureş counties.

On the other hand, our country has the advantage of having an extensive fixed and mobile telecommunication infrastructure. This makes telemedicine solutions

currently the best course of action for the health system, as well as for targeted beneficiaries requiring home medical attention and care. Telemedicine reduces the number of hospital admissions, waiting lists and lines for medical specialists, as well as a number of patient costs: transport, consultation and other hospital expenses.

### **The Mobile for Good solution: telemedicine programme for monitoring cardiovascular problems**

In August 2014, Caritas Alba-Iulia Association and Vodafone Romania Foundation launched a new Mobile for Good telemedicine programme, this time designed to help people with heart conditions from rural areas. The project employs modern medical equipment and mobile technology (tablets, smartphones, portable printers) to monitor blood pressure and perform electrocardiograms from the patient's home.

The blood pressure measuring machine records the patients' data, which are then sent to



the medical centre in Bucharest by means of a smartphone. The electrocardiogram is performed with an instrument called HeartView, a small, state-of-the-art device, specially adapted to record EKGs from the patient's home. Using a mobile phone, the nurses run the data through a specialised decoding software. The medical specialists at the

partner call-centre interpret them promptly, evaluate the patient's status and send the results back to the nurse at the patient's house via phone or e-mail. The nurses print out the results and present them to the patient or the family physician.

Mobile for Good is designed to help people with no access to specialised medical care – due

to either remoteness from cities or treatment centres, or a precarious financial situation.

Between August 2014 and March 2015, 1,097 EKGs were performed (compared to the 600 provisioned in the project) and 19 tensiometers were used by beneficiaries from Alba, Mureş, Covasna, Harghita and Iaşi counties.

## EKGs save lives: testimonials of two beneficiaries who are still alive because of help received in time

---



The nurses at Caritas Alba-Iulia Association visit me two times a week to measure my blood pressure and help me acquire my medicine. One day, I wasn't feeling well, so I called the nurses to take my blood pressure, knowing that I suffer from hypertension. The nurse consulted me and because she had the device in the car with her, she also took an EKG. The doctor at the other end

saw that it was a heart attack and immediately called the ambulance. That's how I got to the hospital and received proper treatment. Now I'm fine and I'm grateful that I got help when I needed it, and I can live to see my grandchildren grow up."

***B.A., 59 years old, lives alone in Voşlobeni, Harghita county***



I live in the town of Odorhei and my financial resources are very limited. I was under antibiotic treatment prescribed by a specialist when the nurses from Caritas first came to me. I complained of fatigue and chest pains, so the nurse suggested I take an EKG test.

After performing the EKG and sending the results over to the medical specialist, he suggested that I go to the hospital immediately, because I was having an acute myocardial infarction. The Caritas nurses saved my life."

***Nicu, 67 years old, Odorhei***

## Technology saving children's lives



### Telemedicine solution for new-borns

**Partner:** Children's Heart Association

**Location:** Bucharest, Marie Curie Hospital

**Launch year:** 2013

**Beneficiaries:** 400 children admitted each year to the neonatal ICU at the Marie Curie Hospital in Bucharest

**Website:** [www.inimacopiilor.ro](http://www.inimacopiilor.ro)



Right now we have a telemedicine pilot project underway, which is to be expanded. Up until now, we have focused on the infrastructure element. The support exists, but it needs a comprehensive software solution that would integrate data received from medical units and investigation equipment, such as ultrasound machines. At the present, we have two rooms connected to this system, and we get good

results, because with video images, every doctor can learn information about the patients' state and we can conduct a complex operation."

***Dr. Cătălin Cîrstoveanu, Head of the Marie Curie neonatal intensive care unit, at the "Mediafax Talks about Technology for Social Change" conference in 2014***

Telemedicine solution which allows physicians to monitor the status of new-borns in the ICU remotely, communicate with each other using medical data transmission and video images, or consult with doctors from abroad when necessary.

For doctors it is essential that they be able to communicate with each other in real time and when needed, consult with colleagues from different departments, in the country or abroad. This way they have better chances at finding the best treatment for patients with severe condition. Romanian physicians often send out scanned X-rays and consult with doctors abroad, but the telemedicine solution functioning today in the Marie Curie neonatal

intensive care unit offers them a much faster and precise means of communication.

#### **The Mobile for Good solution: health-status monitoring and inter-physician communication system**

The Mobile for Good telemedicine solution, implemented in the Marie Curie neonatal intensive care unit, significantly improved communication between doctors and their colleagues in the country or abroad and with it, the capacity of medical professionals to find solutions to difficult clinical cases.

The new system transmits video images and data instantly. The imaging is highly detailed, because the video cameras that are used

display a 12x zoom picture, in real time. The attending physician, as well as doctors outside the country, where necessary, can observe and supervise the young patients from anywhere there is a 4G or 3G connection.

The physician, nurses and visiting parents are in permanent contact, via phone, tablet or PC. The physician also has access to data and images concerning the state of children admitted in the ICU. This way, he can monitor the patients even on his spare time, advising the attending medical personnel as needed.

In 2014, the project was also tested in Constanța and it has full potential for national expansion, within any framework in the country.

## Technology keeping children healthy and parents at peace



# PEDITEL 1791

emergency paediatric advice call service

**Partner:** Parents of Romania Foundation

**Location:** Cluj-Napoca, Cluj county

**Launch year:** 2013

**Beneficiaries:** parents with children aged 0-18 from Cluj county

**Website:** [www.peditel.ro](http://www.peditel.ro)



**Paediatric Call-centre that offers emergency medical advice 24/7 to parents from Cluj county.**

Overcrowded ER's and paediatric wards, never-ending lines, unpredictable waiting times and overworked, insufficient medical staff: unfortunately, this sums up the reality in most children's hospitals in Romania.

In Cluj, the Emergency Admission Unit (EAU) and paediatric clinics give 80-110 consultations a day, of which 90% are pathologies that could be treated by family physicians. Moreover, many of the questions the parents bring up to the EAU do not constitute medical emergencies. Many of the children's problems could be dealt with in the comfort of their own homes, if parents had quick access to medical counsel, advising them what to do.

Without access to expert medical advice, parents and children living in isolated rural areas face even more difficult circumstances. Unattainable medical services, panic and the feeling of helplessness can often drive some of them to

take uninformed, inappropriate courses of action to treat their children, which can sometimes endanger the little ones' lives.

**The Mobile for Good solution: 24/7 paediatric call-centre that provides access to professional medical advice**

With the support of Vodafone Romania Foundation, Parents of Romania initiated the Peditel 1791 service in 2013: a 24/7 call-centre for emergency paediatric consultations, implemented at the Cluj-Napoca Emergency Children's Hospital and approved by the Ministry of Health.

By dialling the short number 1791, parents can receive round-the-clock advice on how to ameliorate and monitor the child's condition, whether it involves fever, burns, relentless crying, asthma attacks, coughing, head trauma or other similar situations that are not life threatening to the child. Peditel 1791 is not a substitute for the 112 national emergency service, where parents should call in case of a major medical emergency.

In 2014, 32 paediatricians or

I needed a good doctor and I finally found him at Peditel. He gave me competent advice to help me manage the situation then and there, until I could go see a specialist. It's an extremely useful solution for those of us who cannot get to the EAU in a timely manner. It's particularly helpful in situations when you simply cannot carry your sick child around the city at night."

**Anca D., parent, Peditel 1791 beneficiary**

Every mother I know has heard of Peditel. Sometimes you really just need a piece of medical advice, coming from a doctor. Peditel is indeed very useful."

**Delia M., parent, Peditel 1791 beneficiary**

"In terms of psychological comfort, it's extraordinary to know that this service exists. It makes being a parent infinitely less stressful and scary, especially if you have a small child."

**Cristina G., parent, Peditel 1791 beneficiary**

emergency physicians (1 doctor/ shift) answered the parents' calls through the Peditel 1791 service in Cluj. Doctors were selected from among the Emergency Children's Hospital staff or from other medical units, provided they underwent special training to offer emergency paediatric phone consultations.

In more serious cases, call-centre physicians guided parents to the nearest medical centre. Peditel 1791 also signed a protocol with the Cluj

County Ambulance Service, in order to facilitate the management of incoming calls.

The Peditel initiative was a success, judging by the number of cases solved thorough the call-centre in 2014, as well as the figures reflecting the effectiveness and growing popularity of the project. Peditel 1791 received over 8.000 calls between January and December 2014 and 93% of them were answered. Between January 2014 and

March 2015, 9.628 cases were addressed, 65% of which were solved through phone recommendations alone, without requiring a follow-up consultation.

In 2014, the Cluj Ambulance service sent out 2.500 vehicles less than during 2012-2014. More ambulances could thus attend to extremely severe cases. 18% less cases presented at the Cluj Napoca Emergency Admissions Unit, thus reducing overcrowding and waiting times.

11.995

calls were received

65%

cases were solved through  
phone recommendations,  
forgoing a visit to the doctor

6.848

patient files were  
created

2.500

fewer ambulance calls compared to the  
previous year; more vehicles were thus  
available for real emergencies

22,22%

callers requested help in dealing with their child's  
fever (the most frequent question received at  
Peditel 1791)

18%

less people presented to  
the Cluj EAU

0

complaints from  
PEDITEL 1791  
beneficiaries

97%

satisfaction rate for  
parents using  
Peditel 1791



## Technology helps patients with severe illnesses



### MobiHope

**Partner:** Hospice Casa Speranței Foundation

**Location:** Brașov, București, Făgăraș and Zărnești

**Launch year:** 2014

**Beneficiaries:** 1.132 patients from the Hospice Casa Speranței Foundation

**Website:** [www.hospice.ro/mobihope](http://www.hospice.ro/mobihope)



By means of computer and mobile technology, MobiHope raises the quality of palliative care for patients with incurable diseases. MobiHope consists of a help-line for patients, tablets and an integrated information system for patient file digitalization.

Approximately 4.5 million people in Romania care or have taken care of a patients suffering from an advanced-stage incurable disease. Oftentimes, the caretaker is a close relative. Only 1.2% of caretakers receive

from life threatening conditions.

**The Mobile for Good solution: making palliative care services more efficient by means of technology**

The MobiHope project, financed through Mobile for Good by Vodafone Romania Foundation and implemented by Hospice Casa Speranței, was launched in 2014 as a source of support for children and adults suffering from incurable disease, and their caretakers. On the one hand, the



“All the indications and advice you have given me were extremely useful. Through a simple phone call, you taught us how to handle certain burdensome aspects of the disease, and that was a huge help.” **Valentina S.**

help from a specialised palliative care service, while 76.5% are helped by family, and 23.5% look after the patient by themselves. This data derived from research conducted by Hospice Casa Speranței Foundation, a Vodafone Romania Foundation partner organisation that provides specialised palliative care services for patients suffering

documentation pertaining to palliative care services was digitalised: using an integrated information system, all the patient files are stored online and accessible on any electronic device with internet access.

“Through MobiHope our team has quick access to medical information, from any location: at the Hospice centre, at the



I was in great pain. The Hospice nurse was visiting at the time and she immediately contacted the doctor, using the tablet. I described my symptoms and he was able to consult me via videoconference. He changed my treatment right away, and the new meds were very effective, the pain was gone. In other circumstances, it would have taken 48 hours to come up with a solution.” **Carmen P., 48 years old**

---

patient’s home, at partner hospitals. The data reaches us promptly and from multiple sources, thus helping us alleviate our patients’ suffering. We can fill out, modify and access patients’ medical records in real time”, says Cristina Ghiran, project manager and Patient Service Director at Hospice Braşov. Interdisciplinary Hospice teams (doctors, medical assistants, social workers) were given tablets, through which patients have access to consultations whenever necessary, via video conference, in a telemedicine-based system. For instance, if a member of the Hospice Casa Speranței team is at a patient’s house and comes across a problematic situation, he can contact his colleagues and

receive instant support on how to manage the problem and offer the patient adequate care.

A third component of the MobiHope project was the help-line service designed to answer and address beneficiaries’ needs. The help-line’s role is to facilitate communication with patients outside office hours, in order to offer them advice and assistance whenever they need it. The service is operational 16 hours a day (24h/day during the week) and administered by a nurse practitioner with 7-year minimum experience in palliative care services.

Information and mobile technology has greatly contributed to making the Hospice team’s work more

efficient – whether we are talking about services provided for the patients or the use of resources of all kinds (human and financial).

In 2014, 127 Hospice employees (doctors, nurses, social workers, psychologists, kinesiotherapists, educational psychologists, receptionists and medical data entry specialists) were involved in the delivery of patient services and used the integrated information system and tablets. They compiled and maintained electronic records for 704 patients, provided 254 telemedicine sessions, and answered the 2.940 calls received through the help-line.



Living with cancer is a constant struggle, and the fact that we can always reach you on the phone really counts. You encourage and support me. You have done so much for me and I appreciate all of your help. You are extraordinary people. Never lose your wings. Thank you.” **Alina S., Hospice patient**



## Technology for regaining confidence and personal independence



### Call-Centre for people with spinal cord injuries

**Partner:** Motivation Romania Foundation

**Location:** national

**Launch year:** 2014

**Beneficiaries:** 90 patients with spinal cord injuries

**Website:** [www.motivation.ro](http://www.motivation.ro)



**Call-centre and mobile technology to facilitate access to information and emotional support, for people with spinal cord injuries.**

Anyone who has suffered spinal cord trauma needs emotional support to get accustomed to their new status as person with disabilities, and to help them regain self-confidence and personal autonomy as quickly as possible. In addition, it is important in the post-traumatic stage that these people have access to useful and relevant information regarding the rights, resources or programmes they can benefit from.

Unfortunately, in Romania, hospitals only provide patients with medical care, and do not account for the support they need to recover emotionally and start rebuilding their lives. Consequently, many patients go through long periods of homebound isolation, depression, addiction, and family problems caused by their refusal or inability to accept their disability. Medical complications arise as well, when using inadequate mobility equipment and medical supplies.

Another issue addressed by this

project is that NGOs offering disability programmes do not have access to updated information and statistics about patients with vertebral-medullary trauma and are not able to intervene quickly enough to help those in need. After the initial crisis, patients end up participating in programmes such as the one developed by the Motivation Foundation for a long time.

**The Mobile for Good solution: call-centre for people in Romania with spinal cord injuries**

The Mobile for Good solution implemented by the Motivation Romania Foundation was to set up an emergency call-centre for patients with SCI in Romania - a unique initiative in the country that offers patients and their families quick access to all the relevant information, right after the accident has occurred. Moreover, 51 of the 90 beneficiaries in 2014 received mobile phones, to be able to contact the call-centre more easily.

The Call-centre provides relevant answers and solutions to the patients' specific problems, in real time and in the comfort of their own home. The

29

were advised and assisted towards obtaining the disability certificate and access to social services

38

received wheelchairs, which increased their level of mobility

51

received mobile phones, in order to have access to the call-centre

2

received psychological counselling to help them adapt faster to life in a wheelchair

32

received calls

90

beneficiaries - 80% men, 20% women; 40% under age 35

purpose of counselling is to help wheelchair users regain their self-confidence and personal independence.

"With this new instrument, namely the call-centre financed by Mobile for Good, people with spinal cord injuries from all over Romania can now have access to essential information about their condition, forgoing the effort of multiple trips to and from home. We believe that this project offers them yet another chance at a fulfilling life, despite their disability", says Oana Bulmaga, project manager, Motivation Romania Foundation. Aside from the call-centre, the

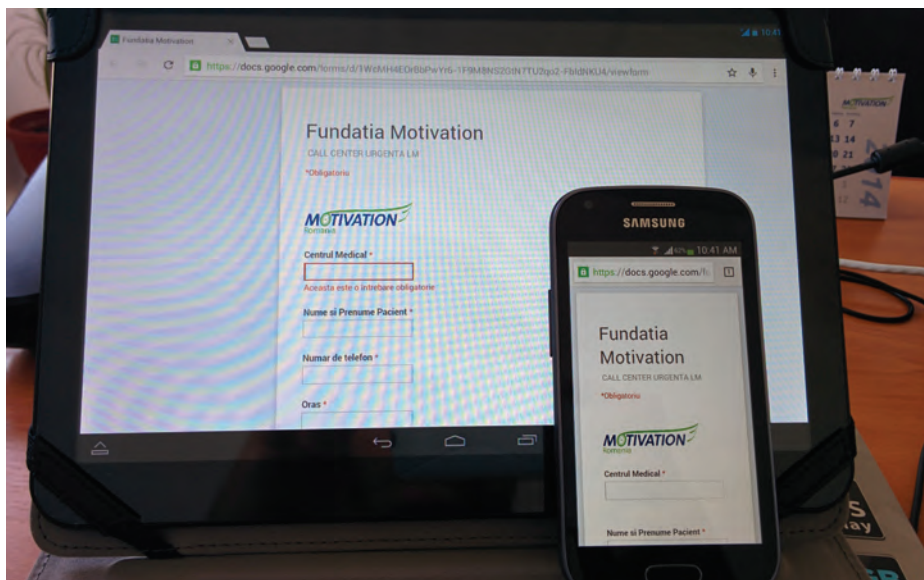
long-term goal of this project is to create a unified network comprising all the neurosurgery hospitals and medical recovery centres in the country, which would actively communicate and centralise information regarding SCI cases. Henceforth, patients will have quick access to all the support services that can help them regain their confidence and independence after the onset of locomotor disability.

In 2014, the Motivation Romania Foundation established partnerships with 11 hospitals in 7 cities across the country: București, Iași,

Piatra Neamț, Constanța, Mangalia, Târgu-Mureș, and Cluj Napoca.

In addition to specific training, hospital representatives received tablets by means of which they can centralise medical records of SCI patients and important statistical data concerning the causes of spinal cord injuries and patients' needs in Romania.

The 90 patients who benefited from this project in 2014 were recommended by medical representatives of partner hospitals, or they requested assistance themselves by contacting the call-centre.



- In 2014, patients from 17 counties were included in the project: București, Neamț, Galați, Constanța, Argeș, Brașov, Buzău, Giurgiu, Iași, Ilfov, Mureș, Prahova, Sibiu, Călărași, Mehedinți, Bacău, and Brăila.



# Technology for the mobility and autonomy of the blind

## Smart Public Transport

**Partner:** Tandem Association

**Location:** Bucharest

**Launch year:** 2014

**Beneficiaries:** people with visual impairment that use public transportation

**Website:** [www.asociatiatandem.ro](http://www.asociatiatandem.ro)

People with visual impairments who live in Romania have very few tools at their disposal to increase their personal autonomy and allow them to move safely around the urban area. Our cities are not disability-friendly, which is reflected by their deficient urban accessibility features for visually impaired people.

Therefore, most visually impaired people cannot move around without assistance, and they are often restrained to a sedentary lifestyle, which leads to: poor socio-professional integration, impaired access to public services, difficulty in accessing socio-professional integration programmes and last but not least, a detrimental social perception over this category of disabilities.

### **The Mobile for Good solution: technology-powered urban accessibility for visually impaired people**

Asociația The Tandem Association initiated the Smart Public Transport (SPT) project employing intelligent technology, whose purpose is to increase the level of mobility and personal autonomy for people with sight impairments.

Through this project, 500 RATB vehicles will be equipped with micro-location systems called iBeacons, granting visually impaired people easier access to public transportation. The iBeacon connects to the beneficiary's phone through an app specially designed for iOS and Android operating systems, which lets the user

know which bus arrives at the station. When more buses arrive at the same time, the right bus produces an audio signal, which guides the blind person to the vehicle.

The beneficiaries of the project are selected according to their ability to use a smartphone. Although there are no statistics regarding the number of blind smartphone users, the research conducted by the Tandem Association revealed that the project's potential target population is of approximately 2.000 users, of which 900 are in Bucharest.

The creators of the project estimate that the number of beneficiaries with ages between 15 and 45 could reach over 7.000 in the next three years.

# Technology for the people with hearing and speech impairments

## SOS Deaf-Mutes

**Partner:** Romanian Samaritans Association

**Location:** Mureș, Bihor, Arad, Iași, and Timiș counties

**Launch year:** 2014

**Beneficiaries:** people with both hearing and speech impairments who require help in emergency situations

The Vodafone Romania Foundation, in collaboration with the Romanian Samaritans Association developed a communication alert system that adheres to the Total Conversation- Sign, Type and Speak standard. The system ensures the autonomy of deaf-mute persons in emergency situations, enabling them to ask for help independently through generic predefined messages.

Over 300 people have already opted for social cell phone plan including the SOS deaf-mutes app, with the most beneficiaries in Târgu Mureș, Oradea, Arad, Iași and Timișoara counties. The app has already proven its value, by successfully helping 3 users receive emergency medical help.

The SOS deaf-mutes app allows a person with hearing and speech impairment to send emergency-related information to a dispatcher.

The app facilitates transmission of data regarding the user's health status to operators through generic predefined messages. It comes with a wide array of options, being able to relay emergency alerts to law enforcement agencies and fire departments.

SOS deaf-mutes ensures the autonomy of people with hearing and speech impairments, enabling them to request emergency help independently, through generic predefined messages, even in an altered state of health or awareness.

Furthermore, the relayed text message gives rescuers access to vital information for the user's health, in the case of a medical intervention. The app is compatible with Android-operated terminals and has been preinstalled on Vodafone Smart 4 devices that come with the social cell phone plan.





07

# Health Projects



For over 16 years, we have been investing in health, out of care for people, respect for life, and admiration for those who save lives and dedicate their own to the happiness and protection of others.

With every project, we have aimed to mobilise the advancement of the Romanian medical system, improve access to quality medical services for people from any corner of the country and from any social category, and create better working conditions for doctors and caretakers of sick children and adults.

In 2014, we continued to employ all the resources we have at our disposal – be them funds, people or mobile technology – in high-impact projects, which collectively led to:

- more chances of survival and treatment for thousands of children and new-borns;
- three modern, refurbished paediatric departments, better prepared for saving lives;
- better conditions for parents of the infants admitted in the intensive care unit Vodafone Foundation built in 2013;
- access to medical services for thousands of children from isolated villages;

• quality care and precious moments of normality for children with cancer, patients with incurable diseases and their families.

In 2014, we invested 1.049.000 euro in the health department, towards the modernisation of medical services in Romania, including projects financed through Mobile for Good (see previous chapter).

In the following chapter, you can read more about some of the people and stories behind these numbers, about rekindled hopes and fulfilled wishes.

## A better chance at life for children

# Top-of-the-line equipment for the Grigore Alexandrescu hospital

**Partner:** „Grigore Alexandrescu” Emergency Children’s Hospital

**Location:** Bucharest

**Beneficiaries:** children and premature new-borns, patients of the Grigore Alexandrescu hospital (circa 6.000 children / year)

**Website:** [www.spitaluldecopii.ro](http://www.spitaluldecopii.ro)

We outfitted two departments of the „Grigore Alexandrescu” Emergency Children’s Hospital with a state-of-the-art ultrasound machine and modern equipment.

The old ultrasound of the Grigore Alexandrescu paediatric cardiology department had been used extensively with very good results, ever since 1997. At the beginning of 2014, however, the machine suffered irreparable damages, which caused a severely negative impact on the department’s

diagnosis and treatment possibilities for new-borns with life-threatening malformations, children who had undergone heart surgery and needed periodic check-ups, or children requiring future or subsequent surgical interventions.

The situation was critical, given that there already are very few paediatric cardiology specialists, and in Bucharest there are only two medical centres where children with heart problems can be evaluated and treated: the Marie Curie Hospital and the

Grigore Alexandrescu hospital.

All the 30 cases treated at the Grigore Alexandrescu Hospital every day were redirected to other institutions, particularly Marie Curie Hospital. Due to overcrowding, patients ended up being scheduled even 5 months after presenting to the hospital.

### What did we do to help?

The Vodafone Romania Foundation intervened by equipping the Paediatric Cardiology II Department of the Grigore Alexandrescu



Hospital with a new state-of-the-art ultrasound machine, an Electric Vivid S5 model. The acquisition significantly improved the diagnostic and treatment capabilities of the department, and aided paediatric cardiology specialists in their daily activity.

We also outfitted the Neonatal Intensive Care Unit of the same hospital with modern equipment, thus bringing the total investment for the little patients to 100.000 euros. The Neonatal Intensive Care

Unit was equipped with a ventilator, a reanimation table, four vital signs monitors, six syringe drivers, two infusion pumps, a laryngoscope kit and four aerosol machines.

At the present, the circa 6.000 annual patients of the „Grigore Alexandrescu” Children’s Hospital – inpatients, outpatients, emergency, as well as neonatal – can all benefit from the new equipment financed by the Vodafone Romania Foundation.



## Support for parents of new-borns while in the hospital



### Parents welcome

**Partner:** Children's Heart Association

**Location:** Bucharest, Marie Curie Hospital

**Beneficiaries:** parents of children admitted to the neonatal intensive care unit (approximately 400 children/ year)

**Website:** [www.inimacopiilor.ro](http://www.inimacopiilor.ro)



Continuing the construction and outfitting project of the neonatal intensive care unit, we set up a welcome space for parents at the Marie Curie Hospital. We wanted parents to be received with consideration and in the best conditions, into a warm and friendly environment.

In 2013, through a 1.4 million euro investment, we built a new neonatal intensive care unit and outfitted it with modern equipment, at the Marie Curie Hospital in Bucharest. The new section is adjacent to the old hospital, it is 4 stories and 1.600 sq. m, and 400 infants from anywhere in the country can be treated there each year.

In order for the new unit to be completed and fully functional, a friendly and comfortable space for the parents of children in intensive care was necessary, because we wanted them to feel cared for and respected as well.

Creating comfortable conditions for parents is important especially because these children have to spend long periods of time in the hospital, and many of them are new-borns in critical condition from outside

of Bucharest. It is essential for the children's proper development and neuropsychic evolution that their parents be with them at all times during the first months of their lives.

### **What did we do to help?**

In 2014, Vodafone Romania Foundation contributed financially to the outfitting and furnishing of a modern space for receiving parents in the Marie Curie neonatal intensive care unit, inaugurated in November 2013.

A sleeping ward, which can host eight women at a time, was designed to accommodate mothers whose babies are in intensive care. The 37 sq. m room has its own restroom and it is furnished with bunk beds, individual closets, a desk, a relaxation area, a washing machine and drier, and both practical and decorative accessories, to make the room homier.

The moms have access to the kitchen - a space for cooking, but also for relaxing and socialising – which we have fully furnished with modern appliances: refrigerator, electric water boiler and toaster, as well as a television set, utensils and decorative elements.



In addition to setting up the sleeping room and kitchen, the space for receiving and hosting parents also contains ergonomic chairs, medical sleeper chairs for parents staying overnight and storage spaces for personal belongings. We also furnished and decorated an office where parents can discuss privately with the physician about their child's condition. The same office also hosts psychological and

breastfeeding counselling sessions. Because breastfeeding constitutes the best nourishment for infants, even more so if they are born prematurely, we wanted to make sure the little ones had all the conditions to enjoy breast milk, even though their medical problems prevent them from feeding themselves. With that in mind, we acquired:

- 27 hospital-grade breast pumps

and accessories for a year;

- individual breastfeeding kits for mothers who could not afford one of their own;
- various accessories necessary for comfortable breastfeeding (nursing pillows, milk warmers, sterilizers, and measuring scales).

The financial contribution made by Vodafone Romania Foundation for this project amounted to 80.000 de euro.



# Moments of a normal life for children and adults with incurable diseases

## Caring together

**Partner:** Hospice Casa Speranței Foundation

**Location:** Bucharest, Braşov

**Beneficiaries:** 1.500 patients with progressive chronic illnesses and their caretakers

**Website:** [www.hospice.ro](http://www.hospice.ro)





### Support services and activities for children and adults with incurable diseases and their families.

Every person has the right to live life with peace and dignity, until the very last moment. That is why, for seven years we have supported Hospice Casa Speranței in the effort to offer proper care and ease suffering for children and adults suffering from life-threatening or incurable diseases.

Because the patient's family has a main role in the long and exhausting process of care for the incurable patient, they too need guidance, understanding and moments of rest. We created this project, along with Hospice Casa Speranței, to address the specific needs of families who have patients with incurable diseases in their care.

#### **What did we do to help?**

In 2014, over 1.500 patients and their families received support through the "Caring together" project: admittance in bed wards, homecare, participation in day care centre activities, support groups and activities designed to provide

precious moments of normality, as well as recreational opportunities for sick children and their families.

Within the project, the Hospice centres in Bucharest and Braşov host monthly art and play therapy activities, which give patients a chance to socialise and have fun, and lets the physically, mentally and financially exhausted family take a break and relax. The patients' caretakers benefited from support groups, information sessions, psychological counselling and social education, to help them overcome the difficult day-to-day challenges they go through while caring for the patients.

In figures, the "Caring Together" project meant: 370 people admitted in the bed wards, 7.108 home visits, 1.653 interventions for support group participants, 96 support group meetings, 1.270 interventions for patients participating in the day care centre activities.

In 2014, Hospice Casa Speranței also inaugurated the Hospice centre in Bucharest,



Our dear friends from the Vodafone Foundation,

We, the parents of the children benefitting from the Hospice Casa Speranței programmes in Braşov, want to sincerely thank you for everything you have done for our children throughout the years.

Thank you for the wonderful vacations you have taken us on.

Thank you for giving us, both children and parents, the opportunity to lay eyes upon that which used to be a mere dream: the sea. Thank you for the sunshine, the soft breeze, the soothing sound of the waves and the warm sand that we made our experience magical.

Thank you for the smiles and joy you brought to our children's faces.

Thank you for the countless gifts you have given us.

Thank you for being there, for Hospice Casa Speranței and for us, with every anniversary, school festivity, mother's day, children's day and, last but not least, for collaborating every year with Santa Claus and the Easter Bunny.

We thank you, from the bottom of our hearts, for everything."

***L.B. mother of B.C.,  
patient of Hospice Casa Speranței Braşov***



the first and only integrated palliative care services unit in the city. As the founding sponsor of the project, Vodafone Romania Foundation invested a total of 600.000 euros. When running at full capacity, the Hospice Centre

Bucharest will be able to provide free services for 2.000 children and adults suffering from incurable diseases: home care, inpatient consultations, admissions in the bed ward, social services and psycho-emotional counselling.



Since 2007, Vodafone Romania Foundation has been allocating 100.000 euro annually to palliative care services in Hospice centres from Braşov and Bucharest. The Vodafone Foundation has thus provided medical assistance, medication, specialised homecare and services supporting patients' families for over 10.000 people in the past few years.

Moreover, as founding sponsor, Vodafone Romania Foundation has contributed 600.000 euros to the construction of the new Hospice centre in Bucharest, inaugurated in September 2014.

# Support for brave children fighting cancer



## From diagnosis to survival

**Partner:** Little People Romania Association

**Location:** Bucharest, Cluj (Marie Curie Emergency Children's Hospital in Bucharest and Cluj Napoca Oncology Institute)

**Beneficiaries:** 232 ill children, 121 members of patients' families

**Website:** [www.thelittlepeople.ro](http://www.thelittlepeople.ro)



We offer our help to children and young people diagnosed with cancer, by making their stay in the hospital more comfortable, and supporting them along the long and difficult journey from diagnosis to survival.

Being diagnosed with cancer is a devastating event – both for the patient and his family. Once they have been admitted to hospital and started treatment, children have to deal with not only physical discomfort and pain, but also with several emotional and psychosocial difficulties. The young patients' self-esteem drops, while the feeling of isolation and withdrawal from other healthy children and adults becomes stronger.

Because the disease has such a deep physical and psychological impact on children and their families, the young patients, as well as their caretakers need psychosocial support as an integrant part of their treatment.

What did we do to help? Through the project "From diagnosis to survival", Little

People and Vodafone Romania Foundation introduced an innovative structured therapeutic programme in two paediatric oncology departments in Cluj and Bucharest. The programme is adapted to suit various age groups, and it is based on art and play therapy, dramatherapy and emotional therapy techniques.

All the daily activities help the little ones get familiar with the disease and the hospital environment, understand what is happening to them, prepare them for various medical procedures, but also help them gain trust and hope, verbalise their feelings and pull through the fear and uncertainty. The end purpose is to help children overcome the pain and fight the disease, thus increasing their chances of survival.

In 2014, 232 children patients and 121 members of their family benefitted from psychosocial support services and participated in the daily activities organised by Little People. Families were also helped to understand the



importance of properly passing through all the stages of the healing process.

Volunteer work is an important component of the “From diagnosis to survival” project. In 2014, along with Vodafone volunteers, we worked on a pilot project called “Reading bedtime stories to children”: for two months a year, 50 volunteers spent time with the children in the hospital, reading them stories and introducing them to fairy tale heroes, from whom children had important lessons to learn about courage,

determination, love and friendship. During their activities, the children met with the “Brave Lion”, the programme’s mascot, who had also gone through the treatment and emerged victorious – making him a good example of courage for children.

Since the beginning of its collaboration with Little People in 2012, the Vodafone Romania Foundation has also been supporting the community of young paediatric cancer survivors, united under the

“Pioneers Club”. The club supports social reintegration for young paediatric cancer survivors, helping them make gains to compensate for the time they missed in school. In 2014, 200 young people participated in two national meetings dedicated to them: the Educational Summer Meeting and the Educational Winter Meeting. These initiatives are necessary to help young survivors learn about self-care, make the transition from paediatric to adult care easier, and improve their health and quality of life.

# Empowering stories. Stories that give us the strength to dream and fight.



I have been a Little People volunteer for over half a year and the most important thing I have learned from this experience so far is that our presence – of the volunteers – at the hospital is an extremely precious thing for the little ones, who always wait for us with unconditional enthusiasm and curiosity. As a volunteer, you always want to find the most interesting activities, come up with the best ideas, make sure you manage to create an engaging atmosphere for the children, wherein they can thrive and enjoy themselves. But children always see past the carefully planned activity: your mere presence there makes them happy, your smile, the fact that you bring a part of the outside world there with you.

From this point of view, I think that Vodafone volunteers bring along an air of novelty and freshness for the children, strengthening their connection to normality and the outside world.

Moreover, through the daily hour of storytelling, volunteers manage to transport the children into another world, filled with fascinating characters and wonderful adventures. There are moments and stories that help children escape, with their mind, from the hospital ward, that help them regain their hope and willingness to dream, that give them courage and make their fight against the disease a bit easier.

During this time, I have met volunteers who would impersonate story characters and amuse the little patients, or who would unravel the moral of a story along with their teenage audience, and I think that is amazing! We can say that we have found true Partners at the Vodafone Foundation, with whom we can achieve our common goal: making children happy and cheering them up with our activities.”

***Iulia Bucur, volunteer at the Paediatric Oncology Division of the “Marie S. Curie” Hospital, Bucharest.***

## Encouraging blood donation



### A chance for life

**Partner:** React Association

**Location:** national

**Beneficiaries:** 11.000 blood donors; people requiring blood transfusions (14.850 lives saved with the 4.950 litres of blood collected in 2014)

**Website:** [www.pentruviata.com](http://www.pentruviata.com)



It is the most large-scale blood donation programme in Romania and it contains three components: media information and awareness campaigns regarding blood donation, mobile blood donation campaigns, and renovation and outfitting of the transfusion centers.

Every day, thousands of patients in the hospitals of Romania need blood transfusions or blood products in order to survive. 450 ml of blood collected from a single donor can save up to three lives.

In Romania, however, the number of people donating blood is still low, making the necessary amount of blood hard to insure. Only 1.7% of people make this simple, yet vital gesture and our country is in constant need of volunteers to keep blood banks at a safe capacity, and solutions and campaigns to encourage blood donation.

#### **What did we do to help?**

"A chance for life" is the amplest national blood donation programme. Since its inception in 2008, the programme has been supporting the Romanian transfusion system through modernising blood transfusion

centres, raising awareness among the population regarding the importance of blood donation and attracting new donors.

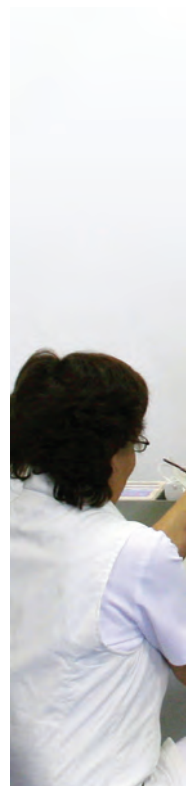
In 2014, 11.000 people voluntarily donated blood through the "A chance for life" programme. A total of 4.950 litres of blood were collected, which contributed to the saving of 14.850 human lives. Over 100 special donation sessions were organised at the quarters of various companies and institutions, public spaces and learning institutions across the entire country, as well as during large-scale events.

One third of the Vodafone Company donors give blood twice a year. Since the beginning of the project in 2008, over 1.000 lives were saved by virtue of the 892 units of blood collected from volunteer donors at the Vodafone headquarters in Bucharest, Braşov, and Ploieşti. One of the main objectives of the mobile campaigns organised in 2014 throughout the country was to change people's attitude towards giving blood and encourage volunteer donation, which was thought of as unorthodox. Unfortunately, the

remuneration can determine certain people to conceal important health information, in order to benefit from the meal tickets received upon donating. In 2014, the donors who gave blood during the 52 organised sessions did not receive meal tickets.

From the beginning of the “A chance for life” project in 2008 through June 2014, 757 blood donation sessions for general public, companies and institutions were organised, as well as four information campaigns. Per total, 120.000 people gave blood, which contributed to saving over 170.000 human lives.

Moreover, we were able to renovate and refurbish the largest transfusion centre in the country (The Bucharest Blood Transfusion Centre), and in 2014, the Vodafone Romania Foundation and React Association began renovating, outfitting and modernising works on transfusion centres from seven other cities: Buzău, Cluj-Napoca, Giurgiu, Iași, Slatina, Suceava, and Târgu Jiu.





I just gave blood and I feel great. I did not think it would be so easy to help someone. I am glad I had this opportunity and I think I will come back in three months to donate again.”

***Andrei Z., first-time donor***



I have a fear of needles and I was too scared to give blood before, but I today I mustered up my courage, taking advantage of the fact that the donation was taking place at work, and I did not have to go to a centre.”

***Cornelia P., recurrent donor***



# Counselling for people fighting cancer and other severe conditions



## Health is a priority

**Partner:** M.A.M.E. Association

**Location:** national

**Beneficiaries:** over 100 patients with cancer or other serious conditions (ages 0-50); over 5.000 people were given access to the interactive map and materials provided through the project

**Website:** [www.asociatiame.com](http://www.asociatiame.com)





Free-of-charge counselling for people diagnosed with severe illnesses. The first interactive map of medical oncology services available throughout the country and abroad.

In Romania, cancer is a major public health issue, given the alarming increase in new cases and the high mortality rate among cancer patients, compared to other European countries. Every year, approximately 80.000 people are diagnosed with cancer. These individuals are faced every day with the problems and shortcomings in the Romanian medical system, one that consumes too much of the already limited resources, energy and time of patients and their families in search of treatment.

For these people, the harsh diagnosis, the against-the-clock struggle, but also the bureaucracy and the lack of resources in the medical system, all add up to a major crisis, which most of them have a hard time managing.

### What did we do to help?

Given the alarmingly growing cancer diagnosis rates, it is not surprising that the number of help requests received by the M.A.M.E. Association from cancer patients has significantly increased in recent years: 120 new requests in August 2013 – August 2014, 40% more than the previous year. In order to handle all the incoming requests and address the patients' need for help, the M.A.M.E. Association, with the help of Vodafone Romania Foundation, set up a special counselling department for people struggling with rough diagnoses, cancer or other severe conditions. Through the "Health is a priority" project, patients requesting help via phone or e-mail receive counselling, support and guidance towards finding quick solutions to their health problems and helping them not feel lost and helpless anymore, in regard to the medical system.

Thus, in 2014, 100 people received guidance and



information to help them handle the bureaucracy in the medical system; they were put in contact with medical specialists, offered support in accessing the E112 form, and assisted with medical documents translation. Approximately 60% of the patients benefitted from free psychological counselling and were assisted in finding the inner resources to carry on the fight for survival. 40% of the beneficiaries received material and financial support to help them pay for undiscounted treatments.

For many of the patients, the M.A.M.E. team contacted and kept in touch with hospitals from abroad. They patients also

learned how to raise funds for their treatments or surgical procedures, and received legal consultancy regarding patients' rights.

A dynamic interactive map, the first of its kind in our country, was developed for the project. The map is practically the interface of a comprehensive database that contains complete information regarding all medical services, public and private, from the country and abroad, psychological, social or any other kind of services addressed to people suffering from cancer, as well as practical information regarding patient transport and

accommodation. The map, an extremely useful tool for cancer patients across the entire country, is available on our project Partner's website. With the financial help from the Vodafone Romania Foundation, the M.A.M.E Association also manages requests for two SMS numbers (8824 and 8826) that people diagnosed with severe illnesses can use as fundraising instruments. The M.A.M.E Association analyses each request, selects eligible cases, wires the money collected via SMS donations and makes sure that the funds obtained as result of public communication campaigns are used responsibly, towards resolving real issues.

# Miruna can see the world

Miruna D.'s parents had exhausted their resources and were concerned for their child's life, last year, when they first reached out to the M.A.M.E Association. Their 4-year old daughter was completely dependent on them: she was bedridden and could not speak nor eat by herself. The only game she responded to was "peekaboo" and her only obvious reactions were big smiles in the presence of other children.

The little girl was suffering from constitutional growth delay, and her parents' efforts to identify the condition that was causing their child so much pain were had no result in the country, due to the lack of modern equipment. Romanian doctors advised Miruna's parents to continue investigations at a clinic abroad, in order to get a correct diagnosis.

The "Health is a priority" project team dedicated all their energy, information and resources they disposed of to help the family. They translated the little girl's medical documents, kept in touch with a clinic from abroad regarding scheduling an appointment for them, made efforts to obtain free plane tickets for the child and

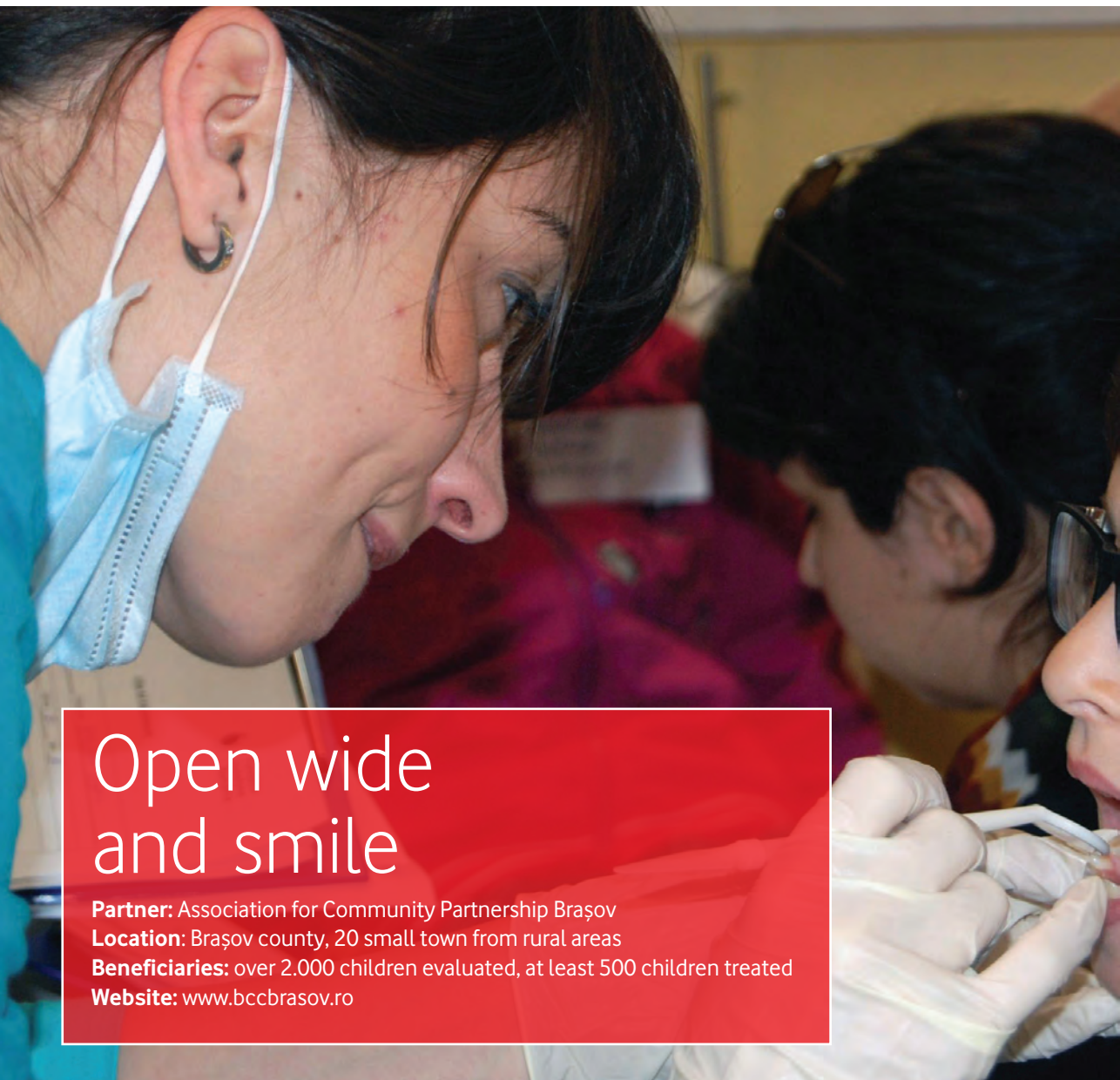
caregiver. Before long, Miruna was admitted at the Bicêtre Clinic in Paris for advanced genetic tests.

As Miruna's parents had hoped, the experts in France came up with a clear diagnosis (cerebral palsy – a non-progressive psychomotor disorder), based on which she can now receive proper treatment.

The French doctors' recommendations for Miruna included physical therapy and use of a high-performance wheelchair, equipped with a special device that keeps the spine in a vertical position. This particular type of chair is the only one that would help Miruna make progress and improve her physical condition.

Upon the family's return in the country, through our project, Miruna received the wheelchair with thoracic support that she needed. The parents were overwhelmed with emotion, and Miruna smiled with joy: she could finally see the world as she was meant to, she could finally look people around her in the eye and start the long journey to recovery and a better life.

## Access to dental care for children in rural areas



### Open wide and smile

**Partner:** Association for Community Partnership Braşov

**Location:** Braşov county, 20 small town from rural areas

**Beneficiaries:** over 2.000 children evaluated, at least 500 children treated

**Website:** [www.bccbrasov.ro](http://www.bccbrasov.ro)



**Medical caravans offering dental consultations and treatment for children from 20 rural towns in Braşov county.**

Children from rural areas hardly ever see the inside of a dentist's office. In fact, in most cases, they never do. The main reasons for this are the lack of financial resources, the lack of dental care providers in many rural areas in Romania and the lack of education regarding a healthy dental hygiene. Bearing this in mind, it is no surprise that the incidence of dental problems for children in Romania is huge: 80% of children have cavities.

The twenty small towns in Braşov county are home to 10.000 children, a large portion of them being of Roma ethnicity. Most of the children come from families who do not have the most basic notions of oral hygiene. Due to the lack of education and the absence of dental care providers in the area, these children are exposed to a number of health risks: heart conditions, kidney

problems, periodontal diseases and sinus infections.

**What did we do to help?**

At the end of 2014, the Association for Community Partnership Braşov, with the support of Vodafone Romania Foundation, initiated a project dedicated to children in 20 rural towns in Braşov county. Over 2.000 children (ages 6-14) were evaluated by dentists volunteering with the project's caravans, one for each town. Of all the consulted children, 500 severe cases benefit from treatment at the nearest Partner dental office. Transportation and treatment costs are covered by the project planners.

Moreover, in every town, the little patients participate in dental hygiene workshops: along with the volunteers, children take part in roleplaying games and contests designed to test their oral and personal hygiene knowledge.

After the first dental caravan in 2014, from 164 children consulted (ages 6-17), 160 of them had cavities, adding up to 895 cavities in total.



# Ionuț wanted to fix his front tooth because...

Ionuț is one of the children with serious dental programmes who benefitted in 2014 from treatment in the “Open wide and smile” project. He is in the “5th grade, room C”, as he decidedly pointed out; a well-behaved and respectful child, extremely mature and responsible for his age. From how he talks, it is obvious that he likes to work and help his family.

When we met him, he was anxious to get home and work in the field. They had hired someone who had a horse and a plough to till their garden and he was already dreaming of the potatoes, corn, onions and carrots he was going to grow.

His family's difficult circumstances are surely what made him grow up so quickly.

His mother does not have a job; she has to stay home to look after one of Ionuț's brothers, who suffers from diabetes. His dad is in England (“I miss him, he has been working there for three years”), so Ionuț and his grandfather have to do all the “man work” around the house - and the little boy has already picked up quite a few skills: “My dad taught me how to work with the hammer and build things. When I grow up, I want to be a construction worker, like my dad.”

Although mature and responsible, Ionuț is above all a lively, talkative child, who always has a smile on his face. After we got to know each other a little, he even shared a couple of secrets with us: “In the summer I like to eat ice-cream and watermelon. Watermelon is my favourite.” He also told us about how he gathers broken television sets and exchanges them for watermelons in the summertime.

After all these confessions, Ionuț mustered up his courage to reveal his greatest wish: he wanted to fix his front tooth, so that Andreea – a pretty, blonde-haired girl from school – will like him.

We have done our part. All that remains is to root for Ionuț and wish him a charming smile.



08

# Volunteer Projects



Volunteers are the heart and soul of the Vodafone Romania Foundation projects, they are our inspiration, our right hand and our most valuable resource, in everything that we do.

Along with the mobile technology applied to people's needs and funds put forward by the Foundation and invested in the community, the generous volunteers we manage to attract and engage in numerous projects, are all part of the Vodafone Romania

Foundation solution to the problems in the supported communities.

Because in the absence of driven and motivated people to carry out initiatives the supplied funds cannot issue real and durable changes within the community, Vodafone Romania Foundation encourages implication and social solidarity for Vodafone volunteers, as well as members of the supported communities and project beneficiaries.

Vodafone Romania Foundation volunteers are – mostly but not exclusively - employees of the Vodafone Romania Company.

Furthermore, every year we finance projects proposed by people eager to either begin or expand their volunteer experience, through the "Professional Volunteer" programme. For nine months, the "professional volunteers" selected each year work fulltime to support an NGO of their choosing.

# Professional Volunteer



## Professional Volunteer

**Location:** national

**Beneficiaries:** 9 volunteers selected by a panel of judges, beneficiaries of the projects developed by the 9 volunteers

**Website:** [www.voluntardeprofesie.ro](http://www.voluntardeprofesie.ro), [www.fundatia-vodafone.ro](http://www.fundatia-vodafone.ro)



For nine months, the Vodafone Romania Foundation ensures salaries for people choosing to take a break from their own professional activity, and dedicate themselves to a noble cause inside an NGO.

„Professional volunteer” – a programme currently developed by 15 Vodafone Foundations around the globe, known worldwide as “World of Difference” – was launched in Romania in 2010. Since the first edition of the programme – implemented in 2002 by the Vodafone New Zealand Foundation – “World of difference” gave over 700 people all over the world the opportunity to discover and pursue their passion for volunteer work.

The programme is addressed to anyone who has always wanted to work in a non-profit, but either did not have the chance, or could not afford to suspend their professional activity. Through the “Professional volunteer”/ “World of difference” programme, participants can take a paid leave from their jobs, in order to dedicate their time to a cause that moves them, in a nongovernmental organisation of their choosing.

The programme allows the

selected winners to experience or expand their volunteer work, explore ways to help others, using their own abilities and resources. “Professional volunteer” is based on the conviction that every one of us possesses the means and power to make a difference and bring joy in the lives of those around us.

In Romania, the Vodafone Romania Foundation ensures the salaries of the nine volunteers for nine months, within a limit of 1000 euros net per month and covers any other administrative expenses the participants might need for the project.

Volunteers choose the organisation they want to work with themselves, supporting one of the causes promoted by the Vodafone Romania Foundation: improving medical services, supporting education, encouraging volunteer work, furthering the integration of people with special needs, providing social services for families and elderly.

Professional volunteers selected in the 2014 edition participated between December 2014 and August 2015 within nine nongovernmental organisations from Bucharest, Timișoara, Bacău, Costești (Argeș), and Alba-Lulia.

# Volunteers' portraits and projects



Meet our “professional volunteers” and learn the stories of nine people for whom volunteer work changed their lives, giving new meaning to their careers or, in some cases, helping them discover their true calling.

Thousands of people in need benefitted from the projects supported through the dedication and involvement of the professional volunteers: children suffering from cancer, people with disabilities, poor children from underprivileged communities or seniors with various afflictions.



# Daniela Staicu

## helps children suffering from cancer go to the dentist

For Daniela, volunteer work was already a second job when she applied for our programme: in 2003, she started volunteering for various organisations and as of March 2013 she had been dedicating her free time to the Merci Charity Boutique Association and its young beneficiaries.

### **Daniela Staicu**

Economist,  
30 years old,  
Merci Charity  
Boutique volunteer  
(Bucharest)

The “Professional volunteer” programme offered Daniela the chance to develop a project very dear to her: “Merci, Tooth Fairy”, where she was involved full time for nine months, helping children under treatment at the Bucharest Oncology Institute benefit from free dental care treatment. Children helped by the Merci Tooth Fairy suffer from various forms of cancer and depending on the diagnosis and stage of the disease, more or less aggressive treatment protocols are ensued. For them, preventative care and proper dental treatment throughout their therapy are extremely important. Because an untreated condition can lead to complications and even death, a visit to the dentist before starting treatment is mandatory. Moreover, the examination needs to be repeated during and after finalising the treatment, because the risk of infection is extremely high.

Owing to Daniela’s dedication, the “Merci, Tooth Fairy” received plenty of media coverage and earned new sponsors and partner dental practices. Daniela contributed to the organising of several fundraising events, in order to give as many children as possible access to free dental care.



# Cristina Șerban

moved to the country in order to  
help children in poverty

## Cristina Șerban

Journalist, 33 years old,  
Vodafone Romania  
employees, volunteer  
for the Hercules  
Association  
(Costești-Argeș)

Cristina came across the story of the Hercules Association by chance: a small organisation, but “powerful and vital, like Hercules himself”, as our volunteer described it. She learned how, for almost ten years, through the power of the Hercules Day Care Centre founder and a small team of people, this organisation has managed to change the lives of hundreds of underprivileged children from Costești (Argeș county) and neighbouring villages.

Cristina had previous experience in event planning and had good writing skills. She decided to use her skills to promote the story of the Hercules Day Care Centre from Costești: by organising fundraising events in Bucharest, she aimed to bring a piece of “Hercules” closer to the potential donors in the capital. Cristina brought Santa’s Workshop to Bucharest to raise money for the children in Costești; she participated in numerous charity fairs in Bucharest with objects handcrafted by the children, she put together several sporting event fundraisers and managed a fundraising campaign through the Galantom platform. Cristina joined the children for most of the Centre’s activities: she taught English classes, helped them with their homework, and showed them how to create beautiful decorations in their little arts and crafts workshop.

Cristina told us herself about how she met the “Hercules family” and about her experience as a volunteer.

“During one of the Vodafone company initiatives where I participated as a volunteer, I met the Hercules Association and their 59 wonderful children, who do not deserve all the hardships they have gone through. I felt that I had to help them, in any way I could. Today, I use all my experience, both personal and professional, to promote and support the Hercules Day Care Centre. And still, I feel that I am the lucky one.”



### **Liviu Săndulescu**

Director, 41 years old,  
Children's Heart Association volunteer (Bucharest)

# Liviu Săndulescu

**produces videos to raise awareness on the issues of new-borns in intensive care and of children with heart disease**

Director Liviu Săndulescu wanted the message of the association he had been volunteering for since 2009 to reach as many people as possible. "Professional volunteer" allowed him to turn an occasional partnership into permanent involvement, for a longer period of time, in order to support the organisation in its growing number of campaigns. Liviu created a new comprehensive promotional video concept for the Children's Heart Association and showcased the organisation's activity in short films, spots and other visual media. Among other things, he also produced an anniversary film, depicting the Marie Curie Hospital neonatal intensive care unit's first year of activity.

The most complex project Liviu took on was creating the documentary "Keeping up with Paul", as part of a fundraising campaign for children suffering from heart disease. The 16-minute film talks about the experience of ultramarathon runner Paul Dicu at Marathon Des Sables 2014, one of the toughest endurance races in the world. People all over the globe were encouraged to "keep up with Paul" and run in the marathon, with every kilometre being worth 2 euros, contributed by the campaign sponsor.



**Luiza Pop**  
Occupational  
therapist, 31 years  
old, volunteer for  
the SM Speromax  
Alba Association  
(Alba-Iulia)

# Luiza Pop

## supports the rehabilitation of multiple sclerosis patients

Luiza applied for the Professional Volunteer programme with the project "Occupational therapy for people with multiple sclerosis" and set out to help people with MS be able to perform various mundane activities, as independently as possible. Luiza's job involved working with patients and their families towards finding practical solutions to the problems and limitations patients face in their everyday life.

Multiple sclerosis is an often progressive chronic condition of the central nervous system, which can lead to disablement. Rehabilitation is an important element in the medical care required by multiple sclerosis patients, and occupational therapy is an integral part of this process.

Luiza Pop paid monthly home visits to 15 patients, participated in support group sessions for 20 beneficiaries and joined in on several socialising activities – film, theatre, or outdoor activities – along with the patients involved in the project.

"A necessary quality for a volunteer is, I think, empathy. You have to feel, you have to understand, you have to want to help where help it is needed and be able to not expect anything in return."



**Mirela Vișan**

Philologist, 38 years old, Pavel Association volunteer (Bucharest)

# Mirela Vișan

helps children with cancer discover theatre and its therapeutic effect

the Bucharest Oncology Institute for two years and she really wanted to be able to implement a project she had already drawn up in her mind, in every detail. She came across the “Professional volunteer” programme by accident, on her own Facebook page and she saw it as the perfect opportunity to see her idea come to life: bringing joy to sick children through puppet shows.

“Puppet therapy”, the project that earned Mirela her participation in the “Professional volunteer” programme, involved creating a theatre-like space that, besides offering entertainment, would have a therapeutic and supportive role in the healing process of children and teenagers with cancer from the Fundeni Oncology Institute.

Mirela worked with the children every day, both inside the hospital – where she brought the puppet show and master puppeteers – and outside of it: splitting them into age groups, Mirela took the little ones to numerous shows at the Ion Creangă Theatre, Țândărică Theatre or ACT Theatre.

Due to Mirela, the young patients got to meet Marcel Iureș, Alexandrina Halic, Mihai Verbițchi, George Mihăiță, Geo Dinescu and Marian Fagu, they enjoyed several wonderful productions and, moreover, they actively participated in the staging of well-known plays, such as “Red Riding Hood” and “Hansel and Gretel”.

“A volunteer’s greatest quality is his ability to give to others, by first giving himself. And it is very simple, because it all comes from love” – explains Mirela simply, to those open to understanding the beauty of volunteer work.



**Alexandru Dinu**  
Communication specialist, 26 years old, volunteer for the Association for Community Relations (Bucharest)

# Alexandru Dinu

## promotes philanthropy among young donors

Alexandru joined the "Professional volunteer" team with an innovative project called "Generosity week", which aimed to expand a well-known event in the NGO field, the "People for People Gala". Alexandru's plan was to launch an extensive communication campaign that would talk about philanthropy in its various forms, inform as many people as possible about the normality of the donation act and at the same time, support NGOs by teaching them how to properly interact and relate to their donors. Through the project, seven nongovernmental organisations who had led successful fundraising campaigns were selected, promoted and given as example to other NGOs. The campaign informed 1 million Romanians about the donation act and introduced the [www.donatie.ro](http://www.donatie.ro) portal, which provides all the necessary information on philanthropy for both NGOs and donors.

Alexandru talks about his experience as volunteer and a certain virus he contracted during the "Professional volunteer" programme.

„I knew about myself that I was not a good activist, and that was in fact why I wanted to try the Vodafone Foundation experience in the "Professional volunteer" programme – I wanted to challenge myself. At first, I used to be rather sceptical towards stories about how we can all make the world a better place, I thought they were too corny. And if in the beginning I had joined the ARC team because I thought they needed a bit of polishing in the communication department, I soon realised that was not what they needed. I could come into work eight hours a day and do my job, but if I do not start believing in their cause and dedicate myself to it, I will not make a difference. Not for me, and not for the project. The people I work with are not gears that need to be oiled up, because they all have something that makes them more human with every single second: a zest for doing good deeds. They are people that put the wellbeing of others before everything else. Before the job, before themselves. These are big words I did not really believe before I met them. After three months of being a "professional volunteer", I can definitely say I caught the good-deeds bug.”



**Georgeta Roman Neacșu**

Journalist, 38 years old, volunteer at the Give Life Association (Bucharest)

# Georgeta Roman Neacșu

**provides vital information for people diagnosed with cancer**

In 10 years of written journalism, Georgeta Roman Neacșu mostly wrote about health and thus came into contact with many sick people, who frequently asked for her help. “I often reproached myself”, she tells us, “for not being able to truly help the people I was writing about. The time we had was limited, and we did not manage to follow up with them as I would have wanted”.

For Georgeta, the “Professional volunteer” programme meant “the opportunity to do more for people’s health and for those who ask for my help”. On the other hand, she felt it was the right time to use the experience and knowledge she had gathered over the years as a medical journalist to build towards something truly useful and beneficial. “I want to put all my energy into doing good things from beginning to end, following through and insisting that everything goes well, which I do not often get to do as a journalist.”

The project which brought Georgeta in the “Professional volunteer” programme sets out to bring ESMO treatment guides (European Society for Medical Oncology – the most prestigious oncology association in Europe) in Romania, used by most Romanian oncologists to treat their patients. As of June 2015, 16 treatment guides for the 16 most frequent types of cancer will be available in Romanian. The guides contain complex medical information translated in plain language for the patients to understand, and they can be downloaded onto smartphones and tablets from the [www.daruiesteviata.ro](http://www.daruiesteviata.ro) website. Georgeta’s project, supported through the Vodafone Romania Foundation programme, thus aims to offer concrete help to the nearly 100.000 Romanians annually diagnosed with cancer, for whom the diagnosis marks a critical, terrifying moment in their lives.



**Adrian Ghervasa**

Kinesiotherapist, 35 years old, volunteer at the Foundation for Community Support (Bacău)

# Adrian Ghervasa

## kinesiotherapy and social reintegration for the elderly and people with various medical conditions

As many other professional volunteers, Adrian Ghervasa was already an active volunteer when he read about our programme on Facebook and sent us his project proposal. For the past three years, he had been supporting the Foundation for Community Support and its beneficiaries, thus contributing to the physical recovery and social reintegration of people with disabilities. "Professional volunteer" allowed him to dedicate his full attention to this endeavour, which had required him with a great sense of emotional fulfilment.

As a professional volunteer, Adrian Ghervasa has helped seniors, patients with neurological, rheumatic, cardiovascular, posttraumatic, or respiratory conditions, and people who needed assistance with utilising medical devices. He especially tried to reach out to those who, from various reasons, did not frequent the Foundation for Community Support centre.

Kinesiotherapy was only part of the support beneficiaries received from the professional volunteer. In addition to medical recuperation, Adrian focused on social reintegration and regaining self-esteem for the people he helped: beneficiaries were encouraged to participate in the day care centre's activities and always be aware and proud of the progress they were making through therapy.



**Elena Daria Tănasa**

PR Specialist, 25 years,  
volunteer for the Junior  
Mom School  
Association (Timișoara)

# Elena Daria Tănasa

## uses her PR experience to help children with special needs

Elena had been working for five years in the PR department of a multinational corporation, when she decided she needed for a change in her life: she had always wanted to be able to use her skills and professional experience to make a visible and definitive change in the lives of those in need. She had collaborated with the Junior Mom School Association before and that is where she learned about the Vodafone "Professional volunteer" programme.

Elena applied and earned a spot as "professional volunteer" – and the chance to start on a new professional and personal journey – with a project called "Hydrotherapy – a chance at a better life for children with disabilities". The project caters to 117 children with special needs and is being supported by a team comprising two doctors, psychologists, two kinesiotherapists, two physio-kinesiotherapists, two swim coaches and approximately 15 volunteers.

Elena's role was to promote the project, raise funds for the association, but also to establish strategic partnerships for the development and continuity of the "Hydrotherapy" project: a partnership with the Timișoara City Council and collaboration with colleges in the field, in order to select new volunteers from among students and medical professionals.

Elena organised several fundraising events, every one of which has been an occasion of joy and growth for the beneficiaries: swimming competitions sponsored by various companies and organisations, charity fairs for Christmas, Mother's Day and Easter, fundraising campaigns targeting private donors, for instance the "Donate your birthday" campaign, launched through the Galantom platform.



623

dedicated volunteers

14

projects and events attended by  
Vodafone employees

3.650

hours of volunteer work

## Vodafone Volunteers. Projects and events

**Location:** București, Ploiești, Brașov, Costești (Argeș), Sulina, Sibiu, Viscri, Roșu

**Volunteers:** 623 Vodafone Romania employees

**Beneficiaries:** 1.750 children from day care centres and foster homes, underprivileged families, children with cancer, adults with motor disabilities



In 2014, 623 Vodafone volunteers participated in our projects, inspired by a single thought: that through their involvement they can make a difference and bring some joy into the lives of those less fortunate.

That is exactly what happened, when Vodafone employees chose to dedicate a total of 3.650 hours of volunteer work to children with cancer, seniors and families in need, children in day care centres and foster homes, people with intellectual disabilities or confined to a wheelchair.

The Vodafone Romania Foundation and its partners organised 14 volunteer events in 2014, initiatives in which Vodafone employees played a central role:

- they were involved in fundraising activities for various partner organisations
- they participated in

sporting events organised for beneficiaries with disabilities

- they built social homes for families in need
- they read stories for children in the hospital
- they helped stock the pantries of two day care centres and prepared delicious homemade meals, side by side with the beneficiaries
- they evaluated applications received by the Vodafone Romania Foundation from partner NGOs;
- they went grocery shopping for the seniors' Easter meal, prepared care packages for cancer patients, and Christmas presents for hundreds of children across the entire country.



Every one of us has the opportunity and skills to do good things and help others, so I don't see what would stop us!"

**Alexandru Petre,**  
**Vodafone volunteer**



Vodafone employees took part, with joy and energy, in two sporting events for people with disabilities: 38 volunteers swam with the Motivation Foundation beneficiaries in May 2014 and played basketball in wheelchairs in October 2014, proving that limits and prejudices can be overcome and that people with disabilities are actually quite able.





Every year, Vodafone volunteers get involved in fundraising sporting events organised by Hospice Casa Speranței for its beneficiaries, children and adults suffering from cancer. In 2014, 35 volunteers participated in the Table tennis tournament (March 2014) and the Vodafone team – 17 participants – competed against other companies at the Hospice Cup charity football competition, on May 31st 2014.



With help from the Vodafone volunteers, children with cancer at the Marie Curie Hospital in Bucharest and Cluj Napoca Oncology Institute were able to travel to distant lands and meet fairy tale heroes, from whom they had important lessons to learn about courage, determination, love and friendship. Eighty volunteers took part in the pilot project "Reading bedtime stories to children", which ran for two months in 2014.





In the autumn of 2014, 26 volunteers helped the teams in two day care centres from Costeşti and Braşov – Hercules Day Care Centre and Diaconia Educational Centre – stock their pantries for the winter. The volunteers made preserves, casseroles and canned goods to be enjoyed in the wintertime by children who eat at the centres' cafeterias every day.

## Letters to Santa Claus



## Letters to Santa Claus

**Location:** Bucharest, Braşov, Sibiu, Costeşti (Argeş) and Sulina

**Beneficiaries:** 274 children from day care centres and foster homes; children in the Oncology ward at the Marie Curie Children's Hospital

**Volunteers:** 320 Vodafone employees



One of the projects that attracted the most volunteers in 2014 and was met with the most enthusiasm, by both Vodafone employees and children, was the "Letter to Santa Claus" project. At the end of 2014, a team of entertainers led by Santa's Elf visited the Oncology Department at the Marie Curie Children's Hospital and ten day care centres and foster homes in Bucharest, Braşov, Sibiu, Costeşti (Argeş) and Sulina. In a fairy tale-like atmosphere, children expressed their deepest wishes in colourful

trumpets and presents for their younger siblings.

The 274 children who wrote to Santa were invited in December to meet Santa Claus, as well as many beloved artists (Mira, Alexandra Ungureanu, Cojo & Andrei, Bibi, the Romanian Radio Children's Choir), at an event organised by the Vodafone Romania Foundation in partnership with Radio Romania.

The same as every year, the event was a success and the truly

---

I don't want anything else from Santa, I am so thankful for the presents he gave me. I really don't want anything else, I even got the guitar! "**Emanuel, 10 years old (hugging the guitar he had wanted so much)**"

---

and hopeful letters, which the Elf then handed to the Vodafone volunteers, Santa's happy helpers ever since 2010, when the first edition of the project took place.

The volunteers chose letters, went shopping for presents and made sure to fill Santa's bag with everything the children wished for: winter clothes and shoes, backpacks and school supplies, sweets, rollerblades, remote-controlled cars, princess and superhero costumes, painting kits, fishing poles, toy laptops,

magical moment was the opening of the presents, where the entire Radio Hall was filled with hundreds of happy little smiles. Besides the the Vodafone Foundation beneficiaries, the festivity was also attended by a few hundred children invited by Radio Romania to enjoy the show and receive Christmas presents too.

The "Letter to Santa Claus" project started in 2010; since then, it has made the dreams of 1.300 children come true.

“Letters to Santa Claus is, perhaps, one of the most heart-warming projects developed by the Vodafone Romania Foundation, because it reunites the dreams of hundreds of children with the passion and dedication of tens of Vodafone employees, who take their role as Santa Claus seriously every year.”

**Angela Galeța, Managing Director Vodafone Romania Foundation**





“

I have wonderful memories with the children at the two Radio Hall Christmas festivities I participated in. What can be better than acting as Santa's helper and seeing how happy children are when they get everything they wanted? That is where I relived the Christmas Spirit from my childhood like nowhere else.”

***Elena Ivăscioiu, Vodafone volunteer***



09

# Projects for Education



The environment children live in today, the learning experiences they are exposed to and the quality of the education they receive from the youngest age shape the young adults of tomorrow, decide individual destinies and effectively draw a depictive picture of our future society.

Recognising the importance of each of these factors – environment and experiences, access and quality of education) – our youth-oriented projects set out to encourage schooling and inspire a positive attitude towards education, promote individual potential and talent, create a wide range of

learning opportunities beyond the school curriculum, and improve the quality of life for little ones and their families. In 2014, over 800 children from underprivileged communities across the entire country, particularly in rural areas, enjoyed educational, cultural and recreational activities, in the context of day care centres or summer camps. In poor communities from Sibiu and Bucharest and rural areas from Argeş, Dolj and Tulcea, children received daily after-school educational support, cafeteria meals and all the supplies, books and clothes necessary for school. Fifty children with high intellectual potential were

offered scholarships and all the support they needed to develop and achieve their full potential. Thirty-two young musicians and artists obtained scholarships allowing them to buy instruments, display their pieces, and participate in both national and international competitions. In addition, thirty gifted youngsters were trained to become model teachers in underprivileged rural communities and true ambassadors of a radical change in the Romanian system of education. For more projects supporting education, we invite you to read the chapter on "Social services for families and elderly" as well.

A chance at a better future  
through education

A photograph of several children sitting at a long table in a room with wooden beams and bookshelves. They are looking at computer monitors, and one child in the foreground is pointing at a screen. The children are wearing casual clothing, and the atmosphere appears to be a focused learning environment.

## Hercules Day Care Centre

**Partner:** Hercules Association

**Location:** Costești, Argeș county

**Beneficiaries:** 50 children from Costești and neighbouring villages, 150 children involved in specific projects

**Website:** [www.asociaiahercules.ro](http://www.asociaiahercules.ro)



**Hercules Day Care Centre is a chance at proper education and overcoming difficult social circumstances for 50 underprivileged children from a rural community.**

Nearly 1.200 children live in Costești and the surrounding villages, in a community that has little to offer its inhabitants of any age. Poverty, alcoholism, and domestic violence negatively affect and often tear many of the families apart, and the adults in the community are rarely the role models they ought to be for the little ones.

Most of the town's population lives off resources produced within its own households, often using children as workforce, to the detriment of school. Moreover, as is the case in several other areas of the country, many adults emigrate to other countries, leaving behind neglected children, in the care of relatives, children with deep emotional wounds and various behaviour issues.

#### **What did we do to help?**

The Hercules Day Care Centre, financed by the Vodafone Romania Foundation since 2011, represents the lifeline and oasis of normality for 50

children (ages 6-14) from impoverished families. Children benefit from education support and an array of learning experiences that help them develop and grow harmoniously, despite the difficulties they face at home. At Hercules, children have lunch every day in the cafeteria, do their homework and catch up on their schoolwork in the afterschool programme, have access to the library and computer room where they can use the internet, and receive everything they need in order to go to school prepared and presentable (supplies, clothes, shoes, hygiene products). They benefit from much needed psychological counselling and medical care. Numerous volunteer teachers in the community engage in the Centre's activity and afterschool programme, which reflects upon the children's improved school performance. All students passed the class in 2014, and most of them did so with good or excellent grades. The two groups of children attending the centre in the morning and in the afternoon – The Juniors (ages 10-14) and The Squirts (ages 6-10) – take part in daily educational activities (English classes,

debate club, book club, computer classes), and develop practical and creative skills through various arts and crafts workshops.

Part of the time they spend at the centre is dedicated to games and ludic activities and on vacations, children have the opportunity to leave their environment and experience new places and situations at the annual summer camp and on a several class trips outside the town. Last year, over 40 children enjoyed the camp organised with the support of the Vodafone Romania Foundation at Moeciu, went on trips to Râșnov Fortress and the movie theatre in Bucharest. Hercules Centre organises throughout the entire year events for children, parents and seniors, encouraging the community to coalesce around the centre. On the 1st of June, Hercules Centre traditionally organises the only large event dedicated to children in the town. The 2014 celebration brought 200 children together to enjoy presents and the show put on by an entertainment crew from Bucharest.

Upon enrolling their child at the centre, parents sign up for at

least four hours of volunteer work per month to support the Centre. It is a way to encourage responsibility and create a stronger bond between parents and their children.

At Hercules, we focus not only on school performance, but also on building character, improving confidence and self-esteem, and further the children's healthy development and growth. Thus, a family-like atmosphere is created and upon a single visit, it is immediately apparent that children at the Hercules centre are happy. For us, this is one of the most rewarding results of the project.





I grew up in the foster home in Costești and missis Petruța ă.n.r. the founder of the Hercules Centre, or “mom”, as I call her, picked me up off the street when I was kicked out, right after I turned 18. Missis Petruța took me in for a while, along with other children in the same predicament, in the house where the Hercules centre is found today.

That was 15 years ago. Today I have an 8-year old daughter, Larisa, who has been attending the Hercules Centre since she was 6. Her father recently left us and I have been raising her on my own with the 200 lei I earn as teller at a newspaper stand. Larisa is a good and well-behaved child, and she is a good student, too, thanks to the help she received at Hercules. Instead of staying at home by herself or with me, in the cold, at the newspaper stand, Larisa comes to the Hercules centre, she eats, does her homework, and plays with other children. I would not be able to help with her schoolwork, because I didn't go to school that much. I would not be able to afford all the books, writing materials and clothes she receives at the centre. I don't know how we would survive if this centre didn't exist.

What I wanted the most was for my daughter not to struggle through life, like I did. All I want is for her to do well in school and have a fulfilling life.”

***Marcela, 33 year old, mother of 8-year old Larisa***

# “I dreamed up an oasis of comfort and normality for the children in Costești”

I was born in Costești and worked for 36 years as medical assistant in the Surgery Department of the local Hospital in Costești. By the nature of my job, I would come across many people in pain, and along with their medical problems, I often learned of life stories that saddened me and to which I could not remain indifferent. I came to know the community and its people, witness up-close the devastating repercussions of poverty, alcoholism, domestic violence, child neglect or exploitation through field work, when they should have been in school. I was concerned with the fate of these children, doomed from the start to a future as bleak as their parents' present.

At the end of the '90s, inspired by the founders of a Dutch nongovernmental organisation who once came to the hospital in Costești, I told myself I wanted to do something for my town. I really wanted to help, even though at first I wasn't sure where to start. I reached out to the children, innocent victims of problems that should not be their own. I was thinking as a mother, I suppose. I myself have raised a child, as best I could, who today has a fulfilling life and a successful career in Bucharest. I thought to myself that if my Florin was able to succeed in life growing up in this town, other children could too, if they were only given a chance.

Through the initial support of our Dutch friends and the Princess Margarita of Romania Foundation, our dream of a day care centre began to take shape, a place where children could have all the conditions to learn and develop gracefully. We quickly became a point of reference in the

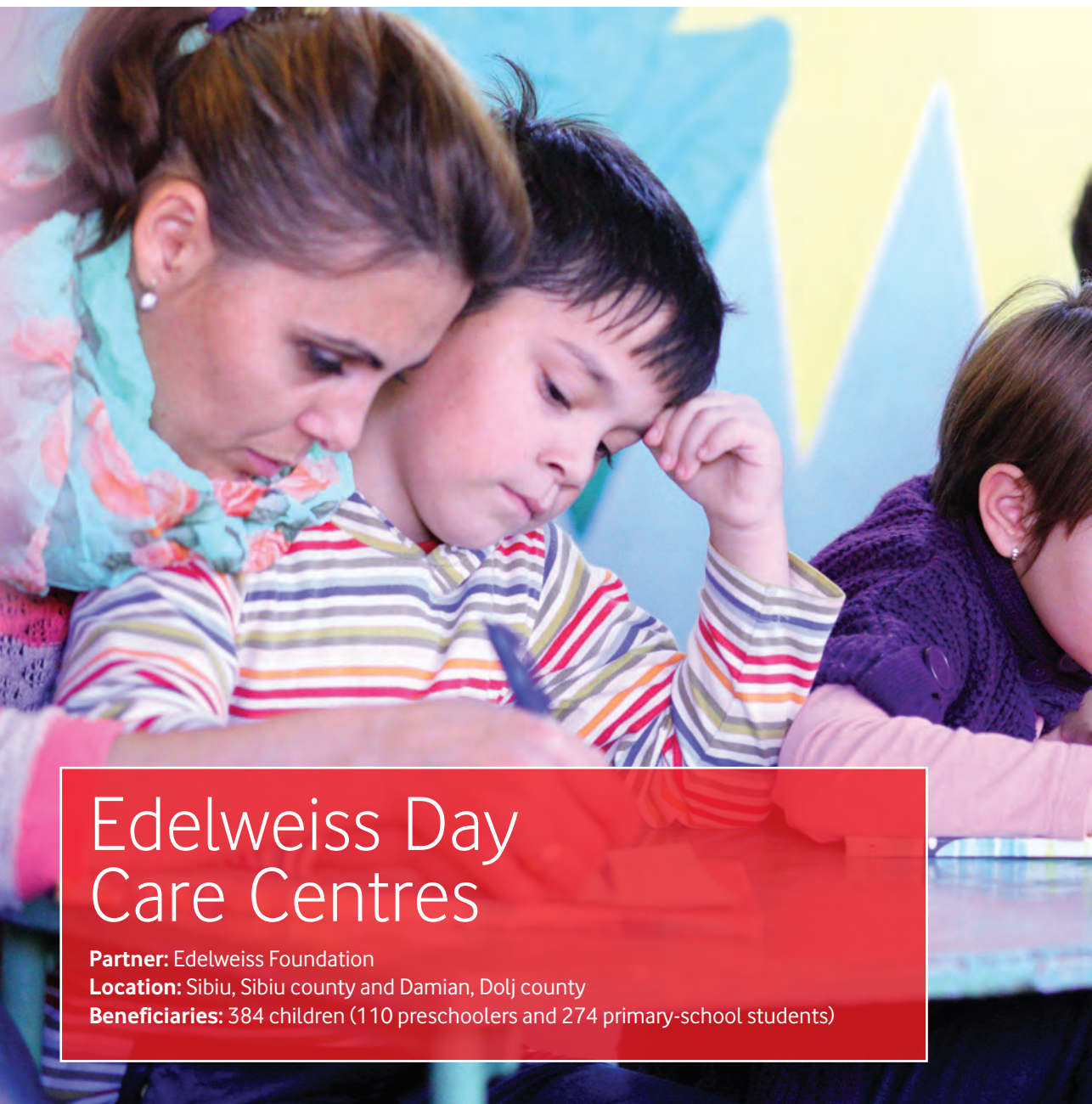
community, probably because we were and remained the only project of its kind in the entire southern part of Argeș county.

However, the dream would have ended in 2011 had the decisive, providential I'd say, encounter with the Vodafone Romania Foundation not taken place. The trust and appreciation they offered us, financing the daily activity of the Hercules Centre, and the contribution from their volunteers in developing our project, allowed us to stay in children's lives, continue fighting against school abandonment and poverty, and become a true happy childhood dreamland for the fifty children crossing our threshold day by day, every year.

The Vodafone Romania Foundation and its volunteers brought joy to and made many wishes come true when they gave children wonderful presents, when they organised camps, trips, events, and created unforgettable memories, when they provided a delicious hot meal every day for children who otherwise would have gone to school hungry. The Hercules team and I are eternally grateful to them for each moment of happiness the children enjoyed thanks to them, and for every dream they made into reality. Furthermore, I would like to tell them “thank you” – a very personal “thank you” this time – for having helped me and the handful of people I have by my side carry on the Hercules project – my dream for the community I live in and love.”

**Petruța Stănescu, executive director Hercules Association**

## Education – a priority in two underprivileged communities



### Edelweiss Day Care Centres

**Partner:** Edelweiss Foundation

**Location:** Sibiu, Sibiu county and Damian, Dolj county

**Beneficiaries:** 384 children (110 preschoolers and 274 primary-school students)



A destitute neighbourhood in Sibiu and a village in Dolj benefit from the presence of two day care centres that mobilise change in community and make children's education their priority.

Two impoverished communities from different areas of the country, where children lack any perspective for the future and positive role models, were included in the project implemented by the Edelweiss Foundation.

Țiglari is a neighbourhood at the edge of Sibiu and for most people there, its name is synonymous with poverty. Half of the approximately 1.400 families in țiglari live in precarious conditions, in overcrowded and insalubrious studio apartments, and over 450 people either do not have a job, or they only make minimum wage. Childhood cannot be easy for children born into this environment: over 250 of them grow up in single-parent families, are on risk of family abandonment or have already been neglected, temporarily or permanently, by parents gone abroad.

Damian village from Dolj county

experiences similar problems, lacking running water, sewerage or gas systems, which affect the circa 800 families living there. Over 120 children grow up in single-parent families and over 100 of them face vulnerable circumstances (ill children or whose parents are ill, children abandoned by their parents and looked after only by their grandparents).

#### **What did we do to help?**

In order to help this communities overcome their predicaments, and ensure a brighter future for their youth, Edelweiss Foundation made education for the children in the community a priority. The Vodafone Romania Foundation offers financial support to four day care centres for pupils and preschoolers in Sibiu and Damian, and in 2006 it contributed to the restoration of the Edelweiss centres from the village in Dolj county.

At the two day care centre, 274 primary-school students attend the afterschool programme, and 110 preschoolers frequent the "social kindergarten". Children of all ages have numerous occasions to socialise and acquire new skills by taking part in painting and drama

“The Edelweiss Centre is the place where beautiful and kind people helped me open my mind, eyes and soul. This is how I learned a few important lessons: I understood that your dreams can come true if you work hard, I saw that every person is worthy and important, and I felt that I too wanted to help others and be there for those who need me.”

Edelweiss made many of my dreams come true and helped me start building for the future: some time ago I participated in the “Photography workshop”, a yearlong course that taught me how to take professional and creative pictures. I discovered I was good at it and I decided that when I grow up I want to be a photographer, camera operator or journalist.”

***Georgiana R., high school student, ex-beneficiary of the Edelweiss Day Care Centre Sibiu***

---

workshops, choir practice, traditional, modern or ballroom dance classes. Every child receives a daily hot meal or food packages. They also get clothing, school supplies, personal hygiene items, as well as medicine and free medical consultations when necessary.

Families (beneficiaries’ siblings, parents, and grandparents), the local church, school and members of the community are also engaged in a large portion of the centre’s activities and events. By building a strong sense of community and support system for children, it becomes less likely for them to develop deviant-delinquent behaviours, be subjected to family abandonment, abuse, negligence, or discrimination and exclusion for vulnerable individuals and families.

Under the same preventive course of action, children and their families benefit from psychological counselling at the Edelweiss centres, and parents are supported in improving their parenting skills and understand the role and importance of education in their children’s development.

In 2014, all the students in the 8th grade graduated successfully, obtained very good results at the national evaluation exam (two of the children from Damian got a 10 on the Math exam) and 30% of them secured a spot at the top three high schools in Sibiu and Dolj. All the students, regardless of age, improved their academic results and none of them dropped out of school.



## Education children under social risk

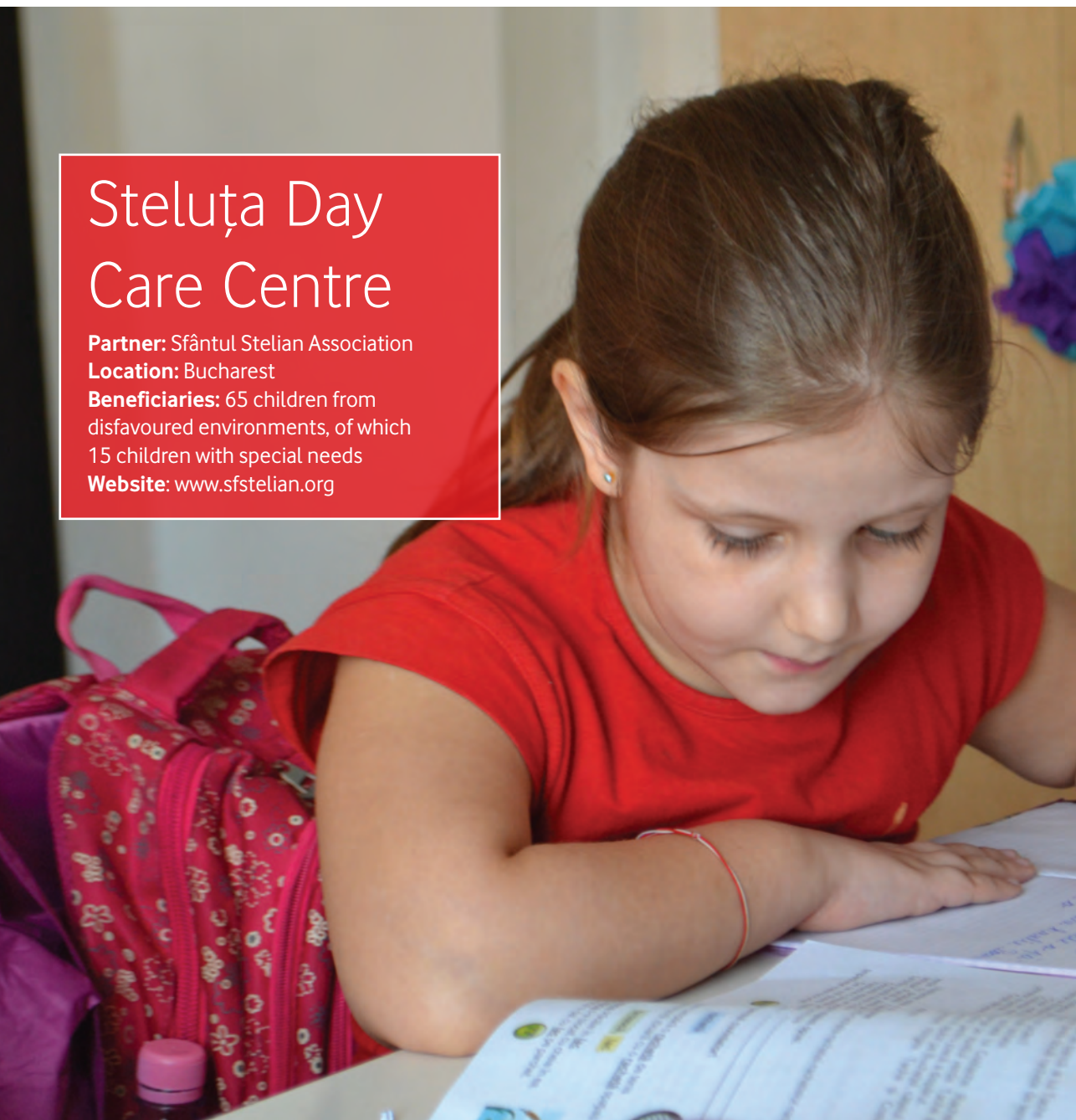
### Steluța Day Care Centre

**Partner:** Sfântul Stelian Association

**Location:** Bucharest

**Beneficiaries:** 65 children from  
disfavoured environments, of which  
15 children with special needs

**Website:** [www.sfstelian.org](http://www.sfstelian.org)





**Day care centre that supports the education and harmonious development of 65 children in Bucharest on risk for school dropout, social exclusion and institutionalisation.**

District 5 of the capital is known for its high level of poverty and delinquency, and for the preponderance of Romanian population. Most of the “Steluța” project beneficiaries were victims of domestic abuse, work exploitation, family negligence and discrimination among the community. They are children who have spent most of their childhood on the street, begging and stealing, for whom “home” usually meant an overcrowded improvised shelter, with no electricity or hot water, and with no adequate study space.

**What did we do to help?**

The Vodafone Romania Foundation supports the Steluța Day Care Centre, founded in 1997, and its educational programmes, in order to prevent school abandonment throughout the community and social exclusion of underprivileged children, regardless of the ethnic group they belong to. Children receive assistance with their homework and with

whatever school subjects where they may have gaps in knowledge. The extracurricular activities refine their education further and help them develop a number of skills:

- children take part in painting, dance, or drama classes
- they are physically active and learn the basic principles of a healthy lifestyle
- they learn to respect nature and protect the environment
- they acquire notions of citizenship and financial education.

In their spare time, the little ones go to concerts, movies, festivals, summer camps, they take part in festivities and events within the community. All the activities take place in a secure environment, under the guidance of teachers who are aware of the children’s problems and discreetly employ a counselling role. Children and teachers thus form a special bond, which can often heal emotional wounds and strengthen the children’s self-confidence and motivation to learn.

In addition to the 50 children on risk for school dropout and family abandonment, the Steluța Centre also caters to 15 children with minor to mild

intellectual disabilities, students at the No. 2 Crafts and Trades School in Bucharest, who participate in specially designed activities and traineeships according to their needs and field of study.

Steluța Centre supplies a daily lunch and the necessary school supplies, clothes, shoes, and personal hygiene products for the beneficiaries. It also provides medical care when needed, as well as psychological and social counselling for both children and parents.

The project puts emphasis on the collaboration between the family, the school and the centre and pays special attention to coaching the children's families. Through the activities dedicated to parents, in the form of counselling, parental education and engagement in volunteer work, we set out to instil accountability with respect to their children's development and dismantle misguided perceptions of education. Last year, none of the children in the project abandoned school; on the contrary, most of them (80%) made remarkable progress, not just in

school, but also in terms of behaviour and social interaction. Every child who graduated from 8th grade was accepted into high school.

The cases of violence and exploitation against children were reduced - albeit not completely eliminated. Seven of the parents managed to get a job and eight of them entered and completed free vocational training programmes.

We were particularly glad to have convinced five parents to continue the studies they abandoned, proof that parents' mentalities can be changed. Missis Mircea, for instance, despite working three shifts and being a mother of four living in a studio apartment, she had the strength and courage to enrol at the Social Services College. Missis Mircea has all of our respect and support.





## Encouraging high intellectual potential



### Vodafone Chance for Life Scholarship

**Partner:** Chance for Life Foundation

**Location:** Bucharest

**Beneficiaries:** 20 children with high intellectual potential, coming from troubled or impoverished families

**Website:** [www.chanceforlife.ro](http://www.chanceforlife.ro)



**Intensive long-term programme supporting children with high intellectual potential, coming from disfavoured families.**

Intellectually gifted children from families with social or financial problems have few chances to develop their abilities and reach their full potential. In the absence of adequate stimuli and a favourable environment for harmonious intellectual and emotional development, these promising youngsters often do not become the accomplished adults they could have been.

#### **What did we do to help?**

In order to prevent the waste of valuable potential and help gifted children overcome their social limitations by putting their intellectual resources to good use, the Vodafone Chance for Life Scholarship supports children throughout their entire school life (12 years).

In 2014, the number of scholarship beneficiaries increased up to 20: 6 children aged 8-10, 12 children aged 12-14, 2 teenagers aged 17-18 received educational, financial, social and emotional support. High school students also benefited from mentoring and career guidance.

The scholarships covered

children's daily food necessities (a hot meal, fruit and other nutritious snacks), all the materials and books necessary for studying, medications and health care services that do not benefit from gratuity, as well as other medical investigations.

In terms of education, children benefited from intensive tutoring in subjects like Romanian language and literature, mathematics, foreign languages (English and French), and informatics. The scholarships covered the expenses for all the school competitions children participated in and the specific preparation necessary.

Over 85% of these children improved their academic performance in 2014 and all of them participated in various school competitions, with good and very good results. From among the participants in the school Olympiads, 70% of them qualified for the next rounds, obtaining 15 prizes for 1st, 2nd and 3rd place or honourable mentions.

Improving the children's school performance is not the only purpose of this project. Activities pertaining to emotional development, personality and character building are just as



important for the children. We always take into account the environments wherefrom children come, the social problems they have to deal with and we try out best to lighten their burden, encouraging them to enjoy their childhood, by providing various opportunities for recreation, play, fun and personal development. They go to camp, take fieldtrips, go to the movies and visit museum. They organise birthday parties for themselves and attend other children's parties. They are

encouraged to be physically active and choose a sport they enjoy.

In order to improve the children's relationship with their families and avoid them drifting apart from one another, parents, grandparents and siblings are all encouraged to engage in the project's activities together. Once they become familiar with the children's endeavours and understand the importance of the chance they were given, family can become an

important source of support for the Vodafone Chance for Life beneficiaries. Parents also receive counselling on how to communicate better with their children.

The project started in 2004 and it has been supported financially by the Vodafone Romania Foundation since 2009. Children from the first generation of scholarship recipients are now studying at universities in Bucharest and abroad.



2014 was a great year for me. I learned a lot of new things, I participated in competitions and won awards, I met people from other countries and went on two camps: the SMART English camps and the tourist orientation and survival camp. I couldn't tell which camp was more fun or more compelling, because I felt amazing and learned interesting things during both. I learned about other cultures and nationalities and I improved my English skills."

***Ionela, Vodafone scholarship recipient***

## Education for disadvantaged children with promising potential



### Vodafone Sulina Scholarship

**Partner:** Chance for Life Foundation

**Location:** Sulina, Tulcea county

**Beneficiaries:** 30 children with high intellectual potential, coming from impoverished families

**Website:** [www.chanceforlife.ro](http://www.chanceforlife.ro)



Within a long-term educational project started in 2007, the Vodafone Romania Foundation finances scholarships for 30 children from Sulina, children with high intellectual potential from families with difficult financial or social situations.

Sulina, the farthest eastern city of the European Union, is nowadays plagued by poverty and unemployment, timeworn, isolated due to its geographical position, with impaired access to information and any other type of resource. Young people leave the town as soon as they get the chance and many of the parents go to work abroad, leaving their children behind, in the care of relatives - in some cases, for good.

The Chance for Life Foundation, the only non-profit organisation in Sulina, supports children with high intellectual potential from impoverished families and on high risk of social exclusion. It sets out to improve the lives of these children, giving them access to formal and non-formal education, support towards their psychophysical development and guidance counselling.

#### **What did we do to help?**

In 2014, Vodafone Romania Foundation continued to finance the Chance for Life Sulina scholarship programme. The number of

beneficiaries increased to 30 in 2014.

Within the bounds of the project, children do their homework assisted by teachers and advance their knowledge on basic school subjects or brush up on the ones where they have trouble. Those who participate in school competitions benefit from extra tutoring. The scholarships cover the children's daily access to the cafeteria, monthly medical check-ups, school supplies, books and other study materials.

In 2014, all the young beneficiaries obtained grade point averages of at least 8 and 90% of them scored over 9 or received VW (very well) marks. Some of the children participated and collected prizes in school Olympiads and competitions, like The Little Mathematician, Knowledge and Orthography, or Winners.

To encourage their practical and artistic abilities and refine their school education, the project offers children the opportunity to take part in creative workshops, interactive debates and various artistic competitions (performing arts, dancing, etc.)

The 30 young scholarship recipients take part in sporting activities, they go on camps and field trips and they are encouraged to be active in their community, by volunteering for cultural or environmental protection

## Encouraging and promoting artistic talent



### Young talents

**Partner:** The Princess Margarita of Romania Foundation

**Location:** national

**Beneficiaries:** 32 young artists (aged 14 – 24) with reduced financial resources, students of art or music schools and universities

**Website:** [www.fpmr.ro](http://www.fpmr.ro)



### Scholarships and support for young musicians and artists of modest financial means

No matter how talented, ambitious and full of dreams they may be, young artists from families with no financial resources start out with too few chances to achieve success and recognition, compared to those who have access to the means and opportunities to cultivate their talents. The financial and moral support offered to these underprivileged young artists can make the difference between proficiency and mediocrity, between a talent wasted and a talent put to good use, for their benefit as well as ours.

#### What did we do to help?

Through the “Young Talents” project, financed by the Vodafone Romania Foundation since 2013, The Princess Margarita of Romania Foundation mobilises financial and human resources from the community, so that young musicians and artists can benefit from scholarships, promotion and learning opportunities, mentors and valuable artistic role models. The project is addressed to children and young adults from families of modest means, who cannot afford the expenses necessary toward the accomplishment and recognition their talent.

In 2014, the number of scholarship

recipients increased up to 32 musicians and artists, students of art programmes in high schools and universities from the entire country. The talented youths received scholarships of up to 2000 euros, by means of which they were able to buy instruments, materials and supplies, and cover entry fees for national and international competitions, masterclasses and workshops. In addition to financial support, the young beneficiaries were also given the opportunity to interact with well-known artists from their chosen field, through monthly mentorship sessions and creative workshops organised within the project.

In 2014, the young artists had numerous opportunities and events where they showcased their works and made their talent known: the “Identities” exhibit at the Metropolitan Library, the Young Talents Gala, where the recipients were praised and rewarded by HRH Princess Heiress Margarita of Romania, or the Royal Concert organised for the anniversary of HM King Mihai.

Upon the wrap-up of the 2014 edition of the programme, young artists exchanged ideas and experiences at the Tescani interdisciplinary creation camp, followed by an original artistic project presented in the garden of the George Enescu Memorial Home.



# I am doing what I love



If you asked me whether I could've imagined such a beautiful experience, I would have to say: No! I wouldn't have imagined it, because it is so difficult to do music in the context of the country we live in. There are so many talented young people who don't have the chance to be seen, promoted and appreciated. That is very sad. Also, we all know that art also requires financial sacrifices, which my parents did their best to provide.

However, I am the eldest of five in my family, and I know my folks have to be able to help each of us. Through the Young Talents project, I have participated in various competitions and festivals in the last few years, in France, Italy, Kazakhstan, Russia and Romania. I came to win prestigious awards and be seen and appreciated by great musicians of the world, who remember me and invite me to play in different places. Thank you for this extraordinary opportunity, thank you for deciding to get involved and giving me the chance to do what I love."

***Cadmiel Boțac, pianist, Sigismund Toduță Music College in Cluj, Yount Talents 2013 scholarship recipient. He has won several international competitions in Romania, Croatia, France, Italy, and in 2014 he won first place at the Astana Piano Passion contest in Kazakhstan.***

# Quality education in underprivileged communities

## Leaders of change for a better education

**Partner:** Teach for Romania Association

**Location:** national

**Beneficiaries:** 30 young adults trained to become model teachers, 250 children from underprivileged communities, Summer School beneficiaries

**Website:** [www.teachforromania.org](http://www.teachforromania.org)

Recruiting and training 30 gifted youngsters to become model teachers and leaders in education. Reducing education inequality by improving the quality of the learning system in underprivileged communities.

The quality of teaching, as well as the teaching staff status in Romanian society has been in constant decline in the past years, being both a cause and a consequence of the Romanian educational system collapse. The teacher profession has become a last resort for top students and over 50% of the teachers who applied for tenure in 2013, failed the exam (in order to pass, a mark of at least 7 is required).

Another problem with the education system in Romania that we tried to address through this new project is the teachers' attitudes towards certain communities and categories of students: the best teachers avoid schools from rural areas or with the majority of the student body being of Roma ethnicity. They are not motivated to work in difficult environments, or reach out to "challenging" pupils. Moreover, teachers have low expectations from pupils in said communities, which in turn leads to poor results.

### What did we do to help?

In 2014, the programme created by Teach for Romania

Association - Leading change, contributing to education – received financing from the Vodafone Romania Foundation to implement an extensive recruitment project, training and support for 30 gifted youngsters who want to become model teachers and leaders of change in education. According to the concept introduced by the project creators, the new competent and motivated teachers will enrich the teaching process with innovative approaches and fresh, interactive learning methods, based on critical thinking and constructive feedback, which will engage students and encourage them



to improve their school performance.

Teachers will be selected from eight counties, based on rigorous criteria, by means of Evaluation Centres. Once the training period is completed, teachers will be dispatched for two years in public school from underprivileged communities and will enjoy the support of Teach for Romania throughout their activity.

During the six weeks of training, the future teachers are prepared within the theory and practice of teaching: the goal is to cultivate the knowledge, mentality and skills necessary towards

creating a positive impact on the children and the community. Moreover, the project's objective is to introduce new methods of teaching and interaction with the children, by employing modern technology to create a more comprehensive and interactive learning experience.

With our support, Teach for Romania also organises a Summer School for 250 children from underprivileged environments. For four weeks, children take up courses pertaining to various school subjects and numerous extracurricular activities.





# 10 Social services for families and the elderly

Social phenomena like family abandonment, school dropout, and social exclusion of the less fortunate perpetuates the poverty that burdens 40% of Romanians\* and maintain Romania as the top leading European country with the most poverty-stricken children\*\*.

According to a UNICEF study conducted in 2012\*\*, 72,6% of children in Romania do not benefit from two or more of the items considered essential in developed countries: three meals a day, books, money for school trips or two pairs of

shoes. One in four children lives in a family that is below the national poverty average. More recent studies (2014) show that 17% of children in Romania drop out of school every year, compared to the 12% European average. Most cases are recorded in rural areas, with poverty being the main determining factor. The situation of the elderly is just as disconcerting. Even though they comprise 15% of the country's population (percentage which will be doubled by 2050), seniors are the most neglected social category in Romania, plagued



by problems like poverty, disease, loneliness and social isolation, lack of proper social and medical care services. Far from being discouraged, these figures have shown us once again how strong the need is in rural communities for every tangible and efficient project with a strong humanitarian vision that aims to prevent and combat poverty, its causes and effect.

In 2014, we were present in 10 rural and urban communities from the counties of Sibiu, Giurgiu, Ilfov, and cities of Braşov, Bacău and Bucharest. We helped

families in critical situations find solution to the problems they face and avoid separation from their own children. We thus helped rebuild families for children abandoned by their parents, through projects like "Hope for tomorrow Family Centre" or "New beginnings for a brighter future", in partnership with Mia's Children. We provided educational activities, counselling, as well as access to the cafeteria for students, in an effort to encourage school participation. We relieved loneliness and improved living and care conditions for over 800 seniors.

The social services we provided for children and families in 2014 are not limited to those described in this chapter. About other relevant projects that made lives better and strengthened vulnerable communities, you can read more in the chapters on "Education" (day care centres), "Health" or "Mobile for Good".

\* Eurostat statistics confirmed at the end of 2014 through the publishing of "The National Strategy regarding Social Inclusion and Reducing Poverty" by the Ministry of Labour  
 \*\*\*"Assessing poverty among children in developed countries", a 2012 UNICEF study, author Peter Adamson

# A big family for children without families



## “Hope for tomorrow” Family Centre

**Partner:** Sfântul Stelian Association

**Location:** Greaca town, Giurgiu county

**Beneficiaries:** 21 youngsters abandoned by their parents, in foster care

**Website:** [www.sfstelian.org](http://www.sfstelian.org)



**Family centre where 21 children and youngsters grow up in a nurturing, family-like environment.**

There are children for whom the notions of “childhood home” or “family” are nothing but a dream that has never come true. Family centres can partially compensate for the absence of a family, providing children abandoned by parents with a nurturing and family-like atmosphere, as close as possible to that of a natural family.

The Sfântul Stelian Association is the only organisation developing family centre-type projects for institutionalised children in Giurgiu, considered one of the poorest counties in the country, with some of the highest family abandonment rates.

**What did we do to help?**

The “Hope for tomorrow” Centre, financed by the Vodafone Romania Foundation in 2014 as well, comprises 3 family-type homes within the perimeter

of the same yard. The centre houses 21 children in foster care from Bucharest, district 4 and Giurgiu county. The centre is an alternative to the classic institutionalised system, wherein children do not benefit from the loving care of a family, even a substitute one. Social parents, assisted by educators, psychologists and social workers look after the 21 children. They attend the kindergartens and schools in the area and they receive support with their professional training. The beneficiaries only leave the centre once they are capable of leading an independent life and have been integrated in society (they have a place to live and job with an open-end contract).

In addition to the daily care they receive, children included in the project participate in various activities designed to develop abilities and skills necessary to become autonomous and responsible adults in the future: professional development workshops,



entrepreneurial education, civic education and good manners, activities teaching basic personal hygiene habits, physical security and healthy nutrition.

Children benefit from help with their homework and an intensive school recuperation programme, comprising non-formal education, computer lessons and English classes. They learn how to tend to a garden and look after the dogs adopted by the centre in order

to encourage responsibility among children.

The project ensures medical care and health education, social mediation and psychological counselling to help children overcome trauma and various psychological issues – from light intellectual or psychic development disability, to profound traumas and behavioural disorders. In 2014, all the children were integrated into some learning

institutions (kindergarten, school or high school), they improved their physical and psychological state, they had a normal age-appropriate development, and learned assertive behaviour tips, based on self-value and initiative. Three of the teenagers took a chef course and have already earned their Certificate of Occupational Proficiency; they underwent specialised training and currently work part-time at the "Domeniul Greaca" tourist centre.

# A miracle for Robert

When the Saint Stelian representatives visited DGASPC foster homes in district 4 in order to select potential beneficiaries, they couldn't notice Robert.

The child was begging us to take him to the 'Hope for tomorrow' centre where – he had heard – people live as a family. In his voice and in his eyes one could see the despair of someone who had been waiting for too long to be welcomed into a family. Robert had already turned 13, having spent every year of his life in foster care, and he knew the family centre was the last chance he had to make his dream come true: experiencing family life.

The Saint Stelian Association team was searching for much younger children for the family centre, but their selection criteria stood no chance before Robert's impassioned request. The project creators made an exception, of which the boy now thinks as the miracle of his life. The child who had lost any hope to a childhood outside the foster home ended up being the first beneficiary of the "Hope for tomorrow" centre, and is now ready to be integrated in society and start his life journey.

Robert graduated from Udriște Năsturel High School and then took a professional chef course, obtaining a Certificate of Occupational Proficiency. Presently, he works at the "Domeniul Greaca" tourism complex and is to be hired, for an indefinite time, at the cafeteria the Saint Stelian Association will setup for the family centre. Moreover, the Association is currently supporting Robert with filing an application for a social home from DGASPC Giurgiu.

## Care and education changing destinies



### New beginnings for a brighter future

**Partner:** Mia's Children Association

**Location:** Roșu village, Chiajna town, Ilfov county

**Beneficiaries:** 44 children (aged 0-18)

**Website:** [www.miaschildren.org](http://www.miaschildren.org)



Mia's Children raises, cares for, educates and changes destinies of children at social risk, starting from the youngest ages, until they are old enough to find their own path in life.

In holes and corners where our eyes do not reach, there are children living in unimaginable conditions, whether they live with their own family on the verge of survival, or on the streets and underground, abandoned, unloved, abused, becoming easy prey to organised begging, drugs, prostitution or human trafficking networks.

During its 20 years of activity, Mia's Children Association has helped hundreds of children in critical situations: gave them a home and raised them from an early age, even from a few months old, offering them love, education, food, medical care a chance at a normal childhood.

#### **What did we do to help?**

The Vodafone Romania Foundation has been supporting Mia's Children Association for many years and shares the humanitarian vision of this organisation, as well as their conviction that through

education and decent living conditions, any child can grow and develop harmoniously. In 2014, Mia's Children had in care 44 children and teens (aged 0-18) on social risk, Romani children, and children from severely impoverished families.

With our help, Mia's Children was able to provide for the young beneficiaries' basic needs – a hot meal and other foodstuff, school supplies, clothing, transportation, pharmaceuticals and health care (general medical services and dental care). The children participated in afterschool activities, received tutoring for different school subjects and preparation for the Baccalaureate and admission to college exams. They learned basic personal hygiene, healthy eating and lifestyle habits. At the "Hope Club", the Association organised a series of educational activities for the children, such as foreign languages courses, sports (weekly football and tennis), choir (the children participate in the Romanian Radio Children's Choir rehearsals), arts and drama workshops.



The children and families assisted by Mia's Children also received family guidance, psychological counselling, and legal advice and took part in recreational activities and sessions of art and sport therapy.

All children over three years old continued going to school or kindergarten, and the children who, for various reasons, were not able to attend kindergarten were included in the Association's "Preschool for all" programme. Beneficiaries stay with Mia's

Children until they graduate from a learning institution that offer them a degree and, further on, a job. In order for every one of our project's beneficiaries to have a guaranteed degree and profession, along with Mia's Children we make sure to enrol every child and teenager in schools and trade schools. Thus, in 2014, four students of the UCECOM School Group trained for jobs as hairstylist, chef, or waiter and obtained very good results in the vocational competitions, in addition to attending high school classes.

The efforts put into this project paid off, as reflected by the children's progress. In 2014, 40 children and youngsters started or continued their studies in the preschool, secondary school, high school, vocational or university (two students) learning systems. Two children prepared for the Baccalaureate and one of the girls prepared for Conservatory admission. Several painting, greeting card and handmade decoration exhibits were successfully organised throughout the year.



## The freedom to dream

Nicoleta I. is 17 years old and she had grown up in an orphanage before she came to Mia's Children. Nica, the pet name missis Mia and the other children call her by, is part of the Romanian Radio Children's Choir. Last year she had remarkable results at the vocational Olympiads of the UCECOM high school, and on the side, she prepared intensively to reach her dream: become a Conservatory student and pursue a career in the music industry.

“At Mia's Children I realised for the first time that life can be beautiful. This is probably the first place where I felt loved. Here is where I learned to dream, and I owe this freedom to the people and organisations that supported us. The Vodafone Foundation is one of the Mia children's best and oldest friends, and because we know we can count on them in the long term, it gives of faith that everything we wish for can come true, it gives us the strength to work towards achieving our dreams. Thank you for everything you have done for me and for us all. And if everything goes well, in 2015 a Conservatory student will be very grateful for the opportunity you gave her.”

## Solidarity between generations for a stronger community



### Stronger together

**Partner:** Saint Archdeacon Ștefan Association

**Location:** Bucharest

**Beneficiaries:** 48 children, 14 young people (aged 15-20),  
20 seniors

**Website:** [www.asas-ghencea.ro](http://www.asas-ghencea.ro)



## Support and integrated social services integrate for children, families, youths and elderly in difficult social and financial circumstances.

A strong community is built when, driven by the same interests and needs and focusing on a common goal, all the members of the community practice solidarity and engage in constructive activities together. In district 6 of the capital, such a community already exists, since 2004, when the Saint Archdeacon Ștefan Association brought together children, seniors, families and youths who support each other to become stronger and lead better lives.

### What did we do to help?

In 2014, the „Stronger together” project earned funding through the “Fund for Good Deeds” financing programme, thus continuing the partnership between Vodafone Romania Foundation and Saint Archdeacon Ștefan Association started in 2007.

The Vodafone Romania Foundation financing benefits seniors, children, young people and their families:

- 48 children from

underprivileged families eat at the cafeteria every day and do their homework at the afterschool;

- 14 young people (aged 15-20), disoriented by the lack of family values and parental role models in their lives, receive career counselling, and at the same time volunteer to help others in the community;
- 20 lonely and impoverished seniors participate in various activities along with youths and children, thus regaining the formerly lost feeling of usefulness and preventing social isolation.

Among the intergenerational events organised within the project, there are dance, cooking or general knowledge contests, basic computer classes, personalised gifts exchanges, theatre forum and debates on a chosen subject.

The „Stronger together” project thus creates a framework of solidarity and intergenerational communication, like a big family where everyone feels more active, less alone and helpless, where perceptions and attitudes – towards people from other generations and towards one’s own self – change for the better.

## A hot meal for children in school



### A hot meal, a better life

**Partner:** Diaconia International Help Association

**Location:** Braşov, Braşov county

**Beneficiaries:** 128 children from underprivileged families

**Website:** [www.diaconia.info](http://www.diaconia.info)

**In Braşov, 128 children from severely impoverished families receive a daily hot meal at the Diaconia Educational Centre. For most children, it is the only homemade meal they get throughout the course of the day and it is a powerful incentive for going to school.**

In 2014, at the Diaconia Educational Centre, founded in 2006 in the Bartolomeu area of Braşov city, 128 underprivileged children (aged 3-18), who live in extreme poverty, with no access to running water, sanitation or electricity. These children's parents, most of them illiterate and unemployed, do not send their children to school because they cannot help them with their homework and cannot afford the supplies or clothing necessary for school. In order to convince parents to let their children attend school, the Diaconia Educational Centre provides them with all the necessary educational resources and, within possibilities, offers the families financial support.

Only children who go to school regularly benefit from the Diaconia centre services, including access to the cafeteria.

### **What did we do to help?**

In 2014, the Vodafone Romania Foundation financed the daily meals of 128 children that attend the Diaconia Educational Centre. "The fact that I get to eat meat here is a wonder for me" – told us Iolanda, a 10-year old girl.

With the promise of a hot meal, the little ones were more motivated and better prepared to go to school, and then come to the centre to do their homework. Absence rates diminished considerably and students' attentiveness increased, both at school and at the centre. Except for two children, all the beneficiaries managed to go to school regularly and further their studies. Many of them also significantly improved their behaviours.

Dănuţ's form teacher (no. 12 Secondary School) told us

that the boy "got a 10 in behaviour and conduct, which hasn't happened in many years. He doesn't miss classes and doesn't fall behind anymore either. He has made really positive progress."

The purpose of the Diaconia Educational Centre is to prevent school dropout and improve the children's quality of life, so that they can have a future, become independent adults, capable of supporting their own families. At the centre, children do their homework, eat, have access to the washing room, and take part in creative and recreational activities, camps, workshops, health classes and mentoring sessions.

"Without a doubt, the daily hot meal is one of the most powerful incentives for children to come to the Centre", says Monica, the manager at the Educational Centre. "Through the food we provide, we are able to keep children engaged in school and diminish the risk for school abandonment."

# A favourable environment for children's development



## The colours of childhood

**Partner:** SOS Children's Villages Romania

**Location:** Cîsnădie, Sibiu counties, Roşia, Chirpăr and Vurpăr town

**Beneficiaries:** 227 children and young people, 177 adults from 72 families

**Website:** [www.sos-satelecopiilor.ro](http://www.sos-satelecopiilor.ro)



Support for families in difficult situations, in order to prevent family and school abandonment and identifying solutions so that the 227 children and youths grow up in a favourable environment for their physical and emotional development.

In the towns of Roşia, Chirpăr and Vurpăr from Sibiu county, the poverty most families live in is painfully obvious: small, sometimes improvised run-down houses host multiple generations of the same family. The low level of education and the poor professional skills of the people make it difficult for them to find a stable job, especially since most employers are a long distance from the town, in Sibiu, Agnita or Mediaş.

The desolating picture is topped off by the lack of quality family interaction in these communities. Used to a rough life, poor and uneducated, most parents pay no attention to the relationship with their own children, are not aware of the importance of their role as

parents in their children's lives or how devastating separation from family is for a child. Children often grow up neglected and on constant risk of being abandoned by their parents.

### What did we do to help?

In order to provide children a favourable environment for their development, prevent school and family abandonment, we set out to help parents in the three communities find solutions to their own problems, become autonomous and capable of looking after their children. We also wanted to contribute to changing their attitude towards education and family relationships. In the context of group meetings, 63 adults learned to:

- assess their own resources and prioritise their needs;
  - develop certain skills and abilities, including parenting skills and how to relate to their children;
  - obtain the social rights they are entitled to;
  - search for a job and manage their family budget.
- Parents of children under

three years of age (27 parents) participated in play groups and bonding activities with their children, they learned how to interact with them, and understood the importance of playing for the little ones and for building a healthy parent-child bond.

The little ones took part in creative workshops, lessons on good manners, health and hygiene education and development of manual skills. Part of the recreational activities, for instance the fieldtrip to Păltiniș, attended by 35 children, was dedicated to those with excellent results in school. All the children included in the project received school supplies in the

autumn and presents from Santa Claus on Christmas.

At the end of the year, the 227 children included in the project went back to living with their families, 93% enrolled in a learning institution according to their age, and 95% of those who attended school regularly graduated from the class successfully.

Moreover, 22 families brought small renovations to their own homes or acquired household items, thus improving their living conditions and hygiene. Seven parents found a job and signed a contract of employment. In addition, 17 people, of which 10 children, benefitted from discounted

medical services and 4 newborns were registered with a family doctor.

Two sisters, both teenage mothers, who live together in a cramped, shoddy house were helped to escape demographic anonymity and become visible in the community. Neither the mothers, nor the children had identification documents and did not legally exist, so they did not have access to medical or social aid services. Due to the SOS Children's Villages team, both the mothers and their children are now registered with the Civil State Office, they have a family physician, and benefit from state allowance for the children and other social rights.





“I really enjoyed the trip to Gioagiu Băi. Everything was awesome: the pool, the food, the “morning exercise”, the children, the atmosphere... I had always wanted to bathe in a pool with clean and warm water. This was the first trip I’ve ever been on. Thank you for giving me the opportunity to be a part of it!”

***Georgiana C., 15 years old***

## Sport for social and school integration



### The Social Football School

**Partner:** Foundation for People Development

**Location:** Bucharest

**Beneficiaries:** 45 children at risk for school dropout and their parents

**Website:** [www.fdpdr.ro](http://www.fdpdr.ro)



**The Social Football School supports the development, social and educational inclusion of 45 children at risk to drop out of school.**

A study on school abandonment conducted in 2011 by the Foundation for People Development revealed that for children, friendship and good interaction with classmates, both in school and outside of, it play a major role in their decision to continue or leave school. Marginalisation experienced by children from underprivileged families and the self-isolation they often subject themselves to often lead to school abandonment. Moreover, the family's attitude towards school and education in general, as well as the bad influence from their entourage are two important factors in school dropout among children.

#### **What did we do to help?**

Between September 2014 and June 2015, we offered our support, for the third year in a row, to the children from "The Social Football School": 45 children aged 7-15, from three schools at the outer edge of

Bucharest (School no. 55, School no. 22 and School no. 67).

The beneficiaries of the project are socially marginalised that are at risk for school dropout. Together with our partners, the Foundation for People Development, we help them reintegrate at school and in society, encouraging children to have a better attitude towards school, and the community to be more tolerant towards them. The project also targets parents, who need to understand how important school and education are for their children. Our premise is that education through sport facilitates social inclusion, develops not just physical, but also social abilities, disciplines, builds up self-confidence, keeps children away from temptations and unhealthy entourage, and cultivates team spirit, fair play, and competition.

The project comprises two main components: the actual sporting activities and the counselling sessions for children and their parents. Last year, each child went to football practice two times a week, enjoyed a healthy snack

after practice, and was provided transportation from home to the school and back. The little ones also took part in various events and competitions against other schools or football clubs.

Children got accustomed to respect a schedule and certain rules of conduct, they integrated with the group, they engaged in both individual and teamwork, and they were encouraged to treat others with respect and fair play.

Every child benefitted once every three months from individual counselling sessions. In addition, the young athletes participated in monthly group counselling (20 – 25 children/group), the purpose of which was to increase academic motivation and raise awareness of the importance of education among children. Professionals from various fields of expertise (sport, health, education) shared their personal experiences with the children, helping them identify with certain career profiles and understand the role of education in achieving their own dreams.

The meetings with career role models, visits to various

companies' quarters, as well as other non-formal activities with the volunteers had a distinctive impact on the children and they were all very well received.

Parents took part in monthly individual counselling sessions, wherein they discussed the importance of school and education, the relationship with their children, or ways to address the children's behaviour issues. Both the children and the parents now have a better perception of school, they understand the importance of education and are able to interact better with each other, as well as with other members of the community.

The majority of the children at the Football Social School – over 90% of them – improved both their physical and mental condition, as well as their general mood and demeanour, according to the coaches' evaluations. Some of them proved to be quite talented, and their evolution in the programme was remarkable: according to their coaches, they are much more disciplined and sociable, they have significantly improved their athletic skills, and a few of them want to engage in performance sport.





## Support for vulnerable children



### Difference, not indifference!

**Partner:** Bucureștii Noi Foundation

**Location:** Bucharest

**Beneficiaries:** 100 children (9 months – 18 years old) in vulnerable circumstances: children with disabilities, children with severe social and financial problems

**Website:** [www.fundatia-bucurestii-noi.ro](http://www.fundatia-bucurestii-noi.ro)



**A comprehensive rehabilitation, development, and social integration programme, based on physical and emotional recuperation for children with special needs and other children in difficult circumstances.**

For the vulnerable families in Romania, as well as the children in foster homes, several services that could help them overcome crisis remain unavailable to them: specialised medical care, education, and activities supporting personal and emotional development.

#### **What did we do to help?**

In 2014, the Bucureştii Noi Foundation received financing from the Vodafone Romania Foundation in support of a project aimed to further community integration for children with special needs and their families: children with disabilities, children from single-parent homes, children in the State's protection system, and children from impoverished families, affected by alcoholism or domestic violence.

The "Difference, not indifference" project offers

children a comprehensive rehabilitation, development, and social integration programme, focusing on physical recuperation through kinesiotherapy (35 children), personal and emotional development through art (The ReabilitART Workshop, 35 children) and free participation in a summer education programme (40 children).

Through our support, the Bucureştii Noi Foundation was able to provide free recuperation and rehabilitation services for those in need, as well as a prevention programme for infant spinal cord damage. The Bucureştii Noi Foundation works with two Italian experts – an orthopaedic-posturology specialist and a kinesiotherapist – who evaluate the patients once every three months. Five of the children also received psychological counselling, thus helping them overcome various emotional issues.

Through the project, currently under development, the Foundation set up and outfitted a kinesiotherapy office, offering free services to 100 children at risk.

## Emergency aid for women and children



### Emergency social intervention over the phone

**Partner:** Touched Collection Association

**Location:** Bucharest

**Beneficiaries:** 50 women in vulnerable circumstances (domestic violence, family abandonment, extreme poverty) and 100 children

**Website:** [www.touchedromania.org](http://www.touchedromania.org)



**Offering 50 women and their children help and support to escape vulnerable situations (domestic violence, extreme poverty, family abandonment).**

The numbers depicting the poverty, domestic violence and family abandonment in Romania are grim and disconcerting. Nearly 12.000 women were victims of domestic violence in 2010, and 99 of them were killed. During the first three months of 2011, 1.400 domestic violence cases were reported and 27 of them ended in death. Moreover, 75% of domestic violence occurrences do not get reported, while 61% of Romanians consider that this type of abuse is a private matter. With respect to abandonment: 40.000 children were left without a family in 2013. In the same year, a quarter of the children in Romania were living below the national poverty line, while 40% of people were at risk for bankruptcy and social exclusion (numbers provided by UNICEF).

**What did we do to help?**

The project developed by the Touched Collection

Association with the support of Vodafone Romania Foundation aims to offer women and their children emergency assistance to overcome crisis situations (domestic violence, extreme poverty, risk for family abandonment, victims of human trafficking) and a new chance at a self-respecting, independent life.

Women benefit from professional social services, psychological counselling, art therapy workshops, career guidance and training seminars, so that they can acquire independent life abilities, stay and look after their children, regain their emotional balance and be able to reintegrate socially and professionally.

Beneficiaries received mobile phones and SIM cards, by means of which they can request emergency help when they need to and receive guidance from the project initiators. In turn, four over-the-phone counsellors benefit from Vodafone mobile phones and subscriptions, to be able to intervene on behalf of women and children at risk.

## Respect and care for the elderly



### Alongside forgotten grandparents

**Partner:** Foundation for Community Support, Bacău

**Location:** Bacău, Bacău county

**Beneficiaries:** 835 seniors affected by loneliness and disease

**Website:** [www.fsc.ro](http://www.fsc.ro)

The project offers seniors in Bacău integrated medical care and recuperation, social activities and occupational therapy. A total of 835 people benefit from these services, both at home and in two residential centres.

Only 0,23 % of the elderly in Romania benefit from homecare, even though at least 20% require such services.

Homecare comes with a series of advantages, being 11 times cheaper than any other form of residential assistance, and by developing this area of service, we could provide jobs and qualifications for at least 100.000 people.

Moreover, in Romania there are only 78 senior day care centres, which means that no more than 3% of localities benefit from 1 day care centre where seniors can socialise, in order to remain active and avoid isolation.

### **What did we do to help?**

In 2014, along with the

Foundation for Community Support, we managed to create better living conditions for 835 seniors suffering from loneliness and disease from Bacău: seniors with various degrees of immobility, or who are terminally ill; seniors in need of medical recuperation; lonely pensioners who received social support, counselling and socialising opportunities.

On the one hand, the project addresses a series of urgent needs, such as the need for medical care and social support for seniors who are ill and cannot help themselves. On the other hand, it sets out to encourage active lifestyle among the elderly, offering them opportunities for social interaction and recreation, and helping them regain the feeling of usefulness and self-worth.

Last year, services offered to beneficiaries included:

- medical homecare, provided by nurse practitioners to

seniors being discharged from hospital that needed to continue their treatment at home;

- social homecare for seniors suffering from various conditions, who are not able to go grocery shopping, clean the house or tend to their own personal care and hygiene;

- socialising, recreational and medical recovery activities (physical therapy and kinesiotherapy) at the "Ștefan Ciobanu" Day Care Centre, opened in 2002 and at "Milly Seniors' Village" in Buhuși, opened by the Foundation for Community Support in 2013.

The project also comprises a component for education and raising awareness among the community regarding the problems, but also the abilities of the elderly. A senior theatre group went on a mini-tour through day care and residential centres in the area, in order to promote creativity and proactivity at an older age.



11

# Social integration for people with special needs



For us, children and adults with special needs are, above all, special people and their needs have always been a priority in our projects.

Acceptance, proper medical care, education and intellectual stimulation, socialisation, independent life abilities, development and achieving one's potential – these are a few of the "special" needs (and yet universal for all people) we have identified among people with disabilities and which we try to address through our projects. In 2014, we reached isolated communities from five counties, to help immobilised children and adults, completely dependent on their caregivers,

regain their mobility and hope for a fulfilling life. We gave athletes with intellectual or locomotor disabilities the chance to shine and proudly display their abilities in the context of several competitions and sporting events. He helped young people diagnosed with multiple sclerosis, providing them with home and hospital care, involving them in activities at the day care centre, assisting them in public spaces and institutions otherwise inaccessible to them. We supported special education and intellectual stimulation of children with severe neuromotor disabilities and we helped 50 children with autism

spectrum disorders make progress in learning how to socialise and lead an independent life. In the same year, we outfitted a psychiatric hospital in Romania with a space for play and therapy, which benefits around 800 children each year. Although different with respect to the type of activities employed and needs addressed, all our projects share the same purpose: offering children and adults with special need the chance at a fulfilling life inside the community and, through information and education, combat prejudices and social exclusion against these unfortunate people.

## The precious gift of mobility



### Mobility Caravan

**Partner:** Motivation Foundation Romania

**Location:** isolated communities in Alba, Bacău, Constanța, Neamț and Tulcea counties

**Beneficiaries:** 105 people with motor disabilities,  
27 deinstitutionalised youngsters with advanced intellectual abilities

**Website:** [www.motivation.ro](http://www.motivation.ro)



**Project that aims to improve the mobility of people with disabilities, by providing a mobile wheelchair atelier, training sessions and sporting activities for children and adults.**

For people with physical disabilities, a wheelchair is their only chance at an active and well-rounded life, their only chance at independence. In Romania, however, one in five disabled persons does not have and cannot afford a wheelchair, according to a study conducted in 2010 by the Romanian Academic Society.

Public financing only manages to account for 16-30% of the demand for wheelchair. The lack of adequate mobility equipment confines people with motor disabilities to isolation, complete dependency on assisted care, no access to education or recreational activities, as well as numerous health problems caused by physical immobility.

#### **What did we do to help?**

For 13 years, we have been collaborating with Motivation

Foundation Romania towards improving mobility for children and adults in Romania with motor disabilities, including people living in isolated rural communities, with no access to information or specialised aid, and help them regain hope for a better, fulfilling life.

In 2014, we launched the pilot project "Mobility Caravan", through which 105 children and adults with locomotor disabilities from isolated areas in Romania received personalised mobility equipment, or benefited from free repairs and adjustments for the equipment they were already using. In 2014, a mobile wheelchair atelier travelled to five isolated localities, with no access to specialised services and assistance from Alba, Bacău, Constanța, Neamț and Tulcea counties.

The Caravan was led by a multidisciplinary team, comprising a kinesiologist, a medical assistant, a technician specialised in reconditioning and adjusting wheelchair and an independent life coach, a



wheelchair user himself.

The Caravan beneficiaries were selected by Motivation regional teams and they were provided with free repairs of their old wheelchairs, or received new mobility equipment, adapted to their needs, evaluations, medical and kinesiotherapeutic recommendations, as well as independent life coaching, regarding wheelchair manoeuvring techniques and basic self-serving and self-care abilities. Overall, they learned more about their own disability, how to prevent complications that can ensue from their condition, how to travel safely outside the house with proper

equipment and dignity, knowing their abilities and rights.

Sport is a great way to help people with special needs integrate in the community, but also to encourage and celebrate their abilities. A few sporting events in 2014 brought together people suffering from physical or intellectual disabilities and Vodafone volunteers. Thus, in May 2014, athletes with and without disabilities swam together in the Motivation-Vodafone annual competition, and in October they played basketball in wheelchairs.

A third component of the project developed with

Motivation has as its beneficiaries 27 children and young adults who had been deinstitutionalised from the Tâncăbești Foster Home (Ilfov county) and now live in four social homes. Youths took part in monthly "gentle teaching" activities, which aimed to improve their quality of life and confidence in their own abilities.

Children were given the opportunity to get know their therapists better outside the workshops, by going to the theatre, visiting museums and parks, going on fieldtrips, trying out new games and building beautiful memories together.







## “Mobility Caravan”: over 100 transformed lives

“Mobility Caravan” travelled to five isolated communities in Romania, bringing children and adults with disabilities a very special gift: the freedom of movement and with it, a chance at a better life. Over 100 people who had lost all hope that they would ever be able to move independently, received a wheelchair, useful advice and reassurance that life can be beautiful and fulfilling despite their disability.

Through the “Mobility Caravan” we learned fascinating life stories and met many people, too many, who live in isolation, who do not know their rights (like the right to request a wheelchair through the National Health Insurance Fund), who are subjected to abuse and do not know who to turn to for help. We came across modest people who, not wanting to be a burden to others, tried to solve their problems by improvising wheelchairs with materials from around the house – wood and various pieces of fabric. Unfortunately, the use of inadequate equipment leads to complications. We met senior citizens who had not been to the doctor in years and were not aware of their medical conditions, and children from isolated villages who could not get to school due to not having a wheelchair. In Motoșeni, Bacău county, we met 7-year old Gabriela, who had been diagnosed with hydrocephalus. Gabriela lives with her parents and older sister in a small, rundown house and she has never

owned a wheelchair, even though she was not able to move around by herself beyond the front door of her parents’ home.

Gabriela came to the Caravan dressed in a school uniform, although she was not a student. Curious, clever and talkative, she quickly approached us and admitted that she wears the uniform because she wants to go to school like her older sister, learn and play with her classmates during recess. However, Gabriela’s mother told us that her youngest daughter “can’t go to school, with all the problems she has”. And plus: “what would people think”? The neighbours are already “looking”. David Răulea, independent life coach and member of the Caravan team explained to the mother that it would be a shame to not let her child go to school, given how smart and eager to learn she is: “We use wheelchairs too and we went to school, we graduated college. If we could do it, so can she. You have to encourage her”.

The “Mobility Caravan” gave Gabriela a wheelchair and with it, the independence to get around and leave the house by herself. Her mother was scared that she might be asked to pay for the wheelchair, so we assured her that the only reward we expect in return is to send her child to school. We left with a promise from the mother a happy smile from Gabriela, who already has her uniform ready to go to school by herself.

## Promoting intellectually disabled athletes



### The National Special Olympics

**Partner:** Special Olympics Romania Foundation

**Location:** national

**Beneficiaries:** 2.500 athletes with intellectual disabilities,  
300 parents, 200 teachers, 500 volunteers

**Website:** [www.specialolympics.ro](http://www.specialolympics.ro)



Sporting events and competitions that contribute to the social integration of people with intellectual disabilities, helping them uncover their potential, become active members of their family and community, and regain self-confidence and experience the joy of living.

The need for acceptance is an intrinsic one, prescribed genetically, common to all people, irrespective of race, gender or degree of disability. Special Olympics took on the mission to support social integration through sport for people with intellectual disabilities, to promote their abilities and make them feel valued and accepted, thus creating a stronger, more generous and united world for all of us.

From the 102.202 people with intellectual disabilities documented in Romania in 2013, approximately 1500 participate every year for the first time in the activities and sporting events organised by the Special Olympics Romania Foundation. In

addition, the Special Olympics Foundation selects and coaches the delegation representing Romania at the Special Olympics World Games.

### **What did we do to help?**

With the financial support provided by the Vodafone Romania Foundation, 2500 people with intellectual disabilities from Foster Homes, Special Schools, Trade Schools, and NGOs from the entire country participated in 2014 in training camps, local, regional, national and international sporting competitions and events dedicated to people with intellectual disabilities.

Because the purpose of these events is to offer every participant the chance to feel like a champion and proudly enjoy his abilities in the applause of the public, all the games participants received a medal and climbed onto the podium at the end of the competition.

For Special Olympics Romania and its athletes,



2014 was a rich and busy time, with many events organised throughout the entire country: 3 Local Games editions (Călărași, Sibiu, Brașov), 3 Regional Games editions (Buzău, Piatra-Neamț, Oradea), one National Games edition (Craiova, 6th -9th of June).

2014 also meant the participation in the Special Olympics World Summer Games, which took place between 9th - 21st of September in Antwerp, Belgium. The 19 athletes in Romania's delegation competed against 2000 other athletes from

58 countries in gymnastics, bocce, judo, swimming and table tennis, and they brought home 36 medals.

In addition to the competitions, Special Olympics Romania organised and was in turn invited to various demonstrations – the most important of which was the demo 3x3 game in the context of the European Basketball Championship, which took place in Bucharest. The Special Olympics athletes played three on three against European basketball superstars.



It was and will always be beneficial to be there for each other and continue to support the integration and psychomotor and social development for people with disabilities. You brought children and parents together, we built wonderful friendships throughout the entire country, we felt and experiment together, you stimulated us in our work, and taught us to raise the bar even higher."

***Mihaela Ghițulescu, parent of an individual with intellectual disabilities (Bucharest)***

## Social and school inclusion for children with disabilities



# Inclusive

**Partner:** ASCHF-R Bucharest branch office – Aurora Day Care Centre

**Location:** Bucharest

**Beneficiaries:** 22 children (aged 4-13) with severe neuromotor disabilities and their families (parents, grandparents, siblings)

**Website:** [www.czaurora.ro](http://www.czaurora.ro)



Specialised education services, socialisation and global stimulation (intellectual, emotional) for preschoolers and young students with severe neuromotor disabilities.

Children with severe neuromotor disabilities, the majority of them being wheelchair users, have very little opportunity to attend a learning institution regularly and commit to a long-term educational process. Their learning needs are special and in the absence of a timely, specialised and personalised intervention, without intellectual stimulation as they grow up, the children's potential for evolution and progress remains unexplored and undeveloped.

The special education system is not fully able to cater to the children's needs properly, due to fundamental problems (insufficient personnel to ensure the physical and emotional safety of the children, the lack of transportation). The only solution to this issue and the only chance to a normal life these children have are

programmes like the one in question and collaboration with regular schools in order to improve the integration of children with special educational needs.

### What did we do to help?

The Aurora Day Care centre, opened in 1995 and financed by the Vodafone Romania Foundation in 2014, laid the foundation for the school and preschool integration of 53 children with severe neuromotor disabilities.

Last year, 22 children aged 4-13 from Bucharest benefitted from the daily services provided by the centre – special education, socialisation, complementary therapies, transportation, and counselling. A multidisciplinary team comprising an educational psychologist, a speech therapist, a kinesiotherapist, and a psychologist, work with every child individually in a space adapted to their needs and using special educational materials.

In addition to medical recuperation, intellectual and



emotional stimulation from a young age are crucial for the evolution of children with severe disabilities and it yields long-term results. Without the targeted activities and specialised services offered at the Centre, the children would not stand a chance to integrate in the regular school system. Children benefit from transportation and attendance through the centre's minibus, donated in 2007 by the Vodafone Romania Foundation.

The daily activities at the centre include personalised programmes for sensory stimulation, personal autonomy, and development of language, communication and logic-mathematical abilities.

Moreover, the 22 children participate in individual speech therapy and kinesiotherapy sessions, as well as numerous socialising activities: visits to parks, stores, shows and events. The families are an important

category of beneficiaries, knowing that the emotional and financial balance is often precarious in the family of a child with disabilities. In the context of individual or group meetings, parents receive counselling on how to manage their situation and cope with the trauma of their child's disability.

Moreover, parents are encouraged and taught how to carry on the activities at home



with their children. Families join their children at the annual summer camp organised through the project, which is an important source of psychological comfort and socialising opportunity for parents who have the chance to escape their daily routine, interact and form friendships with other adults who face the same challenges as them. Last year's camp was attended by 100 children and family members.

An important objective of the "Inclusive" project is to change mentalities and attitudes regarding children with disabilities, particularly among other population groups. In order to help children with motor disabilities integrate at kindergarten and school, and to avoid rejection and discrimination, it is essential to reach out and raise awareness among other children and parents, as well as to support teachers with the adaptation of

the materials and school curriculum.

Thus, the Aurora centre activities include collaboration with schools in Bucharest and organising events together with students in the regular school system. In addition, the Centre gives educators, teachers and professors access to specialists with experience in working with disability, who provide guidance and answers to their questions.

## Care and support for patients with multiple sclerosis

# Multiple sclerosis – the disease of the young adult. Recognise the risks

**Partner:** SM Speromax Alba Association, Alba-Iulia

**Location:** Alba county

**Beneficiaries:** 80 people diagnosed with multiple sclerosis, 52 members of the patients' families, 20 trained volunteers, 100 college students, 200 patients recently diagnosed informed through the network of patients' associations

**Website:** [www.smalba.ro](http://www.smalba.ro)

Project that targets setting up a day care centre and offering socio-medical services, including home care, for people with multiple sclerosis in Alba county.

Multiple sclerosis, one of the most common diseases of the central nervous system, is the affliction of the young adult, because the general onset age is between 29 and 33 (however, the disease can manifest itself anytime between ages 10 and 59). The absence of specialised centres and experts on multiple sclerosis, the insufficiency of social and socio-medical services, as well as the social exclusion of sufferers and lack of information among the general public regarding this

disease are some of the social and medical difficulties that affect young people diagnosed with multiple sclerosis.

### What did we do to help?

Initiated at the end of 2014 and currently in progress, the project implemented by the SM Speromax Alba Association aims to support people diagnosed with multiple sclerosis, at home, in hospitals or at the newly established day care centre, but also to train more specialists on multiple sclerosis. A third important objective of the project is to raise awareness among both patients and the general population regarding the nature and consequences of this disease.

The socio-medical services for the 80 patients offered in 2014-2015 include day care centre services, focusing on socialisation and occupational therapy; "social attendance" services for patients who need to travel to public institutions or other places lacking accessibility features for people with disabilities; "medical attendance" services, comprising support upon admission and personalised para-medical aid while in hospital.

However, the service that that seemed to bring beneficiaries the most joy was the personalised home care. Patients in need of such



services are completely homebound and live in small villages in isolated and inaccessible mountain areas, where help never arrives. In the span of a year, an interdisciplinary team comprising specialists and volunteers offers homebound beneficiaries home consultations and kinesiotherapy support, psychological assessment and counselling, rights representation services, and social and medical attendance. In 2014, the 80 project beneficiaries were evaluated from a socio-medical standpoint. Thirty-eight people received psychological assessment and counselling,

56 received kinetic assessments, and 31 are undergoing kinesiotherapy according to the personalised plans devised by the project team. We represented the interests of 15 homebound patients with the National Health Insurance Office, the National House of Pensions, DGASPX, medical and socio-medical centres and we provided social and medical attendance to 10 affected people.

Twenty volunteers have already been trained and involved in the implementation of the project, helping patients at home, during activities at the centre or in the hospital.

The project also comprises information campaigns regarding multiple sclerosis and provisions to improve the quality of life for handicapped people, locally and nationally: a seminar dedicated to students of the Alba-Iulia "1 Decembrie" University, in the Social Service, Occupational Therapy and Sociology departments; the Alba-Iulia MS Day, an event designed to raise awareness about multiple sclerosis; the "Multiple sclerosis. Now what?" brochure, designed for patients recently diagnosed with MS and distributed nationally through the network of patients' associations for multiple sclerosis.

## Socialisation for children with autism



### Happy afternoons

**Partner:** Învingem Autismul Association

**Location:** Bucharest

**Beneficiaries:** 50 children with disorders from the autism spectrum

**Website:** [www.invingemautismul.ro](http://www.invingemautismul.ro)



Children and teenagers with autism benefit from socialisation activities, integration in the community and independent life coaching, to help them be able to adapt to their environment and everyday life.

Autism is a developmental disorder that affects the patient throughout his entire life. Nevertheless, all children and young people with autism still have the potential to learn, to make progress and lead fulfilling lives. In order for that to happen, early diagnosis and intervention are essential.

In addition to other forms of therapy, it is extremely useful for children and youths with autism to engage in socialising and community integration activities, as well as activities aimed to support and develop independent life abilities (eating, getting dressed or going to the dentist).

#### **What did we do to help?**

In the context of the „Înviegem Autismul” multidisciplinary centre, dedicated to educating and

helping children with autism, the Vodafone Romania Foundation has been financing the “Happy afternoons” project since 2012.

In 2014, 50 children with autism spectrum disorders participated in socialising and integration activities, complementary to the individual therapy received at the centre. These types of activities aim to improve and develop certain abilities that pose problems for autistic children (movement, language and communication, participative play, self-servitude and independent life), focusing on social interaction.

Five afternoons a week, under the guidance of a therapist specialised in group activities, with the help of well-trained volunteers and specially designed teaching materials, children with autism learn step-by-step how to face up to the behavioural and educational demands in the formal learning system, as well as those pertaining to the natural interaction with other children. The young patients



learn in a relaxed and supportive atmosphere, how to become independent at kindergarten and later, in school, but also how to integrate more easily in the community.

The young beneficiaries – children and teenagers – often visit public spaces: museums, the zoo, the theatre, the cinema, shopping places, parks, they take horse-riding lessons, they go swimming, they go to camp, practice sports or camping. Such activities develop sensory and perception capacities, stimulate interest towards the surrounding environment, and further their ability to handle certain everyday-life situations.

In the context of several annual events (festivities, parties), children have the opportunity to exercise the various abilities they have acquired.

Every Saturday, in the dance and creative arts workshop, children learn how to interact and communicate nonverbally, how to become more aware of their own body and improve their motor coordination, through dance and other forms of artistic expression. The majority of children – 85% of them made significant progress as of 2014 and are now more open to physical and social interaction.

Since 2014, children and teenagers have been

engaging in a new daily activity, which aims to improve their independent life abilities, by learning and practicing natural personal autonomy behaviours, such as eating, getting dressed or washed up without assistance.

The strong point and main outcome of this project was that it motivated the children to seek other children's company, which improved the quality of life for all the beneficiaries. In two years, between 2012 - 2014, over 50 children with autism improved their integration abilities, they learned how to make friends and part of them now attend regular learning institutions.



S. has been participating in socialising groups for over 2 years. We all know that a special child can never recover completely, but what goes on during the Happy Afternoons is amazing. The work and effort put into the project are not in vain and I really hope the good things will keep on happening. We all deserve chances in life, and these vulnerable and special children deserve them even more.”

***S.V., mother of 7-year old S.***

# Play space and therapy for children in hospital



## Equal rights to play

**Partner:** Sibiu Gheorghe Preda Psychiatric Hospital Association (ASPPS)

**Location:** Sibiu, Sibiu county

**Beneficiaries:** 800 children/year admitted to the Gheorghe Preda Psychiatric Hospital in Sibiu

**Website:** [www.medicina-psihiatrie.ro](http://www.medicina-psihiatrie.ro)



**Setting up a playground in the Sibiu Psychiatric Hospital courtyard, dedicated to therapeutic activities and accessible for children with disabilities.**

Although outdoor activities are an important component of the therapeutic process, children in the Sibiu Psychiatric Hospital did not have the possibility to enjoy such activities. The hospitalisation, sometimes for long periods of time, was difficult for the little patients, especially for children who were not accompanied by their parents, or came from foster homes.

The Sibiu Psychiatric Hospital annually admits approximately 1600 children (aged 3-18) with neuro-locomotor and psychiatric conditions, part of them confined to wheelchairs. Around 10% of children come from foster homes. The children admitted to the Sibiu Hospital come from Sibiu, Vâlcea, Alba and Braşov counties and 43% of them live in rural areas.

**What did we do to help?**

The Vodafone Romania Foundation financed the building of a playground on the premises of the Sibiu

Psychiatric Hospital, a space for recreation, socialising and therapy, designed to be accessible for children with disabilities. It is the only play space in Sibiu specially designed for children with disabilities. The project initiators estimate that a minimum of 800 children admitted every year can benefit from outdoor activities, relaxation and play therapy in the recently assembled space. The playground allows carrying out therapeutic and relaxation-promoting activities that improve motor skills, coordination and balance. It also encourages social and adaptive behaviours, group integration and prevents isolation. Yet another advantage of the playground is that it facilitates supervision and evaluation of the children by specialised staff, in a safe and secure environment.

The “Equal rights to play” project attains two important objectives for the Vodafone Romania Foundation strategy: firstly, it supports social integration for children with disabilities, and secondly, it succeeds in improving hospitalisation conditions and medical services provided by our Partner institution.

# List of projects financed by Vodafone Romania Foundation in 2014

For the year that ended on the 31st of December 2014, the financial situation of the Vodafone Romania Foundation underwent external audit by KPMG.

Organisation name	Project/programme name	Value (RON)
SOS Children's Villages Association	The colours of childhood	171.000
SOS Children's Villages Association	Sustainability investment	79.425
ASCHF-R Bucureşti Branch Office- Aurora Day Care Centre	Inclusive - project promoting social and school inclusion for children with neuromotor disabilities	253.575
Workshops Without Borders Association	Sustainability investment	67.595
Autism Baia Mare Association	Sustainability investment	83.606
Caritas Alba Iulia Association	Home alone with my mobile phone	219.000
Caritas Alba Iulia Association	Home-monitoring of patients with cardiovascular problems	301.780
Conil Before & After School Performance Centre Association	Integration camp for children with autism spectrum disorders	9.000
Give Life Association	World of Difference - I have cancer. Where to now?	71.325
Diaconia International Help Association	Diaconia Educational Centre - A hot meal, a better life	400.189
Diaconia International Help Association	Volunteer work - Build for tomorrow	676.256
Hercules Association	Hercules Day Care Center	203.343
Hercules Association	World of difference - Visibility for sustainability	44.901
Hercules Association	Sustainability investment	79.650
Hercules Association	Volunteer work - Autumn Stock of Goods	5.030
Children's Heart Association	Extension of the telemedicine solution	781.940
Children's Heart Association	Parents welcome	360.747
Children's Heart Association	Professional Volunteer - Integrated video production for the Association's communication	57.411

Organisation name	Project/programme name	Value (RON)
Învingem Autismul Association	Happy afternoons	122.080
Învingem Autismul Association	Sustainability investment	79.470
Învingem Autismul Association	Registered Behavior Technician	22.000
Little People Association	Psychosocial intervention in oncology hospitals from Bucharest and Cluj	166.500
M.A.M.E. Association	Health is a priority	255.105
M.A.M.E. Association	The Fund for Life	56.496
Merci Charity Boutique Association	Professional Volunteer - Merci, Tooth Fairy	69.120
Mia's Children Association	Hope for tomorrow	86.022
OvidiuRo Association	Every child in kindergarten	15.096
P.A.V.E.L. Association	Professional Volunteer - Puppet therapy	26.136
P.A.V.E.L. Association	Sustainability investment	74.250
Association for Community Support Brasov	Open wide and smile	199.170
Association for Community Relations	Professional Volunteer- Generosity week	65.844
Association for Community Relations	Sustainability investment	98.727
Association for Community Relations	Donatie.ro	50.193
REACT Association	A chance for life	62.145
REACT Association	A life may depend on you	51.840
REACT Association	Ultrasound machine purchase for the Grigore Alexandrescu Children's Hospital	225.000
Samaritans of Romania Association	SOS Deaf-mutes	134.608

## List of projects financed by Vodafone Romania Foundation in 2014 (continued)

You can read more about the Vodafone Romania Foundation's sources of finance and the transparent manner in which the Foundation administers its funds and chooses projects to support in the introductory chapter of this Annual Report.

Organisation name	Project/programme name	Value (RON)
Junior Mom School Association	Professional Volunteer - Hydrotherapy	40.239
Saint Archdeacon Stefan Association	Stronger together	49.635
Saint Archdeacon Stefan Association	Sustainability investment	76.500
Saint Stelian Association	Steluța Day Care Centre	135.000
Saint Stelian Association	Hope for tomorrow	169.200
SM Speromax Alba Association	Professional Volunteer - Occupational therapy for multiple sclerosis	26.388
SM Speromax Alba Association	Alba Information and counselling centre for multiple sclerosis	189.573
Sibiu Gheorghe Preda Psychiatric Hospital Association	Equal rights to play	138.920
Tandem Association	Smart Public Transport	214.650
Teach for Romania Association	Leaders of change for a better education	312.435
Touched Association	Volunteer Work - Christmas festivity	7.400
Touched Collection Association	Emergency social intervention over the phone	226.395
Baylor Marea Negra Foundation	Medical equipment acquisition	13.200
Bucureștii Noi Foundation	Difference, not indifference!	133.884
Chance for Life Foundation	Vodafone Bucharest Scholarship	135.000
Chance for Life Foundation	Vodafone Sulina Scholarship	149.218
Chance for Life Foundation	Sustainability investment	41.400
Foundation for Community Support	Alongside forgotten grandparents	210.535
Foundation for Community Support	Professional Volunteer - Kinesiotherapy for isolated seniors	26.388
Foundation for Community Support	Sustainability investment	80.000
Foundation for Community Support	Gala of the Bacău Volunteer VIII edition	13.500
Foundation for People Development	Social football school	67.500

Organisation name	Project/programme name	Value (RON)
Foundation for People Development	Sustainability investment	79.691
Edelweiss Foundation	Sibiu and Damian-Dolj Day Care Centres	184.500
Social Society Gala Foundation	Civil Society Gala	66.000
Hospice Casa Sperantei Foundation	MobiHope	330.000
Hospice Casa Sperantei Foundation	Caring together	416.336
Hospice Casa Sperantei Foundation	Volunteer work - Fundraising events	28.778
Motivation Foundation	Call Centre for people with spinal cord injuries	170.000
Motivation Foundation	Mobility Caravan for people with disabilities	213.919
Motivation Foundation	Gala for People with Disabilities	40.500
Parents of Romania Foundation	PEDITEL 1761	196.368
The Princess Margarita of Romania Foundation	Young talent	135.000
Ringier Foundation	Help the children!	52.800
Romanian Business Leaders Foundation	Entrepreneurial workshops	50.620
Saint Dimitrie Foundation	Occupational therapy programme	7.525
Special Olympics Foundation	Healthy athletes	93.000
Special Olympics Foundation	Social integration through sport for people with intellectual disabilities	159.503
Swedish Organisation for Individual Humanitarian Aid	Sustainability investment	62.640
UNICEF	Let's put a stop to violence against children	22.250
<b>Total finanțări (lei)</b>		<b>10.493.988</b>

# Awards in 2014



The Civil Society Gala, Special Award for the "New Neonatal Intensive Care Unit", a project financed by the Vodafone Romania Foundation. The award was handed to our project partners, Alexandru Popa, President of the Children's Heart Association and Dr. Cătălin Cârstoveanu, Head of the Marie Curie Neonatal Intensive Care Unit.



The Little Stars Ball, 6th edition - „Diploma of Appreciation” awarded to the Vodafone Romania Foundation for its overall involvement with projects supporting children with cancer.



The Civil Society Gala, Originality Award for the "Controlin" project developed by the React Association and the Vodafone Romania Foundation.



Romanian PR Award, 12th edition - the Golden Award for Excellence won by the "Mobile for Good" programme, in the "Nongovernmental organisations, civil society" category



The Civil Society Gala - 1st Place in the "Social services" category for the „Caring Together" project, developed by the Hospice Casa Speranței and Vodafone Romania Foundations.



Effie Gala 2014, 11th edition  
The „Golden Trophy" in the non-profit category for the project "A chance for life", developed by the React Association and the Vodafone Romania Foundation.

**Vodafone Romania Foundation**

15, Charles de Gaulle Square, sector 1, Bucharest

Email: [fundatia.vodafone\\_ro@vodafone.com](mailto:fundatia.vodafone_ro@vodafone.com)

[www.fundatia-vodafone.ro](http://www.fundatia-vodafone.ro)

[www.facebook.com/FundatiaVodafone](https://www.facebook.com/FundatiaVodafone)

[www.fundatiavodafone-blog.ro](http://www.fundatiavodafone-blog.ro)

[www.voluntardeprofesie.ro](http://www.voluntardeprofesie.ro)

