

UNDER THE MARK OF UNICEF

Projects supported by the *UNICEF Galas*

September 2007



Partnerships for Children – A New Beginning

At the end of 2004, the entire world was in awe at the sight of South-Eastern Asian communities being swept away by the tsunami waves. The immediate answer of the nations matched the shock and the size of the disaster. In Romania, at the initiative of Mrs. Andreea Marin Banica, TVR, together with UNICEF, organized the “Smile for Asia” Campaign, which brought over 560,000 Euros for the affected children. The numerous

answers to this call were proof for the Romanians’ generosity and their solidarity with the needs of underprivileged children.

This was the beginning of a new stage in UNICEF’s activity in Romania: *partnerships for children*.

Between 2005-2007, the fundraising activities brought almost 2,250,000 Euros, of which 1,650,000 Euros have been invested in local projects. These

initiatives were realized either as a result of partnerships with various companies in Romania, or that of direct donations, showing the Romanians’ increasing sense of responsibility and willingness to support children in need.

Thank you all on behalf of the children whose lives you changed for the better!

Pierre Poupard,
Representative
UNICEF Romania

A Youth Club in Constanța

In June 2007, the Romanian Health Ministry reported 12,250 people living with HIV/AIDS, of whom around 8,100 were children and youth under -19; most of them were infected in hospitals. The discrimination and social exclusion (even from schools) of HIV-positive children and adolescents continue to present a constraint in the fulfillment of their rights to education and overall welfare.

In April 2005, UNICEF Romania organized its first fundraising event in the benefit of young people living with HIV/AIDS. With the help of the 6,500 Euros (approx) raised, a Youth Club was opened in Constanța, and was included in a national net-

work of youth centers. The inauguration of the Club in Constanța is based on the goal to integrate HIV positive children and youth of this County in the local schools and community. The project was developed in partnership with “Close to You” Foundation.

Through the establishment of this youth club, significant strides have been realized in the social and educational integration of the HIV positive young people living in Constanța County. 120 youth, irrespective of their statute – HIV negative or positive – now have the opportunity to participate in the meetings organized in this Club, where they can carry out various

recreational/educational activities, and share life experiences, ambitions and dreams.

The project serves as an unique opportunity for these children to develop independent life skills, to increase their self esteem and to diminish the inferiority and self-devaluation complexes. On the whole, the Youth Club in Constanța provides an opportunity for improving the quality of life of HIV infected and affected individuals. The club is an example for the entire community, advancing knowledge and understanding on HIV/AIDS transmission, while strengthening the role of young people—promoting positive attitudes and relationships.

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The main sponsors of the *UNICEF Gala* were ABN AMRO Bank Romania, Porsche București Nord – dealer AUDI and Helvetansa. Nearly 24,000 Euros were raised during the event.

Back to school

Relief for the Children Affected By Floods in Chiojdeni, Vrancea

The floods in the summer of 2005 affected much of Romania. One of the most affected areas was Vrancea County. According to a report by the Ministry of Education of Research, at the end of August 2005, the families of 1,563 children from 19 schools and KGs across the county were affected by the floods. Of them, 233 children (15%) were from Chiojdeni commune alone. UNICEF committed to changing these children's lives and to help them get back to school.

In October 2005, UNICEF held the second *UNICEF Gala*. With the financial support of the main sponsors and with

the contribution of the other participants, the amount of nearly 24,000 USD was raised during the event.

UNICEF donated all these funds to helping the children and families in the underprivileged and marginalized communities in Chiojdeni, Vrancea. The project was implemented by "Feed the Children" Foundation.

In November 2005 "Feed the Children" distributed clothes (totaling a value of 10,000 Euros) donated by one of the participants of the *Gala* to all the children of school age in Chiojdeni. From the funds raised during the event, the children received shoes and school supplies, as well. Food is also regularly supplied to the 82 children of school age

who attend the day care centers run by the foundation. In these centers, the disadvantaged children, especially those whose houses were affected by the floods, come after school, receive a hot meal and are helped to prepare their homework. They also receive educational assistance and are taught various skills.

Another activity within the project is related to the rehabilitation of the school in Chiojdeni and the improvement of the education conditions for children. The activities focused on the mending and modernization of toilets, on replacing the wooden floors, building a new fence and acquiring new furniture for classrooms.

A total of 575 children of the community received UNICEF support.



Welcome, Baby!

One of the main concerns of UNICEF is the health status of the newborns and the prevention of abandonment of children in maternity hospitals. In Romania, there is still a large number of prematurely born babies and of those with low weight at birth, while the access to basic health and protection services is still limited. Another special problem is the high rate of child abandonment, especially in maternity

wards and pediatric hospitals. A better pregnancy monitoring and improved care of the newborns is one of the best strategies for the prevention of severe illnesses to the newborn and of the child abandonment in maternity hospitals. The development of a social assistance network can also contribute significantly to solving this problem.

The 3rd *UNICEF Gala* organized in **April 2006**

was dedicated to raising funds for projects in the field of pregnancy monitoring for the prevention of child abandonment in maternity hospitals. Outstanding personalities belonging to the business, socio-cultural, political and media environment contributed to raising 100,000 Euros.

The projects were implemented by the "Healthy Children" Foundation,

Continued →



Holt Iasi and “For Each Child a Family” Foundation in Reșița.

Bucharest

“Healthy Children” Foundation contributed to the endowment with medical equipment of the neonatal intensive care ward within Filantropia Hospital in Bucharest for the support and development under optimal conditions of the prematurely born babies, with low birth weight.

Three incubators, one vital functions monitor and mechanical ventilation equipment have been donated. It was noticed that due to these equipment, the number of prematurely born babies weighing 800-1000g which were saved increased and days spent by the babies in the neonatal intensive care wards decreased, which lead to the overall decrease of the costs of their support and treatment required until they are able to leave the hospital.

Iași and Vaslui

Holt Romania foundation implemented a project meant to contribute to creating a strong mother-child relationship

and to support the mother not to abandon the baby, through counseling, and as well by offering them the “Welcome, Baby!” package.

200 mothers from Iași and 200 from Vaslui received the bags that include clothing and hygiene items for the child and the mother.

Meetings were organized with 911 mothers (492 at the *Cuza Vodă* maternity hospital in Iași and 419 at the hospital in Vaslui), where information was offered on the stages of child development, vaccination plan, parents’ responsibilities, children’s and parents’ rights, ways to have these rights respected, communicating with the baby, taking care of the premature baby, improving the relations inside the extended family, understanding the significance of having a new born as part of the family and how to manage the stress generated by the child’s coming into the family. Through the activities developed, the project had an impact on 840 children, of which 404 were newborn babies.

Caras – Severin

“For Every Child a Family” Foundation aimed at reducing the number of children abandoned in Caransebes, Bocsa, Resita and Oravita by improving the social assistance services. The direct beneficiaries of the project were 100 babies and young children at risk of being abandoned, 100 single pregnant women at risk and 100 vulnerable families (suffering from poverty, alcoholism, or terminal illnesses). By the “Involvement of the community in prevention services” project, the foundation managed to create a connection and a socio-medical network between maternity wards and the community of the mothers and the babies at risk. In these communities, medical assistants and social assistants had the mission to take over the cases from the maternity hospitals and to offer socio-medical support to the mother and the child. The mothers at risk received information on the community services and the available resources from the professionals working in the counseling offices within maternity hospitals.



The companies that supported the 3rd UNICEF Gala are: Carrefour, official partner, Automotive Trading Services, Alltrom – Băneasa Investments, Omnilogic, Glaxo Smith Kline – Fundația Parteneri Pentru Viață, Mobexpert, Automobile Bavaria – BMW, Raiffeisen Bank, Țucă & Asociații, Aaylex – Avicola SA Buzău, Porsche România, Medrom, LaDorna, Sofmedica, Flanco – Credisson, ABN AMRO Bank (Romania), AVIVA Asigurări de Viață, Arctic, Metro Cash and Carry, Philips România, Auto Italia, Class, Elmec România, Media Investment Communication, Mercury Promotions, Oriflame, AIG Life Asigurări România.

HIV positive youth – a New Force in the Fight against HIV/AIDS!

Over time, UNICEF noticed the willingness of young people living with HIV/AIDS to be involved in the decisions regarding the promotion and realization of their rights.

Thus, the idea was born to create, develop and support national networks of HIV positive young people that will represent the “voice” of the Romanian children

and teenagers living with HIV/AIDS and that will ensure a continuous dialogue between the affected people and the community and authorities.



The realization of this network was possible with the help of the 80,000 Euros raised during the 4th *UNICEF Gala* held in October 2006. The project was implemented by “Close to You” Foundation and UNOPA – the National Union for HIV/AIDS Affected Persons.

“Close to You” Foundation organized at the end of March 2007 a workshop to train young HIV positive people in *advocacy, leadership and networking*. 30 members of the Youth Club networks participated in the workshop and also set an action plan for each center within the network. The activities planned include HIV information campaigns for young people, the participation of the affected young people in dialogue with local authorities, the promotion of the video spot on fighting discrimination against HIV positive people and a photo exhibition made by young people living with HIV/AIDS (YPLWHA).

Following this workshop, in May 2007 a national meeting was organized

to evaluate the involvement of young HIV positive people in advocacy activities.

Close to You Foundation documented the best practice models of the participation of YPLWHA in advocacy and in the fight against discrimination. Two case studies were conducted and shared with the authorities to be used as advocacy tools. Also, a guide was elaborated and published on the development of the Youth Clubs as a model for social integration of HIV positive young people. This guide was distributed to local authorities and NGOs in the field.

For the consolidation of the “Fighters” Young Activists Network (RTAL), **UNOPA** reunited 20 young people to strategically plan the following 3 years. The three-year plans included: the development of RTAL (strategies, objectives, activities), an immediate plan of action for 2007, and the fundraising plan. The strategy for 2007-2010 was printed in a brochure and distributed to the members of the network

as reference material and also to the governmental institutions active in the field of HIV/AIDS.

One of the most important activities of UNOPA in 2007 was the Forum of Young people Living with HIV, where 35 teenagers from Romania and abroad discussed the legislative framework and the policies facilitating the HIV positive people’s access to jobs, best practice models in Romania and in the region on the socio-professional integration of HIV+ young people, the opportunities and threats regarding access to labor markets for YPLWHA, the needs and discrimination of HIV positive people at the working place and the role of the networks in the region. UNOPA and UNICEF elaborated a best practice model regarding the involvement of young people in the organization of events such as this Forum. The material will be used by the members of the network for promotion, while it was also distributed to other organizations, to be used for guidance.

The companies which supported the 4th *UNICEF Gala* include: **Carrefour** - official partner, Mobexpert Group, LaDorna, SofMedica, Aviva Asigurări de Viață, ABN AMRO Bank Romania, Arctic, Metro Cash and Carry, Class Mob, Elmec, AIG Life Asigurări, Mega Image, Advent International Romania, Samsung, Citibank, Odyssey Communications, Volvo, Unirea Medical Center, Holcim, European Investment Services, LG, and Pasmatex.

About UNICEF:

UNICEF is on the ground in 191 countries and territories to help children survive and thrive, from early childhood through adolescence. The world’s largest provider of vaccines for developing countries, UNICEF supports child health and nutrition, good water and sanitation, quality basic education for all boys and girls, and the protection of children from violence, exploitation, and AIDS. UNICEF is funded entirely by the voluntary contributions of individuals, businesses, foundations and governments.



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